

WALTER LIPPMANN

MEDIA IN FILM

WALTER LIPPMANN

(1894-1974)

- For nearly 70 years he was a critic of the politics, the morals, the manners of the world around him.
- His eager mind impressed his professors at Harvard. Above all, George Santayana and William James wrote enthusiastic words about his disciple.
- The most influential journalist of American history
- “Today and Tomorrow”
- New York Herald Tribune, Washington Post
- His opinion was highly respected by intellectuals, politicians and even some presidents of the United States.
- He kept loyal to the American liberalism.

WALTER LIPPMANN

(1894-1974)

- “A Preface to Politics” (1913)
- “Drift and Mastery” (1914)
- “Public Opinion” (1922)
- “The Phantom Public” (1925)
- “A Preface to Morals” (1929)
- “The Good Society” (1937)
- “The Cold War” (1947)

WALTER LIPPMANN
(1894-1974)

Public Opinion

THE MACMILLAN COMPANY

1922

STEREOTYPES

- “Public Opinion is primarily a moralized and codified version of the facts” (125)

NEWSPAPERS / MASS MEDIA

- “Universally it is admitted that the press is the chief means of contact with the unseen environment.” (320)

NEWSPAPERS / MASS MEDIA

- “The most important of these is that each of us tends to judge a newspaper, if we judge it at all, by its treatment of that part of the news in which we feel involved ourselves.” (328)

NEWSPAPERS / MASS MEDIA

- “The newspaper deals with a multitude of events beyond our experience. But it deals also with some events within our experience. And by its handling of those events we most frequently decide to like it or dislike it, to trust it or to refuse to have the sheet in the house. If the newspaper gives a satisfactory account of that which we think we know, our business, our church, our party, it is fairly certain to be immune from violent criticism by us. What better criterion does the man at the breakfast table possess than the newspaper version checks up with his own opinion?” (329)

NEWSPAPERS / MASS MEDIA

- “Ethically, a newspaper is judged as if it were a church or a school.” (321)
- “A newspaper which angers those whom it pays best to reach through advertisements is a bad medium for an advertiser. And since no one ever claimed that advertising was philanthropy, advertisers buy space in those publications which are fairly certain to reach their future customers.” (323f)
- “A newspaper that can really depend upon the loyalty of its readers is as independent as a newspaper can be, given the economics of modern journalism.” (326)

NEWSPAPERS / MASS MEDIA

- “Every newspaper when it reaches the reader is the result of a whole series of selections as to what items shall be printed, in what position they shall be printed, how much space each shall occupy, what emphasis each shall we have.” (354)

NEWSPAPERS / MASS MEDIA

- “The fact that is sensational to the reader is the fact that almost every journalist will seek.” (351)

NEWSPAPERS / MASS MEDIA

- “News which does not offer this opportunity to introduce oneself into the struggle which it depicts cannot appeal to a wide audience. The audience must participate in the news, much as it participates in the drama, by personal identification.” (355)

NEWSPAPERS / MASS MEDIA

- “... news and truth are not the same thing, and must be clearly distinguished. The function of news is to signalize an event, the function of truth is to bring to the light the hidden facts, to set them into relation with each other, and make a picture of reality on which men can act.” (358)

NEWSPAPERS / MASS MEDIA

- “The newspapers are regarded by democrats as a panacea for their own defects, whereas analysis of the nature of news and of the economic basis of journalism seems to show that the newspapers necessarily and inevitably reflect, and therefore, in greater or lesser measure, intensify, the defective organization of public opinion.” (32)

NEWSPAPERS / MASS MEDIA

- “The press, in other words, has come to be regarded as an organ of direct democracy, charged on a much wider scale, and from day to day, with the function attributed to the initiative, referendum, and recall. The Court of Public Opinion, open day and night, is to lay down the law for everything all the time. It is not workable. And when you consider the nature of news, it is not even thinkable.” (363)

MUCKRAKING

“See, we are just like Rome. Our legislators are corrupt: our politicians are unprincipled; our rich men are ambitious and unscrupulous. Our Newspapers have been purchased and gagged; our colleagues have been bribed; our churches have been cowed. Our masses are sinking into degradation and misery; our ruling classes are becoming wanton and cynical.”