1. Differences in press coverage between President Reagan and President Obama show ...
   a. a growing audience for national news and presidential messages
   b. that more than 50 percent of Americans can be expected to tune in to watch presidential addresses to Congress
   c. a diminishing audience for national news and presidential messages
   d. that presidential addresses receive higher Nielson ratings today than they did several decades ago
   e. more Americans read presidential addresses in newspapers, while fewer view coverage on TV

2. According to John Kingdon, “the list of subjects or problems to which government officials, and people outside of government closely associated with those officials, are paying some serious attention at any given time” is known as what?
   a. policy capital
   b. media policy
   c. policy agenda
   d. capital agenda
   e. media agenda

3. Policy entrepreneurs are people who invest what in an issue?
   a. political expertise
   b. financial expertise
   c. media capital
   d. financial capital
   e. political capital

4. With politicians relying on journalists to get out their message, and journalists relying on politicians to keep them in the know, their relationship can best be defined as which of these?
   a. cooperative
   b. professional
   c. adversarial
   d. symbiotic
   e. parasitic

5. Which of the following is a consequence of the rise of narrowcasting?
   a. Young adults are less likely than other age groups to use newspapers and broadcast media as news and information sources.
   b. Narrowcasting has encouraged less repetition of stories on broadcast news programs.
   c. Narrowcasting has demonstrated that cable news programs are apt to cover political events in great detail.
   d. Young adults are more likely than other age groups to use newspapers and broadcast media as news and information sources.
   e. Most Americans follow politics more frequently and with greater intensity than they follow popular culture.

6. Epstein’s News From Nowhere suggests which of the following about newsworthiness?
   a. The media strive for quality of story rather than ratings.
   b. TV networks define news as what is entertaining to average viewers.
   c. Trivial stories never make the cut.
   d. The media tend to pitch stories to a relatively high level of viewer sophistication.
   e. The media tend to report the most important stories, regardless of entertainment value.

7. Research by Miller and Krosnick demonstrates that the effects of agenda setting are particularly strong among which group?
   a. politically uneducated citizens who distrust the media
   b. politically knowledgeable citizens who distrust the media
   c. politically biased citizens who distrust the media
   d. politically knowledgeable citizens who trust the media
   e. politically uneducated citizens who trust the media
8. The major TV networks rarely show head-on shots of politicians talking for very long because ...
   a. "talking head" shots are uninteresting
   b. they would corrupt the news flow
   c. politicians ask them not to
   d. they would cause an overindulgence of news
   e. "talking head" shots are overstimulating

9. Small sample groups of people who are asked questions about candidates and issues in a discussion setting are called...
   a. focus groups.
   b. political action groups
   c. party activists.
   d. caucuses.

10. Negative advertising seems to be directly related to...
    a. winning on the part of the person sponsoring the negative advertisements.
    b. winning on the part of the person being attacked by the negative advertisements.
    c. Democratic rather than Republican candidates who sponsor negative advertisements.
    d. low voter turnout.

11. The media affect voter choice in that...
    a. newspapers and TV are more important in the primary than the general election
    b. small town voters are more readily influenced than urban voters
    c. negative advertising has no discernible effect on choice or turnout.
    d. horse race journalism promotes coverage of issues.

12. Which of the following is a consequence of the rise of television broadcasting?
    a. Individuals have a greater need for political parties to help them make decisions.
    b. The American public has become more politically informed.
    c. Groups have greater access to spread their issues and messages to the public.
    d. Congress has received more television coverage compared to the other two branches of government.
    e. Candidates are more capable of running for office on their own by appealing to people directly through TV.

13. What is an event called that is purposely staged for the media and that is significant just because the media are there?
    a. a political event
    b. a campaign event
    c. a legislative event
    d. a media event
    e. a reporter event

14. The primary interest of publicly owned media is _____; the primary interest of privately owned media is______.
    a. undermining democracy; supporting democracy
    b. making a profit; serving the public interest
    c. serving the state; serving the people
    d. spreading propaganda; being as objective as possible
    e. serving the public interest; making a profit

15. People who invest their political capital in an issue are called ...
    a. media conglomerates
    b. agenda setters
    c. policy entrepreneurs
    d. lobbyists
    e. gatekeepers
16. Political activists who employ media strategies to get their ideas placed high on the governmental agenda are also called ...
   a. agenda engineers
   b. Internet entrepreneurs
   c. policy entrepreneurs
   d. social media entrepreneurs
   e. bloggers

17. Which of the following is an accurate statement about private control of the media in the United States?
   a. Increasing profit orientation has driven American media organizations to cut back on their foreign bureaus abroad.
   b. A study of a set of major newspapers found that the total number of foreign news stories in U.S. newspapers doubled between 1985 and 2010.
   c. Striving for profits does not influence how the news is reported in the United States.
   d. A study of a set of major newspapers found that the total number of foreign news stories in U.S. newspapers quadrupled between 1985 and 2010.
   e. In this age of evolving technology, American media are increasingly independent from advertising revenue to support their businesses.

18. An intentional news leak for the purpose of assessing the political reaction to that news is called a(n) ...
   a. trial balloon
   b. press conference
   c. talking head
   d. media event
   e. investigative journalism event

19. Increasing public attention to specific problems is a core feature of the media’s ________ power.
   a. agenda-setting
   b. watchdog
   c. gate-keeping
   d. score-keeping
   e. investigative

20. The issues that attract serious attention from public officials and other people actively involved in politics at the time are collectively referred to as the ________ agenda.
   a. profit
   b. policy
   c. news
   d. entrepreneurial
   e. media

21. The chapter introduction compares the television coverage of Ronald Reagan and Barack Obama addressing Congress on economic recovery at specific points in their presidencies, respectively, and draws what major conclusion?
   a. Both presidents could count on regular news consumers to learn about their complete remarks the next day.
   b. The audience rating for presidential remarks continues to be about what it was during Reagan’s presidency.
   c. President Obama’s audience rating was about double that of President Reagan.
   d. Audience ratings for major presidential remarks continue to increase.
   e. Today, presidents rarely achieve large television audiences.

22. The cozy relationship between politicians and the press in the twentieth century lasted until when?
   a. the Iran Hostage Crisis
   b. the Vietnam War and Watergate
   c. World War II
   d. the commercialization of television
   e. the beginning of Franklin Roosevelt’s presidency
23. The use of in-depth reporting to unearth scandals, scams, and schemes, at times putting reporters in adversarial relationships with political leaders, is referred to as ________ journalism.
   a. investigative
   b. law-and-order
   c. criminalistics
   d. gatekeeping
   e. guard-dog

24. Research has consistently found that a majority of the public believes press criticism of political leaders ...
   a. reflects a liberal bias
   b. reflects a conservative bias
   c. does more good than harm
   d. is corrosive to the American political process
   e. does more harm than good

25. The media act as a(n) ________ between the people and policymakers.
   a. negative element of democracy
   b. unappreciated mediator
   c. key linkage institution
   d. sole form of communication
   e. necessary evil

26. An example of a newsweekly is ...
   a. the Washington Post
   b. Time
   c. USA Today
   d. the New York Times
   e. the Daily News

27. When top aides to President Clinton leaked his admission of an "inappropriate relationship" to Richard Berke of the New York Times, prior to Clinton’s public admission before the grand jury, this was an example of a ...
   a. trial balloon
   b. guilty plea
   c. talking head
   d. beat
   e. sound bite

28. Investigative journalism may contribute to public cynicism and negativity about politics by pitting which two groups against one another?
   a. political leaders and the general public
   b. reporters and owners of their broadcast media
   c. reporters and political leaders
   d. reporters and celebrities
   e. reporters and the general public

29. How has news coverage changed since Kennedy’s presidency in 1960?
   a. The news media have reduced their coverage of presidential candidates.
   b. Coverage of presidential candidates has become more favorable.
   c. The blatant lies being passed off as news coverage of presidential candidates has increased dramatically.
   d. Coverage of presidential candidates has become less and less favorable.
   e. Emphasis of campaign reporting has changed from a "why" to a "what" format.

30. When individuals choose not to watch messages that do not conform to their own biases, they are said to be practicing selective...
   a. exposure.
   b. viewing.
   c. perception.
   d. rights.
31. In general, journalists are usually...
   a. more conservative than the general population.
   b. more liberal than the general population.
   c. objective.
   d. more conservative than their editors.

32. Those who opposed U. S. intervention in Iraq tried to portray such action as another Vietnam. This is referred to as...
   a. partisan politics.
   b. value construction.
   c. agenda setting.
   d. issue framing.

33. Paradoxically, as technology has enabled the media to pass along information with greater speed, news coverage has become ...
   a. more biased
   b. more thorough
   c. more objective
   d. less biased
   e. less thorough

34. Public officials often leak _______ to reporters to see what the political reaction will be.
   a. oiled news
   b. beats
   c. sound bites
   d. trial balloons
   e. lies

35. Iyengar and Kinder's research found that TV news...
   a. has minimal effects on the public opinion of viewers
   b. is more effective in changing American public opinion than is print news
   c. effectively manipulates what Americans think about public issues
   d. changes viewers' policy and voting preferences, particularly during campaigns
   e. alters the priorities Americans attach to problems

36. The "minimal effects hypothesis" suggests that the media have which of the following?
   a. a major effect on public opinion
   b. a minimal effect on policymakers' issue positions
   c. a marginal effect on public opinion
   d. a minimal effect on Americans who do not watch TV
   e. a minimal effect on Americans' consumption of newspapers

37. During a 1976 presidential debate, President Ford made a mistake by saying that the Soviet Union was not the dominant force in Eastern Europe. The statement was given much press coverage, and polls indicated that most viewers did not recognize the error until they learned of it on the news. What effect did this reporting have on President Ford's campaign?
   a. Voters thought it made him seem more vulnerable.
   b. Voters thought it made him more likable personally.
   c. Voters thought it made him seem more qualified.
   d. Voters thought it made him seem less qualified.
   e. Voters thought it made him less likable personally.

38. Journalists believe it is most important for the media to _______ and least important for the media to ...
   a. get information quickly to the public; investigate claims by government
   b. provide entertainment; point to possible solutions for problems
   c. point to possible solutions; get information quickly to the public
   d. investigate claims made by government; provide entertainment
   e. discuss national policy; motivate people to get involved
39. The increased number of news and infotainment options has resulted in media outlets becoming narrowly focused, providing specific material to specific consumers. This is known as what?
   a. watchdogging
   b. narrowcasting
   c. broadcasting
   d. infotaining
   e. selective exposure

40. American journalists have long been free to criticize government leaders and policies because of ...
   a. First Amendment protections
   b. public ownership of media
   c. private ownership of the media
   d. both First Amendment protections and public ownership of media
   e. both First Amendment protections and private ownership of media

41. The media's emphasis on the country's slow economic growth in 1992, rather than the good news of low inflation and interest rates, helped set the stage for Bill Clinton's win over the incumbent president, George H. W. Bush. This is an example of what?
   a. media exposure
   b. policy setting
   c. agenda setting
   d. media concealment
   e. agenda splitting

42. Television has enabled voters to rely less on political parties and social groups to make their decisions about candidates and more on their own assessment. According to the text, this is because television allows ...
   a. voters to avoid personal bias
   b. candidates to promote their policies
   c. voters to absorb political messaging
   d. candidates to be seen up close and personal
   e. candidates to debate with each other

43. Which of the following reflects the argument that political scientist Patrick Sellers uses to dispute the view that media campaigns motivated by politics are self-serving public relations ploys?
   a. They generate public deliberation.
   b. They give candidates distinct advantages.
   c. They are a productive use of taxpayer dollars.
   d. They stimulate the economy.
   e. They are protected by First Amendment rights.

44. According to Ronald Berkman and Laura Kitch, what fuels democracy and is the greatest boon to democracy since the secret ballot?
   a. technology
   b. politics
   c. capitalism
   d. candidates
   e. information

45. According to many network executives, many in the American public are not well informed in this high-tech age because of ...
   a. lack of relevant information
   b. influence of personal bias
   c. information overload
   d. government limits on the press
   e. their own personal choice
46. The media has recently become more important in elections in terms of the candidates’...
   a. party affiliation.
   b. platform.
   c. character and competence.
   d. stand on specific issues.

47. News coverage of the Congress, compared to coverage of the President, tends to be
   a. more positive.
   b. more negative.
   c. more issue oriented.
   d. more objective than coverage of the President.

48. The press and news media in general are often referred to as the...
   a. the first estate.
   b. the third estate.
   c. fourth branch of government.
   d. swing vote of government.

49. Research suggests that the overriding bias in the news is one toward stories that ...
   a. will draw the largest audience
   b. put the president in a good light
   c. favor conservatives
   d. are humanitarian
   e. favor liberals

50. In 1934, Congress created which body to regulate the use of the airwaves?
   a. Equal Opportunity Commission
   b. Federal Trade Commission
   c. Federal Communications Commission
   d. Department of the Interior
   e. Department of Media Communications

51. Civil rights activists in the 1960s used the media to show Americans the injustice of the treatment of minorities, successfully placing the civil rights issue onto the ...
   a. policy progress report
   b. civil agenda
   c. policy agenda
   d. civil progress report
   e. equality agenda

52. The Pew Research Center for People & the Press has consistently determined that most people believe media criticism of political leaders ...
   a. incites viewer anger
   b. does more harm than good
   c. does more good than harm
   d. empowers political leaders
   e. empowers media outlets

53. What do network executives blame for the superficiality in media reporting?
   a. the public
   b. the Internet
   c. social media
   d. media bias
   e. cable news
54. The internet is changing American politics through all of the following applications EXCEPT...
   a. fundraising
   b. candidate home pages
   c. mobilizing citizens behind a candidate or cause.
   d. online voting

55. The President known for his "fireside chats" which used radio as a powerful media was ...
   a. John F. Kennedy
   b. Franklin D. Roosevelt.
   c. Dwight Eisenhower.
   d. Ronald Reagan.