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[July 1, 2019]

Pols3800

# News Media Impact on the Ingredients of Presidential Evaluations

Mass media control public policies and public minds. Modern states have much important executive, legislative and judicial functions to perform, but no one can deny the role of media in the smooth functioning of the state. In the same vein, the article (Miller and Krosnick) throws light on the powerful impact of media in this globalized world. Succinctly, this article begins with the premise that news media can alter executive policy-making and executive performance. Both authors and researchers begin with a persistent notion that news and media direct public opinion and become a reason for several policies. The goal is to evaluate the role of cognitive mediators in news and its priming. They highlighted that point that news media cannot alter every opinion. Media is powerful but not that it can shift and direct all views in society. This article considers all mediating variable like accessibility and the political knowledge of the public regarding any issue. The independent variables were accessibility and political knowledge and then resultant priming was dependent. These authors used several methods of research such as literature reviews and experiments to really decipher the nature of media on public minds, and it’s on executive’s performance. They used different sources to back up their claims as one can see the names of Klapper and McCombs. The results deduced proved their point that media and its priming is effective only when it corresponds to “General Will’ of the society. However, this totally presents an experimental approach which is not duly applicable in human situations.

# Explaining Presidential Approval: The Significance of Issue Salience

 This article of Edwards, Mitchell, and Welch (Iii et al.) takes into account that the US executive considers only those issues that are much relevant for the public. After that executive action, people are authorized to evaluate the performance of their executive. It focused on the proposition that the executive is attentive to only press issues of the time. The researchers Edwards, Mitchell and Welch chose their hypothesis and proved it with various findings. Various variables such as different attitude, values and perception are listed in this article. Nevertheless, they opined that salience is the most important variable in any executive action. They stated this factor of salience changes regularly and this is the reason that changes the actions and policies of the law-making in the country. Moreover, the researchers have also connected salience and priming to show that they are different, but they come together when there is urgency. A non-experimental approach such as polls and different analyses were conducted to evaluate the symbiosis between salience and media priming. Different cross-sectional studies and variation in salience of issue were also considered in explaining the president's approval. Hence, they proved their hypothesis that the public decides the salient issue and then public evaluates the progress of president upon those issues. One shortcoming in this research is the lacking of objectivity which makes it a subjective piece of writing. The right amount of objectivity should also be the aim of any research.

# Conclusion

The information available in both articles is really substantive and the knowledge it presents can be effectively applied in the workforce. This research and the incorporated methods can be used in evaluating the new initiative of telecommuting. Researchers have developed several research methods and various research methodologies to facilitate beginners in their work. Experimental and non-experimental approaches are available, and so is the case with a variety of variables in society. Since human life is a complex phenomenon, so it is duly important to find the perfect balance between the objective and subjective methods of research.

**Works Cited**

Iii, George C. Edwards, et al. “Explaining Presidential Approval: The Significance of Issue Salience.” *American Journal of Political Science*, vol. 39, no. 1, Feb. 1995, p. 108. *DOI.org (Crossref)*, doi:10.2307/2111760.

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