

## ***The Media***

1. How much time do Americans spend on average consuming news?
  - a. 30 minutes a day
  - b. 1 hour a day
  - c. 3 hours a day
  - d. 5 hours a day
  
2. According to journalist James Fallows, Americans believe that the news media have become
  - a. too arrogant.
  - b. cynical.
  - c. scandal-minded.
  - d. (all of the above)
  
3. Media bashing is related to
  - a. social problems.
  - b. the perception that the media are profit-driven.
  - c. the perception that the press is not objective.
  - d. (all of the above)
  
4. 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.
  
5. The average American household has two televisions sets, each turned on an average of \_\_\_\_\_ hours per day.
  - a. two
  - b. three
  - c. seven
  - d. eight
  
6. All of the following are considered "mass media" EXCEPT
  - a. newspapers.
  - b. films.
  - c. academic journals.
  - d. books.
  
7. The percentage of Americans who listen to the radio everyday is
  - a. 40 percent.
  - b. 50 percent.
  - c. 75 percent.
  - d. 90 percent.

8. Newspaper circulation remains at about one copy for every \_\_\_\_\_.
- a. two people
  - b. four people
  - c. six people
  - d. ten people
9. National newspapers include all of the following EXCEPT
- a. The Wall Street Journal.
  - b. USA Today.
  - c. the Economist.
  - d. The New York Times.
10. The World Wide Web had its beginnings with the
- a. 3M Corporation.
  - b. Apple Computer company.
  - c. Pentagon.
  - d. New York Times.
11. Which of the following newspapers has the largest circulation?
- a. The Wall Street Journal.
  - b. USA Today.
  - c. The New York Times.
  - d. The Los Angeles Times.
12. In the eighteenth century, newspapers were run by
- a. private individuals.
  - b. companies.
  - c. political parties.
  - d. (all of the above)
13. The U.S. Post Office encouraged newspapers by
- a. free printing.
  - b. free mailing.
  - c. use of postal boxes.
  - d. providing addresses.
14. During the period between 1820 and 1930, newspapers began to shift its appeal away from elite readers and toward
- a. business interests.
  - b. less well educated masses.
  - c. party members.
  - d. a more liberal audience.
15. In the early 1800s the press began to be responsive to
- a. business advertising and owners' biases.
  - b. increasing literacy and participation.
  - c. increasing levels of education and commercialism.
  - d. ownership of the press and business interests.

16. Movement from financial support of the press by political parties to expanded circulation and more emphasis on advertising led to the development of the
  - a. penny press.
  - b. nickel press.
  - c. reliance on home delivery.
  - d. reliance on street sales.
  
17. Objective journalism which sounded the death knell of the partisan press was dependent on what New York Tribune editor, Whitelaw Reid, termed
  - a. the free press.
  - b. independent journalism.
  - c. objective journalism.
  - d. accurate writing.
  
18. The President known for his "fireside chats" which used radio as a powerful media was
  - a. Herbert Hoover.
  - b. Franklin D. Roosevelt.
  - c. Dwight Eisenhower.
  - d. Ronald Reagan.
  
19. The Fox empire of Rupert Murdoch owns
  - a. HarperCollins.
  - b. TV Guide.
  - c. the Family Channel.
  - d. (all of the above)
  
20. The Pentagon Papers were exposed in the New York Times by
  - a. Robert Woodward.
  - b. Carl Bernstein.
  - c. Randolph Hearst.
  - d. Seymour Hersh.
  
21. The newspaper which uncovered the Watergate conspiracy was the
  - a. New York Times.
  - b. Wall Street Journal.
  - c. Washington Post.
  - d. Los Angeles Times.
  
22. The Gannett Corporation is an example of
  - a. adversarial journalism.
  - b. advocacy journalism.
  - c. a media conglomerate.
  - d. indirect government ownership of the press.

23. Support for locally owned newspapers and broadcast stations includes the argument(s) that national news
  - a. tends to be diluted and homogenized.
  - b. tends to be more liberal than local news.
  - c. is less accurate than local news.
  - d. (all of the above)
  
24. Conglomerate ownership of American communication assets includes
  - a. the Disney organization.
  - b. Westinghouse.
  - c. Time-Warner.
  - d. (all of the above)
  
25. The President nicknamed the "Great Communicator" was
  - a. Franklin D. Roosevelt
  - b. John F. Kennedy.
  - c. Jimmy Carter.
  - d. Ronald Reagan.
  
26. The most important factor in political socialization for the American public is
  - a. the family.
  - b. radio.
  - c. television.
  - d. a combination of radio and television.
  
27. When individuals screen out those messages that do not conform to their own biases, they are said to be practicing selective
  - a. exposure.
  - b. viewing.
  - c. perception.
  - d. rights.
  
28. The media influences public opinion in response to public
  - a. socialization.
  - b. needs.
  - c. selective exposure.
  - d. (all of the above)
  
29. The best predictor of retention of news stories is
  - a. media presentation.
  - b. length of time devoted to an issue.
  - c. political interest.
  - d. income of the listener.

30. 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.
  
31. Whom of the following is generally considered to be most conservative?
  - a. journalists
  - b. editors
  - c. media owners
  - d. (all are considered liberal, not conservative)
  
32. The cultural bias of national journalists reflects a group which is
  - a. cosmopolitan.
  - b. urban.
  - c. upper class.
  - d. (all of the above)
  
33. When the press focuses public attention on certain aspects of American politics and ignores others, it is said to be engaged in
  - a. partisan politics.
  - b. value construction.
  - c. agenda setting.
  - d. issue framing.
  
34. The context given an issue or event in a news story which affects public perceptions is called
  - a. partisan politics.
  - b. value construction.
  - c. agenda setting.
  - d. issue framing.
  
35. Those who opposed U.S. intervention in Bosnia 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.
  
36. News coverage may be most important in
  - a. elections at the local level.
  - b. state level elections.
  - c. Congressional elections.
  - d. Presidential elections.

37. The obligation to ensure that differing viewpoints are presented concerning controversial issues is known as (the)
  - a. press agenda setting.
  - b. government censorship.
  - c. media conspiracy.
  - d. fairness doctrine.
  
38. 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.
  
39. The 'horse' race aspect of campaigning refers to the candidate's
  - a. running around the country.
  - b. standing in the polls.
  - c. election strategy.
  - d. winning profile.
  
40. Early reporting of election outcome generally results in
  - a. voter apathy on the West coast.
  - b. increased voter turnout on the West coast.
  - c. (both a and b depending on the margin)
  - d. (neither a nor b)