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| 1. Which of the following refers to news sources such as newspapers, television, radio, and the Internet that provide a large audience with information about the nation and the world?   |  |  |  | | --- | --- | --- | |  | a. | Mass media | |  | b. | Social media | |  | c. | Modern media | |  | d. | Invisible media | |  | e. | Electronic media |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.1.1 - Define mass communication. | | *DATE CREATED:* | 12/13/2020 11:28 PM | | *DATE MODIFIED:* | 12/13/2020 11:32 PM | |

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| 2. Forms of communication, including radio and television, that have a broad reach to many people are known as which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Mass messages | |  | b. | Journalism | |  | c. | Popular press | |  | d. | Media | |  | e. | News |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.1.1 - Define mass communication. | | *DATE CREATED:* | 12/13/2020 11:38 PM | | *DATE MODIFIED:* | 12/14/2020 5:40 AM | |

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| 3. Which of the following is not usually considered to be a part of the media?   |  |  |  | | --- | --- | --- | |  | a. | Newspapers | |  | b. | Television | |  | c. | Campaign communications officials | |  | d. | Radio | |  | e. | The Internet |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.1.1 - Define mass communication. | | *DATE CREATED:* | 12/13/2020 11:42 PM | | *DATE MODIFIED:* | 12/13/2020 11:48 PM | |

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| 4. Freedom of the press is contained in which constitutional amendment?   |  |  |  | | --- | --- | --- | |  | a. | First Amendment | |  | b. | Second Amendment | |  | c. | Third Amendment | |  | d. | Fourth Amendment | |  | e. | Sixth Amendment |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.5 - Analyze how the law protects the press. | | *DATE CREATED:* | 12/13/2020 11:48 PM | | *DATE MODIFIED:* | 12/13/2020 11:52 PM | |

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| 5. When the media regularly focus public attention on violent crime, political corruption, or economic woes, they are engaged in which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Politicized reporting | |  | b. | Political socialization | |  | c. | Agenda setting | |  | d. | Public opinion management | |  | e. | Agenda management |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/13/2020 11:52 PM | | *DATE MODIFIED:* | 12/14/2020 12:03 AM | |

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| 6. The power of the media to determine what the government ought to do is referred as which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Framing | |  | b. | Priming | |  | c. | Setting the public agenda | |  | d. | Political socialization | |  | e. | Content aggregation |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 12:04 AM | | *DATE MODIFIED:* | 12/14/2020 12:08 AM | |

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| 7. When the media uncovers public wrongdoing and brings that wrongdoing to the public's attention, it is engaged in which role of the media?   |  |  |  | | --- | --- | --- | |  | a. | Infotainment | |  | b. | Socializing new generations | |  | c. | Providing a political forum | |  | d. | Profiteering | |  | e. | Setting the public agenda |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 12:08 AM | | *DATE MODIFIED:* | 12/14/2020 12:13 AM | |

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| 8. Issues that are perceived by the political community as meriting public attention and governmental action are known as which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Infotainment | |  | b. | The public agenda | |  | c. | Watchdog news | |  | d. | Whistleblowing | |  | e. | Yellow journalism |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 12:13 AM | | *DATE MODIFIED:* | 12/14/2020 12:16 AM | |

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| 9. A television network decides to run a series of news stories highlighting the need for stronger regulations over gun sales and purchases. This example is representative of which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Agenda setting | |  | b. | Muckraking | |  | c. | Managed news | |  | d. | Infotainment | |  | e. | Yellow journalism |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 12:18 AM | | *DATE MODIFIED:* | 12/14/2020 12:20 AM | |

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| 10. Framing is best defined as influence on which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Public opinion as a result of the way a story is presented or covered, including the details and context offered in the report | |  | b. | Public opinion from a story that covers one candidate or policy favorably without providing similar coverage of the other side | |  | c. | Public opinion as a result of journalists' decisions about which news stories to cover | |  | d. | Government policy as a result of positive or negative coverage of an issue | |  | e. | Government activities as a result of media coverage of an issue |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 12:21 AM | | *DATE MODIFIED:* | 12/14/2020 12:25 AM | |

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| 11. Priming can be defined as a way in which the media does which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Limits access to opinionated information | |  | b. | Sets the public agenda of what government ought to do | |  | c. | Alters public perceptions of an issue by embedding that issue in particular stories | |  | d. | Seeks to make a profit | |  | e. | Socializes new generations about major political issues |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 12:26 AM | | *DATE MODIFIED:* | 12/14/2020 12:29 AM | |

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| 12. When a news program begins the broadcast each day with a certain political story and continues to highlight this issue for several days, it suggests to the public that this political story is an important issue. Which function of agenda setting does this?   |  |  |  | | --- | --- | --- | |  | a. | Priming | |  | b. | Sorting | |  | c. | Replaying | |  | d. | Factoring | |  | e. | Muckraking |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 12:30 AM | | *DATE MODIFIED:* | 12/14/2020 12:33 AM | |

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| 13. Which of the following refers to the ability of the media to alter the public’s view on an issue by presenting it in a particular way?   |  |  |  | | --- | --- | --- | |  | a. | Agenda setting | |  | b. | Framing | |  | c. | Softening | |  | d. | Sensationalizing | |  | e. | Investigating |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 12:34 AM | | *DATE MODIFIED:* | 12/14/2020 12:38 AM | |

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| 14. The first televised presidential debate was between which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Dwight Eisenhower and Adlai Stevenson in 1956 | |  | b. | John F. Kennedy and Richard Nixon in 1960 | |  | c. | Lyndon Johnson and Barry Goldwater in 1964 | |  | d. | Richard Nixon and Hubert Humphrey in 1968 | |  | e. | Ronald Reagan and Jimmy Carter in 1980 |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.6 - Compare the different eras of U.S. press history. | | *DATE CREATED:* | 12/14/2020 12:49 AM | | *DATE MODIFIED:* | 12/14/2020 12:55 AM | |

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| 15. When presidential candidates John F. Kennedy and Richard Nixon debated in 1960, those people who heard about the debate by which of the following methods thought Kennedy had won while people who learned about the debate through other media thought Nixon had won?   |  |  |  | | --- | --- | --- | |  | a. | Watching it on television | |  | b. | Listening to it on the radio | |  | c. | Reading about it in the newspaper | |  | d. | Talking with family and friends | |  | e. | Listening to their state representative |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.6 - Compare the different eras of U.S. press history. | | *DATE CREATED:* | 12/14/2020 12:55 AM | | *DATE MODIFIED:* | 12/14/2020 12:59 AM | |

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| 16. In what ways do social networking, blogging, and the Internet play a role in politics today?   |  |  |  | | --- | --- | --- | |  | a. | Politicians at all levels of government office have placed importance on having a web presence. | |  | b. | The two major party candidates for president in 1996 were the first to develop political websites for their campaigns | |  | c. | Because social networks were intended for friends and families, politicians have limited their presence in these applications. | |  | d. | Modern political candidates have had limited success using the Internet to raise money to fund campaigns. | |  | e. | While local politicians use social networking successfully, most national politicians do not. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.1.3 - Explain the impact of the internet on politics and mass communication. | | *DATE CREATED:* | 12/14/2020 1:00 AM | | *DATE MODIFIED:* | 12/14/2020 1:07 AM | |

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| 17. The most important aspect of debates for political candidates is taking advantage of an opportunity to do which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Present their own views on the issues | |  | b. | Attack the views of their opponent on the issues | |  | c. | Use the power of television to project an image | |  | d. | Speak to the part of the electorate that is already committed to voting for them | |  | e. | Show the electorate that he or she is eloquent and articulate |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.4 - Explain the impact of the news, including soft news, on the depth of the public's political knowledge. | | *DATE CREATED:* | 12/14/2020 1:08 AM | | *DATE MODIFIED:* | 12/14/2020 1:13 AM | |

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| 18. Planning photogenic and interesting events and granting favors to reporters are part of political campaigns' efforts to do which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Frame the news | |  | b. | Set the agenda | |  | c. | Spin the news | |  | d. | Manage the news coverage | |  | e. | Engage in media priming |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.4 - Explain the impact of the news, including soft news, on the depth of the public's political knowledge. | | *DATE CREATED:* | 12/14/2020 1:13 AM | | *DATE MODIFIED:* | 12/14/2020 1:17 AM | |

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| 19. An interpretation of campaign events or election results that is favorable to a candidate's campaign strategy is called which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Partisan framing | |  | b. | Agenda setting | |  | c. | Campaign framing | |  | d. | The political twist | |  | e. | Spin |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.4 - Explain the impact of the news, including soft news, on the depth of the public's political knowledge. | | *DATE CREATED:* | 12/14/2020 1:17 AM | | *DATE MODIFIED:* | 12/14/2020 1:29 AM | |

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| 20. A campaign advisor who tries to convince journalists of the truth of a particular interpretation of events is called which of the following?  ​   |  |  |  | | --- | --- | --- | |  | a. | News consultant | |  | b. | Flip-flopper | |  | c. | Spin doctor | |  | d. | Fact checker | |  | e. | Win engineer |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.3 - Examine where the public gets its news. | | *DATE CREATED:* | 12/14/2020 1:30 AM | | *DATE MODIFIED:* | 12/14/2020 1:33 AM | |

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| 21. Which of the following statements best describes campaign blogs and podcasts?   |  |  |  | | --- | --- | --- | |  | a. | They have improved candidates’ ability to deliver their message to voters without media filter. | |  | b. | They have made it more difficult for candidates to control their campaigns. | |  | c. | They are not followed by mainstream news media. | |  | d. | They are sometimes created for the candidate by professional strategists. | |  | e. | They have improved candidates’ ability to deliver their message to voters without media filter and are sometimes created for the candidate by professional strategists. |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.3 - Examine where the public gets its news. | | *DATE CREATED:* | 12/14/2020 1:34 AM | | *DATE MODIFIED:* | 12/14/2020 1:39 AM | |

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| 22. Radio, television, wire, and cable are regulated by which of the following?   |  |  |  | | --- | --- | --- | |  | a. | The Department of Communications | |  | b. | The states | |  | c. | The Federal Communications Commission | |  | d. | The Constitution | |  | e. | Themselves, with no government oversight |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 1:39 AM | | *DATE MODIFIED:* | 12/14/2020 1:43 AM | |

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| 23. Which of the following best describes civic concerns about concentrated media ownership?   |  |  |  | | --- | --- | --- | |  | a. | Concentration could lead to a decline in the democratic debate. | |  | b. | Media owners might steer the national agenda towards their sports franchises. | |  | c. | Cable news viewers will be lost to newspapers owned by the parent company. | |  | d. | Concentration could lead to an increase in the democratic debate. | |  | e. | Infotainment poses a serious threat to traditional news sources. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.1 - Explain the effect of privately-owned mass media on the quality of political communication in the United States. | | *DATE CREATED:* | 12/14/2020 1:45 AM | | *DATE MODIFIED:* | 12/14/2020 1:54 AM | |

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| 24. Over time, what has happened to the concentration of media ownership due to more lax FCC control?   |  |  |  | | --- | --- | --- | |  | a. | It is has grown. | |  | b. | It has shrunk. | |  | c. | It has remained unchanged. | |  | d. | It has become unattainable. | |  | e. | It has disappeared. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.1 - Explain the effect of privately-owned mass media on the quality of political communication in the United States. | | *DATE CREATED:* | 12/14/2020 1:54 AM | | *DATE MODIFIED:* | 12/14/2020 2:05 AM | |

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| 25. Which of the following is a potential problem with concentrated media ownership?   |  |  |  | | --- | --- | --- | |  | a. | It may result in government restrictions on competition. | |  | b. | It may result in a limited watchdog function. | |  | c. | It may result in too much competition. | |  | d. | It may result in information overload. | |  | e. | It may result in too much accountability to the public. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.1 - Explain the effect of privately-owned mass media on the quality of political communication in the United States. | | *DATE CREATED:* | 12/14/2020 2:07 AM | | *DATE MODIFIED:* | 12/14/2020 2:12 AM | |

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| 26. The 1996 Telecommunications Act did which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Ended a rule prohibiting the merging of media from two different domestic markets | |  | b. | Ended a rule prohibiting foreign ownership of any media in the United States | |  | c. | Ended a rule prohibiting telephone companies from entering the cable business | |  | d. | Created a rule prohibiting foreign ownership of any media in the United States | |  | e. | Created a rule to create a publicly owned cable television provider |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 2:13 AM | | *DATE MODIFIED:* | 12/14/2020 2:19 AM | |

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| 27. While most of the mass media in the United States is privately owned, which of the following is also correct?   |  |  |  | | --- | --- | --- | |  | a. | They are able to regulate large swaths of information flow on the Internet. | |  | b. | The government has cracked down on the use of copyrighted material. | |  | c. | They have focused most of their energy on monitoring the activities of hate groups. | |  | d. | They do not operate free of government regulation. | |  | e. | They operate free of government regulation. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.1 - Explain the effect of privately-owned mass media on the quality of political communication in the United States. | | *DATE CREATED:* | 12/14/2020 2:19 AM | | *DATE MODIFIED:* | 12/14/2020 2:23 AM | |

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| 28. The main focus of the Telecommunications Act of 1996 was to do which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Attempt to tighten national control over media ownership and product content | |  | b. | Attempt to deregulate all privately owned media | |  | c. | Regulate access to internet news | |  | d. | Relax the rules governing media ownership | |  | e. | Spark an increase in government-owned media outlets |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 2:23 AM | | *DATE MODIFIED:* | 12/14/2020 2:26 AM | |

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| 29. A single corporation can offer television, phone, and Internet services due to which of the following?   |  |  |  | | --- | --- | --- | |  | a. | A key merger between a phone and cable company in the early 2000s | |  | b. | The Supreme Court supporting companies' right to make a profit by offering multiple products | |  | c. | The Telecommunications Act of 2001 | |  | d. | The Telecommunications Act of 1996 | |  | e. | Deregulation of the telecommunications industry in the 1980s |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 2:27 AM | | *DATE MODIFIED:* | 12/14/2020 2:41 AM | |

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| 30. Which of the following statements about the Federal Communications Commission (FCC) is accurate?   |  |  |  | | --- | --- | --- | |  | a. | The FCC has little control over wireless frequencies because Congress has not given it this authority. | |  | b. | The media is limited with the stories that they can cover related to the government because of censorship by the FCC. | |  | c. | The government established the FCC to distribute and regulate the radio, television, and wireless frequencies. | |  | d. | The Supreme Court ruled that allowing the FCC to regulate interstate telephone service was a violation of the Commerce Act. | |  | e. | The FCC has permitted large corporations to secure control of the telephone, cable, satellite television, and Internet services. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 2:41 AM | | *DATE MODIFIED:* | 12/14/2020 2:45 AM | |

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| 31. The Telecommunications Act of 1996 has allowed which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Companies to own more media outlets | |  | b. | The government to seize stations from defiant companies | |  | c. | Companies to receive tax benefits from state governments | |  | d. | The government to fully regulate cable television | |  | e. | The FCC to raise the national audience reach cap from 35% to 45% |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 2:45 AM | | *DATE MODIFIED:* | 12/14/2020 2:48 AM | |

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| 32. In 1934, Congress created which of the following to regulate all forms of electronic media, including radio, television and cable television, cell phones, and wireless networks?   |  |  |  | | --- | --- | --- | |  | a. | Central Intelligence Agency | |  | b. | Federal Communications Commission | |  | c. | Federal Media Agency | |  | d. | National Broadcasting Association | |  | e. | National Broadcasting Commission |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 2:50 AM | | *DATE MODIFIED:* | 12/14/2020 2:53 AM | |

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| 33. The distribution and regulation of frequencies for electronic media is the responsibility of which of the following?   |  |  |  | | --- | --- | --- | |  | a. | The Federal Communications Commission | |  | b. | National Public Radio | |  | c. | First Amendment Commission | |  | d. | The Federal Trade Commission | |  | e. | Federal Elections Commission |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 2:53 AM | | *DATE MODIFIED:* | 12/14/2020 2:57 AM | |

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| 34. Journalists are more likely to identify as which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Democrats | |  | b. | Republicans | |  | c. | Libertarians | |  | d. | Conservatives | |  | e. | Independents |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 4:12 AM | | *DATE MODIFIED:* | 12/14/2020 4:35 AM | |

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| 35. Available evidence seems to indicate that most journalists and reporters have which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Liberal leanings | |  | b. | Conservative leanings | |  | c. | Biases in favor of political outsiders | |  | d. | No biases at all | |  | e. | Negative leanings |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.1 - Explain the effect of privately-owned mass media on the quality of political communication in the United States. | | *DATE CREATED:* | 12/14/2020 3:05 AM | | *DATE MODIFIED:* | 12/14/2020 3:46 AM | |

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| 36. According to Gallup Poll data, about half of Americans feel that the news media have what type of bias?   |  |  |  | | --- | --- | --- | |  | a. | Conservative | |  | b. | Libertarian | |  | c. | Liberal | |  | d. | Corporate leaning | |  | e. | Moderate |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.1 - Explain the effect of privately-owned mass media on the quality of political communication in the United States. | | *DATE CREATED:* | 12/14/2020 3:47 AM | | *DATE MODIFIED:* | 12/14/2020 3:50 AM | |

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| 37. Talk radio is mostly dominated by which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Liberals | |  | b. | Conservatives | |  | c. | Moderates | |  | d. | Libertarians | |  | e. | Socialists |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.3 - Examine where the public gets its news. | | *DATE CREATED:* | 12/14/2020 3:50 AM | | *DATE MODIFIED:* | 12/14/2020 3:55 AM | |

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| 38. Studies of bias in the media have reached which of the following?   |  |  |  | | --- | --- | --- | |  | a. | Different conclusions: Some found a liberal bias, while others found a conservative bias. | |  | b. | A clear conclusion: There is a liberal bias in the media. | |  | c. | A clear conclusion: There is a conservative bias in the media. | |  | d. | A clear conclusion: There is no bias in the media. | |  | e. | Different conclusions: There is an ideological bias, but there is no racial bias. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.3 - Examine where the public gets its news. | | *DATE CREATED:* | 12/14/2020 3:55 AM | | *DATE MODIFIED:* | 12/14/2020 3:59 AM | |

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| 39. Most journalists follow a code of professional ethics that dictates which of the following?   |  |  |  | | --- | --- | --- | |  | a. | They may not vote in elections they cover. | |  | b. | They must have a commitment to objectivity and truth. | |  | c. | They must present information from both sides, no matter what the facts say. | |  | d. | They cannot identify themselves as a Republican or Democrat. | |  | e. | They use only reputable news outlets to report stories. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 3:59 AM | | *DATE MODIFIED:* | 12/14/2020 4:02 AM | |

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| 40. Which of the following statements is true about negative advertising?   |  |  |  | | --- | --- | --- | |  | a. | They have improved candidates’ ability to deliver their message to voters without a media filter. | |  | b. | They have made it more difficult for candidates to control their campaigns. | |  | c. | Negative advertisements are more beneficial to incumbents than challengers. | |  | d. | Negative advertisements are rarely used since they are ineffective. | |  | e. | A candidate who utilizes negative advertising may see a reduction in their own support. |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.3.3 - Examine where the public gets its news. | | *DATE CREATED:* | 12/14/2020 4:03 AM | | *DATE MODIFIED:* | 12/14/2020 4:06 AM | |

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| 41. When was the fairness doctrine repealed?   |  |  |  | | --- | --- | --- | |  | a. | 1934 | |  | b. | 1951 | |  | c. | 1964 | |  | d. | 1987 | |  | e. | 2011 |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy Bloom’s: Remember/Understand | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 4:07 AM | | *DATE MODIFIED:* | 12/14/2020 4:10 AM | |

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| 42. Which of the following accurately describes net neutrality?   |  |  |  | | --- | --- | --- | |  | a. | Individuals should be able to use the internet anonymously. | |  | b. | The internet should be free of media bias, and content should be neutral. | |  | c. | The internet should be regulated to eliminate hate speech. | |  | d. | The internet should be regulated to eliminate fake news and misinformation. | |  | e. | Internet service providers should treat all internet traffic equally. |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 4:41 AM | | *DATE MODIFIED:* | 12/14/2020 4:44 AM | |

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| 43. Which of the following describes an individual or organization that creates new and original information on the internet?   |  |  |  | | --- | --- | --- | |  | a. | Content provider | |  | b. | Aggregator | |  | c. | Traditional media | |  | d. | Independent operator | |  | e. | Media generator |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.1.3 - Explain the impact of the internet on politics and mass communication. | | *DATE CREATED:* | 12/14/2020 4:45 AM | | *DATE MODIFIED:* | 12/14/2020 4:48 AM | |

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| 44. Which of the following describes a website that provides search results and distributes news content produced by others?   |  |  |  | | --- | --- | --- | |  | a. | Content provider | |  | b. | Aggregator | |  | c. | Traditional media | |  | d. | Independent operator | |  | e. | Media generator |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 14.1.3 - Explain the impact of the internet on politics and mass communication. | | *DATE CREATED:* | 12/14/2020 4:48 AM | | *DATE MODIFIED:* | 12/14/2020 4:52 AM | |

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| 45. Identify and explain the functions of the media in American society.   |  |  |  |  | | --- | --- | --- | --- | | *ANSWER:* | |  |  | | --- | --- | | |  | | --- | | Students' answers may vary. | | | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.4 - Explain the impact of the news, including soft news, on the depth of the public's political knowledge. | | *DATE CREATED:* | 12/14/2020 5:01 AM | | *DATE MODIFIED:* | 12/14/2020 7:00 AM | |

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| 46. Identify and explain the different demographic patterns of media consumption.   |  |  |  | | --- | --- | --- | | *ANSWER:* | |  | | --- | | Students' answers may vary. | | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.1.3 - Explain the impact of the internet on politics and mass communication. | | *DATE CREATED:* | 12/14/2020 5:04 AM | | *DATE MODIFIED:* | 12/14/2020 5:07 AM | |

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| 47. Explain and describe the function of agenda setting.   |  |  |  | | --- | --- | --- | | *ANSWER:* | |  | | --- | | Students' answers may vary. | | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 5:08 AM | | *DATE MODIFIED:* | 12/14/2020 5:11 AM | |

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| 48. Analyze how agenda setting affects public opinion.   |  |  |  | | --- | --- | --- | | *ANSWER:* | |  | | --- | | Students' answers may vary. | | | *POINTS:* | 1 | | *DIFFICULTY:* | Complex Bloom’s: Analyze/Evaluate | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/14/2020 5:12 AM | | *DATE MODIFIED:* | 12/14/2020 5:17 AM | |

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| 49. Explain and describe the impact of social networking, blogging, and the Internet on political campaigning.   |  |  |  | | --- | --- | --- | | *ANSWER:* | |  | | --- | | Students' answers may vary. | | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.1.3 - Explain the impact of the internet on politics and mass communication. | | *DATE CREATED:* | 12/14/2020 5:17 AM | | *DATE MODIFIED:* | 12/14/2020 5:22 AM | |

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| 50. Contrast political advertisements with the efforts of campaigns to manage news coverage.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Complex Bloom’s: Analyze/Evaluate | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.4 - Explain the impact of the news, including soft news, on the depth of the public's political knowledge. | | *DATE CREATED:* | 12/14/2020 5:22 AM | | *DATE MODIFIED:* | 12/14/2020 5:24 AM | |

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| 51. Evaluate the impact of presidential debates on the outcome of the election.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Complex Bloom’s: Analyze/Evaluate | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.4 - Explain the impact of the news, including soft news, on the depth of the public's political knowledge. | | *DATE CREATED:* | 12/14/2020 5:25 AM | | *DATE MODIFIED:* | 12/14/2020 5:27 AM | |

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| 52. Identify and explain how the United States Constitution protects the press.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.2.5 - Analyze how the law protects the press. | | *DATE CREATED:* | 12/14/2020 5:28 AM | | *DATE MODIFIED:* | 12/14/2020 5:31 AM | |

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| 53. Explain the purpose of the Federal Communications Commission.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 5:31 AM | | *DATE MODIFIED:* | 12/14/2020 5:33 AM | |

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| 54. Analyze the government’s history of regulation of media content, including rules historically used to regulate content and how different media outlets are treated.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Complex Bloom’s: Analyze/Evaluate | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/14/2020 5:34 AM | | *DATE MODIFIED:* | 12/14/2020 5:36 AM | |

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| 55. Evaluate the concerns over media bias.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/15/2020 4:49 AM | | *DATE MODIFIED:* | 12/15/2020 4:52 AM | |

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| 56. Analyze what research shows with respect to the political leanings of major news media reporters and the impact that this has on political news coverage.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Complex Bloom’s: Analyze/Evaluate | | *REFERENCES:* | Opinion and Bias in the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.5 - Evaluate the degree of the media's agenda-setting power. | | *DATE CREATED:* | 12/15/2020 4:52 AM | | *DATE MODIFIED:* | 12/15/2020 4:55 AM | |

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| 57. Identify and explain the functions of the media in a presidential campaign.   |  |  |  | | --- | --- | --- | | *ANSWER:* | |  | | --- | | Students' answers may vary. | | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.4 - Explain the impact of the news, including soft news, on the depth of the public's political knowledge. | | *DATE CREATED:* | 12/15/2020 4:56 AM | | *DATE MODIFIED:* | 12/15/2020 5:00 AM | |

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| 58. Explain and describe the impact of the Internet on news media.   |  |  |  | | --- | --- | --- | | *ANSWER:* | |  | | --- | | Students' answers may vary. | | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Roles of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.1.3 - Explain the impact of the internet on politics and mass communication. | | *DATE CREATED:* | 12/15/2020 5:00 AM | | *DATE MODIFIED:* | 12/15/2020 5:02 AM | |

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| 59. Compare and contrast the pros and cons of a candidate using negative advertisements.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | The Media and Political Campaigns | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.3.4 - Explain the impact of the news, including soft news, on the depth of the public's political knowledge. | | *DATE CREATED:* | 12/15/2020 5:03 AM | | *DATE MODIFIED:* | 12/15/2020 5:05 AM | |

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| 60. Explain the purpose of the fairness doctrine.   |  |  | | --- | --- | | *ANSWER:* | Students' answers may vary. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate Bloom’s: Apply | | *REFERENCES:* | Government Regulation of the Media | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *STUDENT ENTRY MODE:* | Basic | | *LEARNING OBJECTIVES:* | 14.2.2 - Explain the role of the Federal Communications Commission (FCC). | | *DATE CREATED:* | 12/15/2020 5:06 AM | | *DATE MODIFIED:* | 12/15/2020 5:10 AM | |