

Name \_\_\_\_\_ Date \_\_\_\_\_ Period \_\_\_\_\_

### Reading Guide Chapter 7

Directions: Print out the reading guide questions and answer them. All work must be completed in blue or black ink. Reading Guide questions are due on the day of exam for that unit.

1. List the seven principles of news management as practiced in the Reagan White House.

a.

b.

c.

d.

e.

f.

g.

2. What has cable TV and the Internet had on news reporting?

3. Explain the term “policy changes.”

4. List five items in the policy entrepreneurs’ “arsenal of weapons.”

a.

b.

c.

d.

e.

5. How do the media act as a “watchdog”?

6. What is the difference between the “information society” and the “informed society”?

**APGOV TERMS:** Directions: Completely identify the following terms.

1. Media event
2. Investigative Journalism
3. Penny Press
4. Yellow Journalism
5. Sound Bite
6. Press Conferences
7. Chains
8. Talking Head
9. Narrowcasting
10. Trial Balloons