**Media & Politics**

1. Which of the following is NOT true about Americans and the mass media?

1. Most Americans prefer the news to be entertaining rather than educational.
2. The rise of the “information society” has led to the rise of the “informed society”.
3. Although the media define what is “news”, they do so with a careful eye to what the public wants to know about.
4. Americans can pretty much be as informed as they want to be in this high-tech age.

3. A media event is

1. some newsworthy occurrence covered by reporters of the various media.
2. a news event deemed of such importance to break into regular programming on television and radio.
3. a setup by the media to ambush or embarrass a prominent person.
4. staged primarily for the purpose of being covered by the press.
5. a gathering of people working in the media industry, often an award ceremony.

7. In recent presidential elections \_\_\_\_\_\_ of prominently aired ads were negative commercials attacking the opponent.

A. two-thirds B. about half C. one-third D. one-fourth E. 10%

8. Approximately \_\_\_\_\_\_\_\_ of presidential campaign spending is for TV ads.

A. 60% B. 20% C. 40% D. 80% E. 90%

10. Newspapers in Great Britain are

1. subject to less censorship than American newspapers.
2. much more partisan than American newspapers.
3. owned by the government.
4. more objective than American newspapers.
5. much more specialized than America’s general-interest newspapers.

11. According to the text, Ronald Reagan’s presidency was characterized by

1. more concern and energy devoted to the president’s media appearances than in any other administrations.
2. attempts to avoid media appearances by the president.
3. considerable animosity between the media and the administration.
4. a number of spontaneous media appearances by the president designed to take advantage of his Hollywood experience.
5. Reagan’s frequent false statements which were later documented by reporters to be either errors or deliberate lies.

12. News management in the Reagan White House operated on each of the following principles EXCEPT:

1. stay on the offense
2. control the flow of information
3. expand reports’ access to the president
4. talk about issues you want to talk about
5. revving helicopter engines so the president would not be able to hear reporters’ questions and not have to answer them

13. In recent years, television political campaign commercials have come to be characterized by

1. a nearly exclusive focus on policy issues.
2. a reluctance on the part of the candidates themselves to appear commercials.
3. a nearly exclusive focus on the candidates’ personal traits.
4. the dominance of negative commercials in many campaigns.
5. appeals for campaign funds from viewers.

14) Up until the presidency of Franklin Roosevelt,

A) presidents held private chats with reporters in a very informal setting rather than hold

public press conferences.

B) presidents held daily press conferences.

C) reporters submitted their questions to presidents in writing.

D) reporters did not ask presidents questions, they simply reported what presidents did.

15) The first president to manipulate media politics with many press conferences and fireside chats successfully was

A) John F. Kennedy.

B) Lyndon Johnson.

C) Abraham Lincoln.

D) Franklin Roosevelt.

E) Ronald Reagan.

17) Why did President Roosevelt become silent during the last minute of a radio address during a reelection campaign?

A) He wanted to reduce the size of his opponent’s audience.

B) He talked for so long that he lost his voice.

C) The radio station cut him off because he had exceeded his time limit.

D) The radio station director disliked the positions Roosevelt was taking and cut him off.

E) Political pranksters from the Republican Party disabled the power supply to the radio

station.

19) When the First Amendment was written guaranteeing freedom of the press,

A) there was virtually no daily press in this country.

B) only the largest cities had a daily press.

C) the penny press was prevalent.

D) the press was owned by the government.

E) the telegraph was revolutionizing the newspaper industry and stimulating the rapid

spread of daily newspapers throughout the country.

21) The first president to successfully utilize media politics was

A) Franklin Roosevelt.

B) George Washington.

C) Richard Nixon.

D) Ronald Reagan.

E) Abraham Lincoln.

24) The use of detective-like reporting methods to unearth scandals is known as

A) yellow journalism.

B) investigative journalism.

C) print journalism.

D) trial balloons.

E) scientific journalism.

25) The cozy relationship between politicians and the press ended when

A) Ronald Reagan began to manipulate the press to his advantage.

B) Franklin Roosevelt chastised the news reports he deemed inaccurate.

C) the Vietnam War and Watergate soured the press on government.

D) the press discovered John F. Kennedy in a compromising situation with a woman

other than his wife.

E) Abraham Lincoln nationalized major Union newspapers during the Civil War.

34) Newspaper magnates Joseph Pulitzer and William Randolph Hearst tried to outdo one another in sensational reporting of wars, violence, corruption, and gossip around the turn of the 20th century in what is now remembered as the era of (this was a cause of the Spanish American War in 1898)

A) yellow journalism.

B) investigative journalism.

C) hyper journalism.

D) tabloid journalism.

E) scandalism.

35) Today’s massive media conglomerates control newspapers with approximately \_\_\_\_\_\_\_\_ of the nation’s daily circulation.

A) 15% B) 33% C) 53% D) 78% E) 25%

36) The Associated Press is an example of a

A) newspaper chain

B) wire service

C) massive media conglomerate

D) high-technology medium

E) trade association acting as an interest group of newspapers

38) The nation’s most influential newspaper and its unofficial “newspaper of record” is

A) Congressional Quarterly

B) The New York Times

C) The Washington Post

D) USA Today

E) The Wall Street Journal

40) The principal source of news and information for most Americans today is

A) the broadcast media

B) newspapers

C) magazines

D) print media

E) radio talk shows

42) Following the first Nixon-Kennedy presidential debate of 1960, opinion polls showed that

A) those who watched on television and listened over the radio both thought Nixon had

won

B) those who watched on television and listened over the radio both thought Kennedy

had won

C) those who watched on television thought Nixon had won, while those who listened

over the radio thought Kennedy had won

D) those who watched on television thought Kennedy had won, while those who listened

over the radio thought Nixon had won

E) those who listened over radio thought it was a draw, while those who watched

television thought Kennedy did better

44) Richard Nixon believed he lost the 1960 presidential election because

A) he was sweating and had an ugly beard stubble during a debate with Kennedy

B) of voter fraud in New York City

C) of Kennedy’s dramatic pledge not to raise taxes

D) the Cuban Missile Crisis stole media attention from his campaign

E) news coverage of his campaign was consistently biased against him

46) Three out of four newspapers in America are owned by

A) television stations

B) large corporate chains located out of town

C) fearless local editors

D) the Associated Press

E) their employees

48) Serious magazines of political news and opinion are

A) a more common source for national and international news than newspapers

B) basically reserved for the educated elite in America

C) a principle source of news and information for most Americans

D) almost nonexistent in the United States

E) rapidly dying out in the United States, but remain very healthy in Europe and Latin

America

\*51) Television became especially important in bringing the reality of \_\_\_\_\_\_\_ home to America as its first heavily televised war.

A) World War I

B) World War II

C) the Korean War

D) the Vietnam War

E) The War for Kuwait

52) During the Persian Gulf War, President Bush and the White House frequently watched \_\_\_\_\_\_\_\_\_\_\_ to see events as they happened.

1. Cable News Network (CNN)
2. The MacNeil-Lehrer Newshour
3. Nightline
4. Closed circuit, top-secret Pentagon video relays

53) Television coverage of the war in Vietnam had the effect of.

1. exposing governmental naiveté and lies about the progress of the war.
2. generating popular support for the president and the war.
3. Duping the public into believing the war would soon end.
4. Hiding the true horrors of the war and the number of casualties from the American people.
5. Simultaneously undermining support for the war in North Vietnam while boosting public morale in South Vietnam.

59) To a large extent, commercial television networks define news as what is \_\_\_\_\_\_\_\_\_\_\_ to viewers.

1. thought-provoking
2. entertaining
3. yet unknown
4. vital information
5. informative

60) Most news organizations assign their best reporters to particular \_\_\_\_\_\_\_\_\_\_, which are specific locations where news frequently emanates.

1. chains
2. “lighthouses”
3. beats
4. digs
5. “theaters”

62) The bottom line that shapes how journalists define the news, where they get the news, and how they present it is

1. government regulations.
2. Their personal political values.
3. Profits.
4. The First Amendment right to freedom of the press

64) Television news programs are tailored to

1. white middle-class America.
2. A fairly low level of audience sophistication.
3. A highly educated audience.
4. An urban population.
5. Male audience in their twenties and thirties with high disposable incomes.

66) Numerous studies of the broadcast and print media have found that the media rely almost exclusively on \_\_\_\_\_\_\_\_\_ to get information for their stories.

1. reporter’s own analysis
2. spontaneous events
3. press releases, press conferences, and beats
4. leaks and non-governmental proceedings
5. investigative reporting

91) Which of the following is NOT a reason why most reporting is characterized by

      political neutrality in America ?

      A) Reporters have very weak or no opinions on most issues and candidates

      B) The media do not want to lose valuable subscribers, viewers, or advertisers by

being perceived as too biased

      C) Most reporters strongly believe in journalistic objectivity

      D) Editors reward those reporters who practice journalistic objectivity

93) A shot of a persons face speaking directly into the television camera is known as a

      A) a talking head.

      B) sound bite

      C) head shot

      D) superficial

      E) mug shot

96) When journalists select stories to cover, the overriding bias is toward

A) stories involving the most important policy issues of the day

B) international and foreign policy issues

C) stories about the personality quirks of political celebrities

D) stories that will draw the largest audience

 102) The \_\_\_\_\_\_\_ is the list of the subjects or problems to which, government officials, and people outside of government closely associated with those officials, are paying some serious attention to at any given time.

A) policy agenda

B) prioritization schedule

C) catalog of current issues

D) plum book

E) A-List

112) Which of the following is NOT true about media in America

A) The media do a better job covering the horse race aspect of politics than of covering

     substantial issues

B) The media argues that if their news is superficial, it is because that is what the people

    want

C) Their skepticism about government honesty and efficiency leads them to oppose giving

    government greater responsibilities

D) Reporters often see themselves in a reformism role, crusading against foul play and

  unfairness

114) Regarding the amount of news coverage that gets on each of the network news programs:

A) The president receives almost twice as much coverage as Congress

B) The 535 members of Congress receive on and a half times as much coverage as the

     President

C) the Congress, the President, and the Supreme Court receive equal amounts of

     coverage

D) Congress and the President get equal amounts of coverage

E) The Senate gets most coverage, then the President, then the House of Representatives

    and the Supreme Court ranks fourth

Possible Long Answer question topics:

1) Components of “Reagan’s Plan to Control the Media”

2) How George W. Bush has followed these components. (Be thorough)

3) Historical examples of the relationship/interactions between the media and political figures

4) How relationship/interactions have changed over time and why

1) B 3) D 7) A 8) A 10) B 11) A 12) C 13) D 14) C 15) D 17) A 19) A 21) A

24) B 25) C 34) A 35) D 36) B 38) B 40) A 42) D 43) A 46) B 48) B 51) D 52) A

53) A 59) B 60) C 62) C 64) B 66) C 91) A 93) A 96) D 102) A 112) C 114) A