

Chapter 10: Politics and the Media

Multiple Choice

1. In the context of agenda setting, _____ are stories about how the world works.
 - a. slick sets
 - b. gaffes
 - c. frames
 - d. podcasts
 - e. spins

2. Which of the following is true of the old media in the twentieth century?
 - a. Film displaced print media in the early twentieth century.
 - b. Television did not have an effect in displacing print media.
 - c. Beginning about 1950, the number of adults reading a daily paper began to increase dramatically.
 - d. Radio did not displace print media in the early twentieth century.
 - e. Beginning about 1950, the circulation of the newspaper declined to a great extent.

3. Which of the following is true of the media and the First Amendment?
 - a. The concept of freedom of the press has been applied to electronic media since the adoption of the Bill of Rights.
 - b. The Internet was the first type of new media to be considered under the First Amendment.
 - c. The First Amendment has granted complete protection to broadcast media.
 - d. Radio and television received no protection upon their development.
 - e. Freedom of the press was not applied to movies until 1997.

4. Each presidential candidate has press advisers, often called _____, who try to convince reporters to give a story or event an interpretation that is favorable to the candidate.
 - a. Web managers
 - b. hackers
 - c. bloggers
 - d. spin doctors
 - e. lobbyists

5. Which of the following is true of news coverage?
 - a. It cannot be manipulated by campaign staff.
 - b. Coverage by the news media is very expensive.
 - c. Political consultants plan political events to accommodate the press.
 - d. The media do not devote much of their coverage to polls.
 - e. Hardly any aspect of a campaign focuses on potential news coverage.

6. _____ is another term that has been used to describe the news blogosphere.
 - a. Narrowcasting
 - b. Web managing
 - c. People journalism
 - d. Managed news coverage

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- e. Air game
7. Which of the following is a disadvantage of negative advertisements?
- The more negative the television advertisements, the less likely they are to get free media coverage.
 - Candidates and their campaign managers avoid negative advertisements because they do not help the candidates.
 - Extreme ads may create sympathy for the candidate being attacked rather than support for the attacker, particularly when the charges against the candidate being attacked are not credible.
 - They are less likely than positive ads to grab the viewers' attention and make an impression.
 - They are less likely to focus on substantive political issues, and thus they do a poorer job of informing the voters about important campaign issues than positive ads do.
8. In order to attract more viewers, the television news industry:
- has turned to "infotainment" programs.
 - has turned to negative advertising.
 - has started to treat an important issue in much more detail than print medium.
 - has started to provide editorials taking positions on an issue and arguments supporting those positions.
 - has relied on news reporting that is done in a very detailed manner.
9. Online activists who support a particular candidate but are not controlled by the candidate's organization are known as _____.
- spin doctors
 - netroots groups
 - Web strategists
 - Web managers
 - citizen journalists
10. Which of the following statements is true of traditional journalism?
- It is personal commentary, revolving around highly politicized TV figures.
 - It is based on opinion and punditry.
 - It is becoming a smaller part of today's news culture.
 - It ignores fact-based reporting.
 - It is a form of hyperlocalism.
11. Which of the following statements is true of televised debates?
- They allow candidates to discuss their policies as much as they want to, without any time constraints.
 - They cannot provide an opportunity for candidates to improve their images.
 - They help shape the outcome of the elections.
 - They have been a part of every election since 1990.
 - They restrict candidates from pointing out the flaws of their opponents.
12. Which of the following statements is true of concentrated ownership of media?
- There is substantial evidence that corporations that own media significantly influence reporting.
 - The owners of media outlets air information that could be damaging to their advertisers if they earn profits.
 - If only one or two companies own a city's newspaper and its TV stations, these outlets present a diversity of

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- opinion.
- d. The owners of media outlets are unlikely to publicize views that they disagree with politically.
- e. Concentrated ownership may be a more serious problem at the national level than at the local level.
13. Which of the following statements is true about media?
- Following World War II, newspapers became the dominant form of communication.
 - The radio has supplanted the Internet as the most popular medium of communication in the world today.
 - Beginning about 1950, the circulation of the newspaper began to decline steadily.
 - Film and radio displaced print media in the early twentieth century.
 - Radio, television, and print media remain important to American politics and government.
14. _____ refers to a reporter's slant on, or interpretation of, a particular event or action.
- Narrowcasting
 - Priming
 - A spin
 - Agenda setting
 - A podcast
15. Which of the following statements is true of the fairness doctrine?
- It would have made it difficult for radio stations to broadcast conservative talk shows exclusively, as many do now.
 - It allowed the holders of broadcast licenses to present controversial issues in ways that suited their interests.
 - It banned the holders of broadcast licenses from presenting controversial issues of public importance.
 - It is still in force and imposes a variety of restrictions on print media and broadcast media.
 - It was repealed by the Federal Communications Commission in 2012.
16. Which of the following accompanies the perception of majority of Americans that the news media are not unbiased in their reporting?
- The decline in the percentage of teenagers who use the Internet
 - The increase in the number of liberalists who listen to the news
 - The decline in public's confidence in the news in the recent years
 - The increase in the number of conservatives who listen to the news
 - The dominance of the Internet as the primary source of information
17. Since 1996, the Commission on Presidential Debates has limited the participants to:
- candidates of the two major parties—the Democrats and the Republicans—and one candidate from a third party.
 - only candidates of the two major parties—the Democrats and the Republicans.
 - candidates of the two major parties in the first debate, and one candidate from a third party in the second debate.
 - two candidates of up to four parties at a time.
 - three candidates at a time.
18. Which of the following statements is true of talk radio?
- Supporters of talk shows argue that talk shows have failed to provide a populist forum for the public.

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- b. The growth of talk radio was made possible by the Federal Communications Commission's appeal to restore the fairness doctrine.
 - c. People who are uneasy about talk shows fear that talk shows empower fringe groups, perhaps magnifying their rage.
 - d. Americans have come to reject talk radio as an outlet for the political right.
 - e. Most of the top talk-radio shows are politically liberal.
19. Which of the following is true of news blogs?
- a. The cost of maintaining news blogs is very high.
 - b. They pose a threat to mainstream news sources.
 - c. They are seldom successful in selling advertisements.
 - d. They are seldom political in nature.
 - e. It takes a lot of advertising to keep news blogs in business.
20. From the beginning, radio has been a favorite outlet for _____.
- a. the Democratic party
 - b. traditional news reporters
 - c. the political right
 - d. the political left
 - e. radical and extreme views
21. Which of the following is true of the blogosphere?
- a. Only a few people are licensed to create blogs.
 - b. It contributes little to the innovation in news delivery today.
 - c. Blogs are offered by the citizenry at large.
 - d. The mainstream news organizations refrain from adding blogs to their websites.
 - e. Blogs are purely for entertainment and hardly political in nature.
22. Those who claim that talk-show hosts go too far ultimately have to deal with the constitutional issue of _____.
- a. right to information
 - b. right to democracy
 - c. free speech
 - d. free media
 - e. free advertisements
23. Which of the following statements is true of online advertising revenue?
- a. There is an absolute shortage of online advertising revenue.
 - b. The additional revenues that newspapers have gained from their online editions make up for the massive losses in advertising revenue suffered by their print editions.
 - c. Content providers receive a large share of online advertising revenue.
 - d. Investing heavily in online news delivery is the solution for news companies seeking to increase readership and revenues.
 - e. Most of the online advertising revenue goes to aggregators.
24. Which of the following statements is true of the public's belief of the press?

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- a. The press helps them take necessary steps to choose the right candidate.
 - b. Press criticism of political campaigns helps them make the correct decision during elections.
 - c. Press involvement in politics is not enough to give them sufficient information on political candidates.
 - d. Press involvement is unbiased and helps make a positive impact on them while voting.
 - e. The press is successful in fulfilling its role as a watchdog.
25. Kathleen Hall Jamieson believes that media bias does play a significant role in shaping presidential campaigns and elections, and she argues that it is a _____.
- a. bias that favors Democrats
 - b. bias that favors Republicans
 - c. bias against winners
 - d. bias against losers
 - e. bias against conservatives
26. Identify an accurate statement about the First Amendment to the United States Constitution.
- a. First Amendment protections allow the U.S. government to restrict speech on the Internet.
 - b. The United States Supreme Court restricted First Amendment protections to the Internet until 1952.
 - c. Film was one of the first types of new media to be considered under the First Amendment.
 - d. In 1915, the United States Supreme Court extended First Amendment protections to the movies.
 - e. Radio and television received First Amendment protections upon their development.
27. Which of the following statements is true of the impact of partisan bias on reporting?
- a. If reporters hold liberal views, they are reflected in their reporting.
 - b. Left-leaning reporters automatically equate to left-leaning news coverage.
 - c. Reporters are completely responsible to printing and airing news stories, hence the news coverage is biased.
 - d. The impact of a published story is biased according to the leaning of editors or publishers.
 - e. The most important protection against bias in reporting is a commitment to professionalism on the part of most journalists.
28. In a recent study, the Pew Research Center for the People and the Press found that 64 percent of reporters in both national and local media applied the term _____ to themselves.
- a. liberal
 - b. conservative
 - c. extremist
 - d. moderate
 - e. biased
29. A _____ is a televised comment, lasting for only a few seconds, that captures a thought or a perspective and has an immediate impact on viewers.
- a. hack
 - b. spin
 - c. blog
 - d. sound bite
 - e. statement

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30. The concept of _____ is related to agenda setting.
- narrowcasting
 - priming
 - microtargeting
 - lobbying
 - campaigning
31. Podcasting can be defined as:
- a technique for fitting events into a familiar story or filtering information through preconceived ideas.
 - spinning a story or an event in a way that is favorable to a political candidate.
 - narrowing the focus of news to a local area.
 - managing news coverage to gain media exposure for a political candidate.
 - the distribution of audio or video files to personal computers or mobile devices such as smartphones.
32. Which of the following is a reason why talk radio is characterized as the Wild West of the media?
- A huge variety of journalistic conventions are observed.
 - The leading shows are broadcast from western states.
 - Talk-show hosts do not attempt to hide their political biases.
 - The audiences are larger in the West than in any other part of the country.
 - Talk-show hosts care more about the truth of their statements than entertainment value.
33. In a managed news coverage, _____.
- information is collected, analyzed, and disseminated online by independent journalists, scholars, politicians, and the general citizenry
 - the campaign manager creates newsworthy events that demonstrate the candidate's strong points so that the media can capture this image of the candidate
 - a political candidate's press adviser tries to convince reporters to give a story or event concerning the candidate a particular interpretation or slant
 - a candidate uses issue advertisement to focus on flaws in their opponents' positions on various issues, such as immigration and terrorism
 - a candidate uses a negative political advertisement that attacks an opponent's character
34. Attack ads are one form of _____.
- spinning
 - narrowcasting
 - negative political advertising
 - agenda setting
 - issue advertising
35. Which of the following statements is true of talk radio?
- Today, five of the top six talk-radio shows, as measured by Arbitron ratings, are politically liberal.
 - Modern talk radio took off in the United States during the 1930s.
 - The growth of talk radio was made possible by the Federal Communications Commission's repeal of the fairness doctrine in 1987.
 - Franklin D. Roosevelt's "fireside chats" were the last talk-radio shows.

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- e. The holders of broadcast licenses present controversial issues of public importance in a manner that is honest, equitable, and balanced.
36. Following World War II (1939–1945), _____ became the dominant form of communication.
- a. magazines
 - b. radio
 - c. newsletters
 - d. print newspapers
 - e. broadcast television
37. Which of the following statements is true of the concept of freedom of the press?
- a. It is restricted under the First Amendment.
 - b. It was applied to radio and television before it was applied to print media.
 - c. It was immediately extended to new media as they came into existence.
 - d. It has been applied to print media since the adoption of the Bill of Rights.
 - e. It was extended to the movies in 1915.
38. Professional ethics of journalists dictate a commitment to:
- a. right leaning and exaggeration.
 - b. objectivity and truthfulness.
 - c. subjectivity and exaggeration.
 - d. liberalism and left leaning.
 - e. information and entertainment.
39. Which of the following is true of radio talk-show hosts?
- a. They strictly stick to speaking the truth.
 - b. They care more about the truth of their statements than entertainment value.
 - c. They attempt to exaggerate their political biases.
 - d. They observe all journalistic conventions.
 - e. They mostly reach out to liberalist audiences.
40. Which of the following best defines aggregators?
- a. They include search engine sites that develop little new content but mostly direct users elsewhere.
 - b. They include newspaper sites that hire journalists and create new material.
 - c. They are online activists who support the candidate but are not controlled by the candidate's organization.
 - d. They are political candidate's press advisers who try to convince reporters to give a story or event concerning the candidate a particular "spin."
 - e. They are hired by candidates to manage their campaigns.
41. Which of the following statements is true of negative TV advertisements?
- a. They always bring about a higher voter turnout in elections.
 - b. They cannot inform voters about important issues like positive advertisements.
 - c. They are more likely than positive advertisements to grab viewers' attention.
 - d. They are believed to dull public debate.

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- e. They are less likely than positive advertisements to get free media coverage.
42. Identify an accurate statement about issue advertisements.
- a. Candidates use negative issue advertisements to focus on flaws in their opponents' positions on various issues.
 - b. Candidates use issue advertisements to focus on the issues that are consistent in an opponent's campaign speeches and political records.
 - c. Issue advertisements are much less devastating than personal attacks.
 - d. Issue advertisements are negative political advertisements that typically attack the character of an opposing candidate.
 - e. Issue advertisements are completely accurate and always report things as they are.
43. One of the criticisms levied against the media is that:
- a. they play too large a role in determining the issues, events, and personalities that are in the public eye.
 - b. they do not help to determine what people will talk and think about.
 - c. they give no relative importance and give all stories equal priority.
 - d. they play too large a role in supporting the democratic process.
 - e. they fail to engage in agenda setting where they determine which issues are considered important by the public and by politicians.
44. Which of the following was one of the first forms of new media in the twentieth century?
- a. Newspapers
 - b. Magazines
 - c. Motion pictures
 - d. Newsletters
 - e. Books
45. Today, four of the top five talk-radio shows, as measured by Arbitron ratings, are politically ____.
- a. confederalist
 - b. liberal
 - c. communist
 - d. conservative
 - e. extremist
46. Which of the following is true of the media?
- a. Following World War II radio became the dominant form of communication.
 - b. Americans typically support how the media use their power.
 - c. The media reflects what Americans think about politics.
 - d. The media does not include the blogosphere.
 - e. The media has a minor impact on what Americans think about political issues.
47. Which of the following is a way that television viewership has changed?
- a. Most young people now watch cable TV
 - b. Many youth favor online streaming
 - c. Most young people don't watch TV at all anymore

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- d. Television news anchors are increasingly important to youth
 - e. Older Americans rely less on traditional media outlets
48. _____ is defined as the ability to determine which issues are considered important by the public and by politicians.
- a. Agenda setting
 - b. Priming
 - c. Media reflection
 - d. Framing
 - e. Spinning
49. Which of the following is a benefit of negative advertising as contended by John Geer?
- a. Negative ads can cause sympathy in viewers.
 - b. Negative ads can backfire.
 - c. Going to extremes in negative advertising alienates viewers.
 - d. Negative ads helps politicians set agendas.
 - e. Negative ads are likely to focus on substantive political issues instead of candidates' personal characteristics.
50. A political candidate's press adviser who tries to convince reporters to give a story or event concerning the candidate a particular interpretation or slant is known as a(n) _____.
- a. interpretation advisor
 - b. narrowcaster
 - c. negative press manager
 - d. spin doctor
 - e. head of slant
51. Which of the following is true of the majority of the population who listen regularly to talk radio?
- a. they are usually female and liberal
 - b. they are predominantly male, middle- aged, and conservative
 - c. they are typically in college
 - d. they lean to the political left
 - e. they hold radical and extreme views
52. As of 2016, how much of the public has a "great deal" of confidence in newspapers?
- a. Less than five percent
 - b. Twenty percent
 - c. About fifty percent
 - d. Ninety percent
 - e. Over ninety percent
53. There is substantial evidence that top journalists working for the nation's most famous newspapers and networks tend to be _____.
- a. Conservatives
 - b. Moderates
 - c. Liberals

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- d. Apolitical
- e. Republicans

54. Which of the following enables journalists to be more objective in identifying and cracking down on political lies and misrepresentations?

- a. Conservative newspapers
- b. Conservative talk radio
- c. Liberal bloggers
- d. Fact-checking operations
- e. White house press releases

55. The collection, analysis, and dissemination of information online by the citizenry is known as _____.

- a. podcasting
- b. blogging
- c. citizen journalism
- d. fact-checking operations
- e. citizen debate

Essay

56. How do the media set the political agenda?

57. What impact do the explosion of news sources and the emergence of citizen journalism have on politics and on the reporting of political news?

58. How does the medium of television affect the presentation of political information?

59. Why is talk radio sometimes characterized as the Wild West of the media?

60. Describe the functions of a Web manager during political campaigning.