

□ Review Questions

Multiple-Choice Questions

1. Which of the following is most likely to be able to effectively use the national media to set the policy agenda?
 - a. Supreme Court
 - b. Congress
 - c. president
 - d. state legislators
 - e. governors

2. Which of the following is the best example of a media event?
 - a. the State of the Union Address
 - b. news report of a presidential candidate reading to elementary school students
 - c. assassination attempt
 - d. signing bipartisan legislation
 - e. private meeting with lawmakers to discuss an issue

3. The Federal Communications Commission (FCC) is which of the following?
 - a. an arm of the U.S. Congress devoted to communications issues
 - b. a special interest group
 - c. the federal judiciary
 - d. an independent regulatory agency
 - e. a White House agency

4. Which of the following is the best example of a trial balloon?
 - a. A presidential nominee leaks the name of one of his choices for vice president to gauge public opinion.
 - b. A president interviews a nominee for a federal judicial appointment.
 - c. Special interest groups testify in order to block a confirmation.
 - d. A citizen launches a fake story on a website to criticize a politician.
 - e. A leading newspaper endorses a candidate early in the process to gauge public opinion.

5. All of the following can be accurately stated about sound bites EXCEPT
 - a. Presidential candidates use them to state a theme of their campaign.
 - b. They are 15 seconds or shorter.
 - c. They are the way many citizens learn about their candidates.
 - d. They provide detailed policy information.
 - e. They are used by advertisers as well as politicians.

6. What is the main focus of the media during a presidential campaign?
 - a. issues that the candidates support
 - b. background and qualification of the candidates
 - c. personality of candidates
 - d. platform of the party
 - e. accomplishments of the candidate

7. Which of the following best describes the impact of the Internet on politics?
 - a. citizens are more informed
 - b. citizens have more access to information
 - c. citizens are more likely to be liberal
 - d. citizens have more trust in government
 - e. citizens have less freedom of expression

8. Which of the following have been decreasing over the years?
 - a. news outlets
 - b. press conferences
 - c. State of the Union Addresses
 - d. media events
 - e. trial balloons

9. Which of the following best describes newspaper coverage under yellow journalism?
 - a. dull
 - b. thorough
 - c. comprehensive
 - d. sensationalized
 - e. government propaganda

10. Which of the following best describes the correlation between the media and trust in government?
 - a. As the availability of news has increased, trust in government has decreased.
 - b. There is no relationship between the two.
 - c. News stories are supportive of political leaders and lead to increased trust.
 - d. The media has caused trust in government to rise.
 - e. The media has caused trust of local government to decrease more than trust of national government.

11. What is narrowcasting?
 - a. the tendency of the media to frame political events using well-established stereotypes
 - b. the tendency of the media to focus on domestic events rather than international events
 - c. the increasing reliance of the media on political pundits
 - d. targeting media programs at specific segments of the population
 - e. political coverage that is superficial

12. Why do the media typically have little influence on public opinion?
- The media are required to present both sides of a story, leaving little room to influence public opinion.
 - The media are owned by the same corporations that conduct public opinion polls.
 - People tend to ignore all political information from the media due to its well-known biases.
 - Public opinion is static and seldom changes.
 - Typically, people only pay attention to media coverage that is consistent with their own political preferences.
13. What is agenda setting?
- the ability of the media to influence public opinion about which issues the government should address
 - the tendency to remember only those news stories that are consistent with one's predispositions
 - the ability of the media to influence the public's opinions on issues
 - the media's focus on scandal and corruption
 - the public's ability to determine which issues the media covers
14. The deepest bias among political journalists is
- the desire to produce content that will gain the highest ratings or readership.
 - to promote a liberal agenda.
 - to provide accurate—even if boring—information to the public.
 - to promote a conservative agenda.
 - to create fame and celebrity for the journalist.
15. All of the following are considered “mass media” EXCEPT
- radio.
 - television.
 - newspapers.
 - peer-reviewed periodical.
 - the Internet.
16. With the development of cable television came
- fewer news choices.
 - fewer well-trained reporters.
 - a loss of news coverage on local stations.
 - a loss of objectivity in news coverage.
 - around the clock news coverage.
17. Since the creation of broadcast media, the government has
- undertaken the funding of the industry.
 - strictly censored publishing.
 - taken a “hands off” approach to the industry.
 - engaged in regulation of the industry.
 - strictly censored programming.

18. This has grown into an unprecedented source of public information for the world.
 - a. CNN
 - b. MSNBC
 - c. PBS
 - d. BBC
 - e. Internet

19. The relatively high cost of advertising using this medium accounts, in part, for the high cost of political campaigns.
 - a. newspapers
 - b. Internet
 - c. television
 - d. radio
 - e. blogs

20. The mass media targets
 - a. the wealthy.
 - b. the largest audience possible.
 - c. elected officials.
 - d. registered voters.
 - e. specialized markets.

Free-Response Questions

1. The independent media in American politics can both hurt candidates' chances for getting elected to office as well as help candidates' chances at getting elected to office.
 - a. Identify and describe two ways the media may hurt the chances of a candidate for office.
 - b. Identify and describe two ways candidates can use the media to help their campaigns.

2. The mass media greatly impacts the course of a president's administration. Defend this statement by doing all of the following:
 - a. Define three of the terms below.
 - press conferences
 - fireside chat
 - sound bites
 - media event

 - b. For each term you defined, explain its impact on the course of a presidential administration.