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United States Government

[Date]

Media and Politics

The media item selected for an article to be published on the website of a popular organization is an advertisement from the 2016 Presidential campaign of the Republican Party. The title of the media item is "Two Americas: Immigration". The media item can be accessed at <https://newrepublic.com/political-ad-database/donald-trump-two-americas-immigration/OC8xOS8xNjpUd28gQW1lcmljYXM6IEltbWlncmF0aW9u>

The media item describes an intensely hot topic debated all across the united states. There is a prevalent discontentment among the Americans that immigrants and refugees take away benefits from their hard earned money. The Republican party exploited this fact and employed it to their best use. The advertisement describes that Hilary Clinton wants a pluralist America which would accept more refugees and immigrants (Connolly, 2017). As a result, well being and social security of the Americans would be compromised (Connolly, 2017).

In this media item, the Republicans have used emotional appeal to persuade American voters. The migrant and immigration crisis has exacerbated in the last decade or so. The world has witnessed masses escaping war-ravaged Syria, Yemen and Central American states of Honduras, El Salvador and Guatemala (Holmes & Castañeda, 2016). While Syrian and Yemeni migrants make their way to European countries, the migrants from central American states try to make their way to the united states (Holmes & Castañeda, 2016). A large percentage of the population feels threatened by these migrants because they believe they would take away resources earmarked for Americans (Holmes & Castañeda, 2016). The Republican party used this bias against the migrants for political mileage.

The role of the media in recent years has been contentious. Media has been used by certain quarters as a tool to disseminate their narrative to the public (Zheltukhina, 2016). Joseph Goebbels, Minister for Propaganda of Nazi Germany, rightly said: “Think of the Press as a great keyboard on which government can play" (Zheltukhina, 2016). Goebbels saying has been used the world over to manipulate the media and stifle the critical voices (Zheltukhina, 2016). The political communication has been altered by the media in a way that the elections held are highly anticipated. Hence, the way citizens engage in politics has been redefined.

# Works Cited

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