Student’s Name

Professor

Course

Date

**What are some issues that affect voter turnout?**

The age of a group influences voter turnout. Citizens between the age of eighteen years and twenty-five years are less likely to vote (AmericanGovernment2e page 261). Their low voter turnout is due to their frequent movement. The youth are also less active in government matters and therefore see no need to vote. Parties also neglect the youth due to their low voter turnout and become less engaged with the government (AmericanGovernment2e page 261). The youth are still in college, and most are unaware of what the government provides; most are in college, and since they work in part-time jobs and get low wages and receive less government aid.The youth receive less government aid beyond subsidized tuition and loans (AmericanGovernment2e page 261). The youth are unlikely to pay taxes at high rates leading the government to distance itself from the youth and drive down the voter turnout.

The socioeconomic status of a citizen also influences their voter turnout.Socioeconomic is the combination of education, social status, and income (AmericanGovernment2e page 263). The population that completed college in 2012 voted to 75 percent compared to those who had finished high school with a 52.6 percent (AmericanGovernment2e page 263). Citizens earning $100,000 to $149,999 per annumhavea 76.9 percent voter turnout. Earners between $15,000 to $19,99 had a voter turnout of 50.4 percent(AmericanGovernment2e page 263). The combination of high income and college education is likely to make one turnout for voting.

The race of a citizen in the united states is another factor thatinfluences their voting. The Caucasians make high voter turnout with 63 percent, with 62 percent of African Americans, 31.3 percent Asian Americans, and 31.8 percent Hispanic Americans (AmericanGovernment2e page 263). The political culture in a state influences their voting. When representing the state's race, the voting from a race increase is high (AmericanGovernment2e page 263). New Mexico made a 49 percent voter turnout in 2012 for Hispanic voters due to the high representation of the Hispanics in the state (AmericanGovernment2e page 264).The Latinos made a voter turnout of 11 percent in 2016 from 10 percent in 2012 and 9 percent in 2019 because of Donald Trump's immigration remarks, triggering the high racial voter turnout from the Latinos favoring Hillary Clinton (AmericanGovernment2e page 264).

**Discuss some examples of what goes behind a campaign.**

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. The campaign budget needs funding, and therefore funds are availed. Fundraising is then considered the biggest task in the campaigns, even with a well-planned and orchestrated campaign(AmericanGovernment2e page 278). Raising funds determines those who are capable of running and probably win the election. In the 2016 elections in the united states of America, the different presidential candidates were involved in fundraising, apart from Donald Trump, who claimed to fund his campaigns(AmericanGovernment2e page 279) entirely. Clinton collected $47 million from fundraising,Cruz with $14 million, while Bush collected $11 million. Bobby Jindal and George Pataki collected campaign funds from fundraising amounting to less than $1 million. Consolidation of funds is, therefore, key to any campaigns, whether fundraising from public or personal sponsorship to one’s campaigns(AmericanGovernment2e page 279).

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. The various party candidates are involved in primary elections to represent the party(AmericanGovernment2e page 279).In the 2016 general elections, the Republican party had candidates such as Bush, Trump, Cruz,Rubio, Kasich, and others. On the other side, Democrats had Hillary, Bernie, and Martin were the candidates involved in the party primaries(AmericanGovernment2e page 279). The Republicans and Democrats nominated Donald Trump and Hillary Clinton, respectively(AmericanGovernment2e page 279). One candidate in the general elections, therefore, represents each political party. Shadow campaigns also happen behind the campaigns recognized by everyone. The campaigns are actions of political action committees without coordination from the candidate. Such campaigns are running ads in support of a candidate.

Technology plays a very vital role in campaigns behind the scenes. The movement of campaigns into airwaves is evident in modern campaigns. Candidates and their support campaigners are visible in television and other media sources (AmericanGovernment2e page 281). The different actions from the candidates are persuasive and appealing to the voters (AmericanGovernment2e page 281). The media campaigns may look less like campaigns but play a vital role in the general campaigns. The aid on the campaign by internet and other newsrooms aid in the campaigns. Websites are created for the distribution of information about a candidate(AmericanGovernment2e page 282). Social media platforms are also included in the behind-the-scenes campaigns.

**In regards to the U.S. government, explain some ways in which media is governed.**

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 (AmericanGovernment2e page 317).The equal-time rule is one of the regulations put on the media houses(AmericanGovernment2e page 318). The rule calls for all state-registered candidates running for office to provideequal opportunities for airtime on television and radio stations. The advertisements on the candidates should begin 45 days before a primary election and 60 days before a general election(AmericanGovernment2e page 318). FCC waived the rule on equal time when the coverage is purely news. Covering political rallies and securing shorter interview times than other political rallies made the rule not applicable(AmericanGovernment2e page 318).The stations will not show any video clip or movie where the candidate is featuring.

Fairness doctrine is also a regulation placed on the media houses (AmericanGovernment2e page 319). FCC instituted the doctrine in 1949 to direct all media houses in covering controversial issues in unquestionable ways. The balanced manner calls for information to listeners about all the controversial issues (AmericanGovernment2e page 319). For example, if one candidate can reach listeners or viewers, the candidates should also be allowed to reach the customers (AmericanGovernment2e page 319).

Indecency regulations are placed on the radio, television, and all media houses by FCC (AmericanGovernment2e page 319). They were limiting indecent materials and keeping the public airwaves free of obscene material (AmericanGovernment2e page 319). Obscene materials are considered as deviant materials, break local and state laws, and lack value to the public in general (AmericanGovernment2e page 319). The court in the United States ruled that the presence of children in any audience limited the rights of broadcasters to broadcast obscene and profaning programs. Broadcasters were given leeway to broadcast some indecent language programs in the wee hours of the day, between 10 O’clock and 6 a.m. (AmericanGovernment2e page 319). FCC regulates the content aired by all media houses as the court upheld.FCC reviewed the government regulation on internet rules in 2015 under the Obama administration (AmericanGovernment2e page 319). The review called for equal charging on internet services to all customers without bias. Equal access to the services was also put in as a rule (AmericanGovernment2e page 319). The FCC (Federal Communications Commission) overturned the policy of neutrality by throwing it away (AmericanGovernment2e page 319).

**All of us have been a part of the world of media in one way or another. In terms of public opinion and politics, examine a couple of ways in which the media can influence this.**

Media leads to misrepresentation of victims of poverty. The victims of poverty are portrayed as Africans as opposed to whites(AmericanGovernment2e page 328). The misrepresentation of Africans as those affected by poverty led to many viewers believing blackAmericans are mostly the unemployed and poor(AmericanGovernment2e page 328). Therefore, the viewers will neglect the problems faced by many races in the united states(AmericanGovernment2e page 328).

Racial framing is common in media(AmericanGovernment2e page 328). The racial framing affects perception and policies affecting African Americans. Representation of African Americans as criminals by media leads to viewers perceiving the blacks as violent or aggressive (AmericanGovernment2e page 328). There is the perception that most of the citizens receiving welfare are working-age African Americans(AmericanGovernment2e page 328). This perception influences voters to elect those leaders who promise to reduce the welfare benefits given to the needy citizens.A survey respondent was shown a story of an unemployed American, making 71 percent of the respondents conclude that unemployment is one of America's problems(AmericanGovernment2e page 328). The survey similarly showed a story of an unemployed African, with only 53 percent concluding that unemployment is among the problems facing the U.S.(AmericanGovernment2e page 328).

Media coverage on gender also influences bias(AmericanGovernment2e page 329). The media coverage on women remained biased for a long time. Journalists in the 1990s were male; they discussed no female issues in newsrooms. A women's movement championing equality was held between 1960 and 1970(AmericanGovernment2e page 329). Women's absence in newsrooms, politics, andcorporate leadership encouraged silence on matters of women. The media coverage on women historically continues with the rough treatment of women(AmericanGovernment2e page 330). The stories on women influence the discussion around the candidate's viability and ability to win rather than their stand on the issues. Women are seen as novelty and candidates who are not serious. The current generation of females receives favorable media coverage, especially if the women are incumbent(AmericanGovernment2e page 330). A survey showed that female media coverage is mostly negative despite their increased coverage(AmericanGovernment2e page 330). Without the coverage, females are less likely to win.

References

Glen k. “American Government, 2nd Edition.” University of Oklahoma, 2016, pp. 243-313.