

## MULTIPLE CHOICE QUESTIONS

Circle the letter of the response that best answers the question or completes the statement.

1. When *CBS News* ran a story claiming President Bush performed poorly during his time in the National Guard, \_\_\_\_\_ produced evidenced that the documents underlying the report were forgeries.
  - a. NBC
  - b. Fox News
  - c. White House lawyers
  - d. Republican media consultants
  - e. bloggers
  
2. Politicians have become more heavily dependent on the media as
  - a. the public has become better educated.
  - b. the federal bureaucracy has enlarged itself.
  - c. public affairs have become much more complex.
  - d. the scope of government has expanded.
  - e. political party organizations have declined.
  
3. Which of the following was a milestone in the development of a reasonably nonpartisan and unbiased press?
  - a. The establishment of the *Gazette of the United States* during the Washington administration
  - b. The establishment of the Associated Press in 1848
  - c. The creation of the *National Intelligence* by Jacksonian Democrats
  - d. The rise of magazines of opinion in the late 1800s
  - e. The rise of competition from radio in the 1920s
  
4. Which of the following was *not* among the achievements of the mass-based press, exemplified by Hearst and Pulitzer?
  - a. Instituting responsible and unbiased journalism
  - b. Beginning the creation of a national political culture
  - c. Proving the feasibility of a press free of government subsidy or control
  - d. Revealing public scandal
  - e. Criticizing public policy
  
5. The invention of radio was a politically important media development because it
  - a. allowed public officials to reach the public in a less-filtered manner.
  - b. gave rise to the era of mass politics and a large electorate.
  - c. rendered image more important than substance in seeking political office.
  - d. more than doubled the number of persons who followed politics with interest.
  - e. reinforced the influence of political parties when it was first introduced.
  
6. In 2000, the average sound bite of a presidential contender was \_\_\_\_\_ the average sound bite of such contenders in 1968.
  - a. considerably longer than
  - b. about the same length as
  - c. considerably shorter than
  - d. more controversial than
  - e. less complex than
  
7. Politicians wishing to make news are well advised to criticize
  - a. the president.
  - b. Congress
  - c. the Supreme Court.
  - d. the federal bureaucracy.
  - e. state government.
  
8. Joint Operating Agreements are important to consider when assessing the competition and diversity of viewpoint among newspapers because they
  - a. encourage the hiring of minorities.
  - b. have increased the sales of newspapers in major metropolitan areas.
  - c. are usually biased in a conservative direction.
  - d. allow businesses to own more than one paper in a large city.
  - e. do not allow the expression of political opinion without prior consent.

9. Research suggests \_\_\_\_\_ especially have turned their interests away from political news.
- those living in rural America
  - religious persons
  - professionals
  - college educated persons
  - young people
10. Which of the following statements concerning national newspapers is *incorrect*?
- They distribute millions of copies on a daily basis.
  - They are carefully followed by political elites.
  - Radio and television stations look to such papers for cues on reporting.
  - The reporters for such papers have higher levels of education than their local counterparts.
  - none of the above.
11. One of Jimmy Carter's signal achievements in dealing with the press in the 1976 primary campaign was
- keeping a low profile.
  - taking newsworthy positions on important issues.
  - defusing an initial bias against him among reporters.
  - refusing to buckle under the pressure of special interests.
  - getting himself mentioned with great frequency.
12. The emphasis the media places on its role as "scorekeeper" might come at the cost of attention to
- which candidates are not viable.
  - which candidates might be gaining momentum.
  - who is actually ahead.
  - the horse race.
  - policies.
13. In the late 1980s the "watchdog" function of the media was notable in the case of the front-running Democratic presidential nominee, Gary Hart, who was accused of
- having an extra marital affair.
  - using illegal drugs.
  - income tax evasion.
  - lying to congressional committees.
  - falsifying draft registration records.
14. An irony concerning government regulation of the news media is that
- American media are less regulated than foreign media despite the greater need for regulation here.
  - legislation designed to intimidate the media has in fact made them more hostile toward officials.
  - the least competitive part of the media is almost entirely unregulated, whereas the most competitive part is substantially regulated.
  - the most influential media, the broadcast media, show highly concentrated patterns of ownership by a few large corporations.
  - all of the above.
15. Once something is published, a newspaper may be sued or prosecuted if the material
- is libelous.
  - is obscene.
  - incites someone to commit an illegal act.
  - all of the above.
  - none of the above.

16. For a public official in the United States to win a libel suit against the press, he or she must prove that
- what was printed was untrue.
  - the material was untrue and was printed maliciously.
  - the material caused "emotional duress."
  - his or her privacy was violated.
  - the printing of the material in question has done "substantial harm" to the public interest.
17. In general, the Supreme Court has upheld the right of government to compel reporters to divulge information as part of a properly conducted criminal investigation if
- the president has pardoned a defendant for contempt of court.
  - a jury is unable to reach a decision.
  - it has not been reported publicly.
  - it has been reported publicly.
  - it bears on the commission of a crime.
18. The text suggests that, if the Fairness Doctrine had stayed in place,
- there would be more competition among radio and television stations.
  - political advertising would be available to all candidates regardless of party or viewpoint.
  - there would be no Rush Limbaugh.
  - Congress would have developed the law on libel more meticulously.
  - the Supreme Court would have received more news coverage.
19. Since the 1980s, studies of media bias have reached the same conclusion, that members of the national press are
- more liberal than the average member of the public.
  - more conservative than the average member of the public.
  - more moderate than the average member of the public.
  - generally objective, and without political bias.
  - without noticeable, systematic bias.
20. Research suggests members of the national news media are generally more \_\_\_\_\_ than the average member of the public.
- conservative
  - alienated
  - secular
  - moderate
  - patriotic
21. Conservative dominance in talk radio can be best explained by the fact that
- liberal hosts have never had big corporate sponsors.
  - conservatives flooded the market first and left little room for competition.
  - the Fairness Doctrine gave an advantage to conservatives.
  - media owners are not tolerant of liberal viewpoints.
  - liberal hosts have never attained high ratings.
22. Early in American history, newspapers had virtually no \_\_\_\_\_ stories.
- routine
  - feature
  - insider
  - opinion-based
  - editorial-driven

23. A study of the top ten newspapers and the Associated Press found news items concerning \_\_\_\_\_ were more likely to be interpreted in a negative fashion when there was a Republican president.
- Supreme Court decisions
  - social issues
  - government economic reports
  - immigration
  - mid-term elections
24. The potential impact of the media coverage is certainly well illustrated by the case of Estes Kefauver who, in the 1950s, became a "household name" by
- leading members of the House and Senate in a protest march through the White House.
  - chairing a Senate committee investigating organized crime.
  - submitting a law which attempted to eliminate the influence of interest groups in elections.
  - dropping thousands of leaflets from a plane while flying over the White House.
  - refusing to give up his Senate seat, even after having lost his bid for re-election.
25. The first president to engage in the systematic cultivation of news reporters was
- Theodore Roosevelt.
  - Franklin Roosevelt.
  - Woodrow Wilson.
  - John F. Kennedy.
  - Richard Nixon.
26. Which of the following presidents first made his press secretary a major instrument for dealing with the press?
- Herbert Hoover
  - Franklin Roosevelt
  - Dwight Eisenhower
  - John F. Kennedy
  - Ronald Reagan
27. The president of the United States is unlike the chief executive of other nations with regard to the
- hostility with which he is normally treated by the press.
  - use of the press secretary as an instrument for dealing with the press.
  - extreme difficulty that the press experiences in covering his activities.
  - close physical proximity between the press and the center of government.
  - manner in which he is required to conduct press conferences.
28. In an age in which the media are very important, who of the following is best positioned to run for president?
- A House member
  - An innovative person with a business background
  - A senator
  - A state governor
  - A big-city mayor
29. The text suggests American government is the "leakiest" in the world, in large part, because of
- the centralized nature of power in the federal system.
  - cordial relations between media and most government officials.
  - the rise of cable news networks.
  - the emergence of the Internet.
  - the separation of powers.
30. The adversarial nature of the modern press has probably made \_\_\_\_\_ more socially acceptable.
- negative campaign advertising
  - political corruption
  - frivolous campaigns
  - bipartisan coalitions
  - fruitless congressional investigations
31. Which of the following does the text suggest is one of the consequences of intense competition in media today?
- Reporters are more easily manipulated by sources than once was the case.
  - The requirements for citation of sources are more rigorous than ever.
  - There are few incentives to rely on sensational news stories.
  - Reporters are less confrontational with public officials than they once were.
  - None of the above.