

Mediated Minds Conference, University of Cincinnati, Blue Ash April 19, 2019

Hostile Media Perception and Spiral of Silence to Understand the Media's Impact on the American Voter

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Abstract — In the presentation I will explore the media's effects through the Hostile Media Perception and the Spiral of Silence on the American voter.

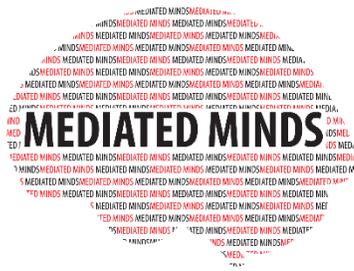
I. INTRODUCTION

The Hostile Media Theory says that individuals see the media as hostile towards their own beliefs. The Spiral of silence theory (SoSt) proposes that what individuals perceive as the climate of opinion will shape their willingness to speak out, and thus influence the perception of others and their willingness to express one's own views.

II. FINDINGS

The major points I have found is the major news networks are becoming more and more partisan, which is squeezing out the moderate voters. The media from which we as individuals receive our information have changed in such a way that it appears they cater to the extreme flanks of each party.

MSNBC tows the far left platform, while Fox News is carrying the water for the right wing. And with CNN leaning left, finding a platform to view and consume moderate material is becoming more and more difficult. Fox was the first to go blatantly partisan, adopting a right wing, Republican mindset. MSNBC has since countered.



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