

APGOV Reading Guide Review Questions Chapter 7
***Answers are in the notebook in my classroom.**

1. The American political system has entered a new period of high-tech politics.
 - True
 - False

2. Television, radio, newspapers, and other means of popular communication are called
 - a. chains.
 - b. high-tech politics.
 - c. mass media.
 - d. public relations.

3. The influence of the mass media is limited to the elites in the United States.
 - True
 - False

4. Media events are spontaneous circumstances that get the media's attention.
 - True
 - False

5. A president who was particularly successful in playing to the media was
 - a. George Bush.
 - b. Ronald Reagan.
 - c. Richard Nixon.
 - d. Jimmy Carter.

6. News management in the Reagan White House operated on each of the following principles EXCEPT
 - a. staying on the offensive.
 - b. controlling the flow of information.
 - c. speaking in one voice.
 - d. spontaneity.

7. Today, for a president to ignore the power of image and the media would be perilous.
 - True
 - False

8. Who said, "The President of the United States will not stand and be questioned like a chicken thief by men whose name he does not even know"?
- a. Herbert Hoover
 - b. Franklin D. Roosevelt
 - c. Lyndon B. Johnson
 - d. Richard Nixon
9. The president who held numerous press conferences and practically created media politics was
- a. Herbert Hoover.
 - b. Franklin Roosevelt.
 - c. John F. Kennedy.
 - d. Ronald Reagan.
10. Prior to the 1960s, the relationship between politicians and the press was one of skepticism and distrust.
- True
 - False
11. The press soured on government as a result of the events of the
- a. Vietnam Conflict.
 - b. Watergate scandal.
 - c. Korean War.
 - d. both A and B.
12. The early expansion of print media was made possible by
- a. cheap paper.
 - b. the wire service.
 - c. rapid printing technology.
 - d. all of these.
13. Joseph Pulitzer and William Randolph Hearst were
- a. inventors of the printing press.
 - b. strong opponents of yellow journalism.
 - c. turn-of-the-century newspaper magnates.
 - d. presidential candidates.
14. Who said, "The essence of American journalism is vulgarity divested of truth"?
- a. Joseph Pulitzer
 - b. Horace Greeley
 - c. William Randolph Hearst
 - d. Winston Churchill

15. Newspaper chains
- a. are organizations loosely linked by the wire services.
 - b. are controlled by conglomerates that often control broadcast media as well.
 - c. began to disappear with the advent of television.
 - d. are local papers owned by fearless local editors.
16. Gradually, the broadcast media have been replaced by print media as our principal source of news and information.
- True
 - False
17. The political career of Richard Nixon was made and unmade by television.
- True
 - False
18. Richard Nixon's experiences during the 1960 presidential campaign illustrate the
- a. power of television in American politics.
 - b. insignificance of presidential debates.
 - c. greater importance of print media.
 - d. friendly relationship between the media and political candidates.
19. Using the broadcast media, Lyndon B. Johnson was successful in persuading the public that America was winning in Vietnam.
- True
 - False
20. Which of the following statements is TRUE?
- a. Newspapers are the main source of news for Americans.
 - b. Most of the news originates from correspondents.
 - c. In-depth analyses of policy issues are common in the media.
 - d. People think television reports are more believable than newspaper stories.
21. News on cable TV and the Internet
- a. is not available to most people.
 - b. appeals to a rather narrow and specific audience.
 - c. does not go into much depth.
 - d. is widely used by most Americans.

22. The bottom line that shapes how journalists define news, where they get news, and how they present news is
- a. objectivity.
 - b. truth.
 - c. profits.
 - d. comprehensiveness.
23. The news media avoid odd events in favor of reporting only objective conditions.
- True
 - False
24. Most news organizations assign their best reporters to particular beats.
- True
 - False
25. Trial balloons are used by politicians to
- a. put issues on the policy agenda.
 - b. see their constituents.
 - c. test political reactions.
 - d. take public polls.
26. If you had to pick a single word to describe news coverage by the print and broadcast media, it would be
- a. comprehensive.
 - b. biased.
 - c. misleading.
 - d. superficial.
27. Which of the following statements is FALSE?
- a. Television analysis of news events rarely lasts more than a minute.
 - b. In-depth attention to the issues is given only during presidential campaigns.
 - c. Newspapers rarely reprint the entire text of important political speeches.
 - d. Snappy soundbites of fifteen seconds or less are more common than full speeches on television.
28. Studies on bias in the news have found that the news media tend to
- a. favor the Democratic Party.
 - b. be politically conservative.
 - c. be politically neutral.
 - d. favor the Republican Party.

29. Which of the following statements is FALSE?
- a. Most reporters strongly believe in journalistic objectivity.
 - b. Most news stories are presented in a “point/counterpoint” format.
 - c. The news media do not want to lose their audience by appearing biased.
 - d. Most studies have shown that the media are systematically biased toward a liberal ideology.
30. The news media tend to do all of the following EXCEPT
- a. mirror reality.
 - b. show more bad news than good news.
 - c. focus on stories that generate good pictures.
 - d. overemphasize dramatic events.
31. A “talking head” is a media term referring to a shot of person’s face talking directly to the camera.
- True
 - False
32. To which of the following news stories did Americans pay closest attention?
- a. Arrest of O.J. Simpson.
 - b. Los Angeles riots.
 - c. Passage of the 1994 Crime Bill.
 - d. Congressional debate over NAFTA.
33. Studies have shown that the news media
- a. have only a marginal effect on public opinion.
 - b. directly affect how people vote.
 - c. affect what Americans think about.
 - d. can conceal problems that actually exist.
34. By increasing public attention to specific problems, television news can influence the criteria by which the public evaluates political leaders.
- True
 - False
35. Research indicates that public opinions remain constant even when news coverage changes.
- True
 - False

36. Of all the influences the news media have on opinion change, the strongest impact is from
- a. field reporters.
 - b. news commentators.
 - c. radio announcers.
 - d. anchors.
37. Issues on the policy agenda are always defined by government officials, but not by people outside of government.
- True
 - False
38. Which of the following characteristics is NOT common among policy entrepreneurs?
- a. commitment to a single policy issue.
 - b. investment of personal political capital.
 - c. avoidance of the media.
 - d. concern about government's priorities.
39. Which of the following people would NOT qualify to be a policy entrepreneur?
- a. an elected official
 - b. an interest group leader.
 - c. an academic researcher.
 - d. none of the above.
40. The media act as key linkage institutions between the people and the policymakers, having a profound impact on the policy agenda.
- True
 - False
41. The watchdog function of the media
- a. contributes to the growth of government.
 - b. can be characterized as reformist.
 - c. has a liberal political orientation.
 - d. is no longer a central concern of the media.
42. When the media focus on injustice in society, they inevitably help keep government small.
- True
 - False

43. The American institutional agenda has changed dramatically because television finds it easier to focus on groups than on individuals.
- True
 - False
44. Which of the following statements is TRUE?
- a. The media are at their best when reporting stories about complex, high tech stories.
 - b. The amount of information available through the news media has decreased.
 - c. The rise of the information society has brought about a rise in the information society.
 - d. The media do a better job of covering the “horse race” aspect of politics than they do covering substantive issues.
45. The news media’s defense for being superficial is to say that this is what the people want.
- True
 - False