1. In the early 1960s, Ronald Reagan warned that, ____.
A) “One day we will awake to find that we have socialism”
B) “One day we will awake to find that we have fascism”
C) “One day we will awake to find that we have capitalism”
D) “One day we will awake to find that we have communism”

2. Congress turned down healthcare reform in the early 1960s, although four years later another version of the law was passed and is now known as ____.
A) Medicaid
B) food stamps
C) Medicare
D) disability insurance

3. ____ is all the ways people get information about politics and the wider world.
A) Twitter
B) Tumblr
C) Media
D) The Internet

4. ____ is an essential function performed by media outlets in a democratic system.
A) Providing information
B) Acting as a public watchdog
C) Helping shape the political agenda
D) all of the above

5. Researchers have shown that new information ____ existing opinions, regardless of the content of the story.
A) reinforces
B) disavows
C) erodes
D) destroys

6. A/An ____ is defined as media stories with very broad coverage and an unambiguous message.
A) amplifier
B) beacon
C) radio signal
7. The media serve a public watchdog function, scrutinizing government for _____ and other flawed decisions or government processes.
A) corrupt or illegal acts
B) misleading statements by leaders
C) failed consumer protections
D) all of the above

8. When an issue commands the media's attention, we say it is on the _____.
A) front page
B) public's mind
C) political agenda
D) none of the above

9. One of the most direct ways the media affects politics is via its __________ role.
A) socialization
B) entertainment
C) agenda-setting
D) infomercial

10. _____ is the affect voters' or poll respondents' perception of candidates or public officials by raising issues that are perceived to enhance or diminish the candidates
A) Framing
B) Formatting
C) Priming
D) Imprinting

11. When the media chooses a particular slant, we say it is _____ the issue.
A) imprinting
B) formatting
C) priming
D) framing

12. _____ is the top source of news for Americans under fifty.
A) Facebook
B) Television
C) Instagram
D) The Internet
13. _____ is the chief source of news for less than 50 percent of Americans under fifty-five years of age.  
A) Facebook  
B) Television  
C) Instagram  
D) The Internet  

14. _____ became the first mass media.  
A) Radio broadcasts  
B) News reels at movie theaters  
C) Newspapers  
D) Televised nightly news  

15. _____ is defined as information and entertainment for broad popular audiences including newspapers, magazines, radio, and television.  
A) Media  
B) News media  
C) Journalism  
D) Mass media  

16. A problem with the decline in _____ is dwindling funds for paying trained reporters.  
A) magazines  
B) new programs  
C) podcasts  
D) newspapers  

17. President Franklin Roosevelt delivered weekly radio addresses known as _____.
A) “Lazy-Boy chats”  
B) “porch swing chats”  
C) “heart-to-heart chats”  
D) “fireside chats”  

18. _____ refers to the idea that the president has a personal link to the public.  
A) Presidential charisma  
B) Personal presidency  
C) Presidential popularity  
D) Executive charisma
19. The main demographic for _____ is middle-aged, white, conservative males.
A) NPR
B) online political chats
C) talk radio
D) podcasts

20. Americans of all ages now listen to _____ at twice the rate they did just a few years ago.
A) NPR
B) online political chats
C) talk radio
D) podcasts

21. _____ burst onto the American scene in the 1950s and revolutionized both entertainment and politics.
A) Television
B) Radio
C) Newsreels
D) Playboy magazine

A) Dwight D. Eisenhower
B) Richard M. Nixon
C) Lyndon B. Johnson
D) John F. Kennedy

23. _____ networks monopolized the television news business during the 1960s and 1970s.
A) Fox and MSNBC
B) CNN and Fox
C) CBS and NBC
D) CBS and ABC

24. _____ ushered in the twenty-four-hour news cycle when it covered the Gulf War.
A) Fox News
B) CNN
C) Yahoo News
D) MSNBC
25. As _____ proliferated, the line between news and entertainment began to evaporate.
   A) cable channels
   B) podcasts
   C) YouTube videos
   D) yellow journalism

26. The line between news and entertainment continues to blur—leading to the hybrid now known as _____.
   A) news blues
   B) inflated media coverage
   C) infotainment
   D) none of the above

27. The Internet and social media sites turn us all into potential _____.
   A) stories
   B) detectives
   C) reality stars
   D) news providers

28. The profit motive causes news outlets to _____.
   A) present only the hard facts
   B) present political coverage that satisfies their viewers
   C) be more classically conservative in their news coverage
   D) pander to elites

29. A classic “rule of thumb” guides local TV news: _____
   A) “Short stories are better than long.”
   B) “Cover the person not the event.”
   C) “Make 'em squirm.”
   D) “If it bleeds, it leads.”

30. Which of the following is not an emphasis of media attention in election campaign coverage?
   A) who's winning
   B) conflict
   C) issues
   D) drama
31. After a year of news reporting, _____ of Americans knew the name of President Bill Clinton's alleged lover, while only 12 percent knew who was chief justice of the U.S. Supreme Court.
A) 97 percent  
B) 75 percent  
C) 51 percent  
D) 32 percent

32. _____ are most likely to claim the media is biased.
A) Liberals  
B) Republicans  
C) Democrats  
D) Residents of southern states

33. Which statement is true about public ownership of the media?
A) Other democratic nations have a much higher level of public ownership than does the United States.
B) Americans pay more in taxes for government-owned media than is paid in most other countries.
C) Public ownership of the media is against the law in the United States.
D) Public ownership of the media is against the law in many European countries.

34. The fairness doctrine _____.
A) tried to make American elections more fair for third parties  
B) regulated radio and television to ensure that different viewpoints would be presented   
C) tried to make capital accumulation in the United States a fairer process  
D) created fairness guidelines for the mass media to voluntarily follow

35. The _____ was a government agency created during the FDR administration to referee the airwaves.
A) Environmental Protection Agency  
B) Federal Election Commission  
C) Federal Communications Commission  
D) Federal Fairness Doctrine Board

36. To what extent has the U.S. Supreme Court upheld the First Amendment protection of a free press?
A) Not at all there; there have been numerous instances where government censorship has violated the rights to a free press.  
B) Only a little; the Court has allowed some government censorship but not too much.
C) Quite a bit, but government censorship has occurred routinely throughout U.S. history.
D) There has been very little (almost no) censorship of the print media.

Answer Key - Chpt 9 Media

1. A
2. C
3. C
4. D
5. A
6. D
7. D
8. C
9. C
10. C
11. D
12. A
13. B
14. C
15. D
16. D
17. D
18. B
19. C
20. D
21. A
22. D
23. C
24. B
25. A
26. C
27. D
28. B
29. D
30. C
31. A
32. B
33. A
34. B
35. C
36. D