

TEST BANK

Media Politics: A Citizen's Guide

FOURTH EDITION

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W • W • NORTON & COMPANY • NEW YORK • LONDON

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Multiple-Choice Questions

Chapter 2: The Press and the Democratic Process: The American System in Comparative Perspective

1. In democratic societies, the news media are expected to
- a. provide an electoral forum for parties and candidates.
 - b. deliver substantive public affairs information.
 - c. serve as a check on elected officials.
 - d. All of these are correct.

Answer: d

2. The “watchdog” role of the media involves which of the following?
- a. providing a view of the world that mirrors reality
 - b. scrutinizing the actions of government officials
 - c. acting as a forum for diverse political opinions and debate
 - d. None of these are correct.

Answer: b

3. In the wake of the turmoil that engulfed the 1968 presidential campaign, a commission to reform the delegate selection process was formed. Which of the following selection systems was adopted by the Democratic and, subsequently, Republican parties as a result?
- a. the candidate primary

- b. the participatory convention
- c. the delegate primary
- d. None of these are correct.

Answer: a

4. In comparison with media in most democratic societies, American news media are distinctive in what respect?

- a. the nearly exclusive level of private ownership of broadcast media
- b. a larger number of high-circulation daily newspapers
- c. a greater share of news programming devoted to international news
- d. None of these are correct.

Answer: a

5. Compared with PBS, European public broadcasters deliver

- a. about the same amount of news programming per day.
- b. about the same amount of news per day, but delivered during peak viewership times.
- c. significantly more daily news programs.
- d. significantly smaller amounts of news programming per day.

Answer: c

6. Which system is most likely to ensure programming that enables citizens to exercise civic responsibility?

- a. a free-market system that provides a variety of programming options and is free from government interference
- b. a free-market system that requires lengthy local news programming
- c. a state-controlled system that follows strict instructions from the ruling regime and is protected from market pressures
- d. a state-funded system that is protected from market pressures but dependent on the fulfillment of public service requirements

Answer: d

7. In considering CNN's coverage of foreign nations, the best predictor of coverage is
- a. whether the country is democratic or authoritarian.
 - b. the amount of annual trade between the country and the United States.
 - c. the country's level of economic development (GDP).
 - d. the country's support for the United States in the U.N.

Answer: c

8. In considering BBC coverage of foreign nations, the strongest predictor of coverage is
- a. whether the country was formerly a British colony.
 - b. the amount of trade between the country and the United Kingdom.
 - c. the size of the country's population.
 - d. whether the country is English-speaking.

Answer: c

9. Most American television viewers depend exclusively on commercial broadcasts. One consequence is that

- a. compared with Europeans, Americans know relatively little about hard news.
- b. compared with Europeans, Americans know relatively little about soft news.
- c. Americans and Europeans are equally informed about hard and soft news.
- d. Americans encounter more international than domestic news.

Answer: a

10. Research into the impact of deregulation on the diversity of perspectives offered by broadcast news suggests which of the following?

- a. Deregulation has increased diversity.
- b. There is no relationship between the strength of regulation and programming diversity.
- c. Deregulation has decreased diversity.
- d. The negative relationship between regulation and diversity applies to European nations but not the United States.

Answer: c

11. Getting the news media to deliver a steady flow of substantive news programming generally requires

- a. providing the broadcast media with public subsidies.
- b. a professionally trained press corps.
- c. absence of government regulation over broadcast media.
- d. competitive media markets.

Answer: a

12. Current FCC regulations regarding election campaign advertising on television ensure that
- a. all candidates in a race are entitled to free airtime.
 - b. if one candidate runs an advertisement on a particular station, that channel must give the same amount of time to opposing candidates regardless of their ability to pay.
 - c. candidate advertisements in a designated market area (DMA) must be carried by all stations in that DMA.
 - d. if one candidate pays a certain price for advertising time, the station must offer the same price to opposing candidates for the same amount of time.

Answer: d

13. American news media tend to underperform relative to their European counterparts with respect to the delivery of substantive public affairs news programming. Which of the following would you cite as an explanation?
- a. the absence of government regulations in the United States requiring minimal levels of public affairs programming
 - b. the lack of a “public sector” in the American broadcasting industry
 - c. a more competitive media environment in the United States
 - d. All of these are correct.

Answer: d