**American Government: Outline**

**Introduction**

All democratic countries encourage voting as the only way to have a government in place. Citizens registered for voting are termed, voters. There are factors that influence their turnout on the voting day. The factors either come from inside or outside the voters. Campaigns are involved in the process of enticing voters into turning out in large numbers for voting.The media is involved in the decision-making process of the voters.

**Thesis statement**

Media and voter turnout are interrelated in the process of decision-making by the voters.

**Topic sentence**

The first consideration when entering into a campaign is how to reach as many voters as possible. Reaching the voters is facilitated by resource availability. Fundraising is then considered the biggest task in the campaigns, even with a well-planned and orchestrated campaign.Primary and general campaigns happen in every political scenario. Primary campaigns are involved in party primaries. Each political party is involved in nominations where different candidates have the ambition to be nominated by the party.Technology plays a very vital role in campaigns behind the scenes. The movement of campaigns into airwaves is evident in modern campaigns.

The regulations put on media in the U.S. are controlled either by the court system or the court system and the government regulatory commission.The equal-time rule is one of the regulations put on the media houses.The fairness doctrine is also a regulation placed on the media houses. Decency regulations are placed on the radio, television, and all media houses by FCC.

Media leads to misrepresentation of victims of poverty. The victims of poverty are portrayed as Africans as opposed to whites. Racial framing is common in media. The racial framing affects perception and policies affecting African Americans.Media coverage on gender also influences bias. The media coverage on women remained biased for a long time.