



Bullshit: The Media as Power Brokers in Presidential Elections

Jeffrey H. Gale

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25th Anniversary Collector's Edition The media chooses to trivialize or ignore important social, military, energy and environmental issues in presidential elections. Instead, candidate "character" issues, personality and sensationalized personal problems dominate media coverage. This book, by example of the 1980 and 1984 Citizen's Party presidential campaigns, shows how the media manipulates the framing of America's political conversations and disenfranchises new political thought. Since its publication date, this book has been referenced by journalists and journalism professors worldwide and used as supplemental reading in college courses. Although the campaigns referenced are long past, the lessons demonstrated eerily resonate in present day politics and journalism.

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