

**AP United States Government**  
**Chapter 7 Study Guide – Mass Media and the Political Agenda**

**Name:** \_\_\_\_\_

**Due:**

**Vocabulary:** On index cards, define the following terms.

- |                             |                    |                          |
|-----------------------------|--------------------|--------------------------|
| 1. High-tech politics       | 6. Print media     | 11. Trial balloons       |
| 2. Mass media               | 7. Broadcast media | 12. Sound bites          |
| 3. Media event              | 8. Narrowcasting   | 13. Talking head         |
| 4. Press conferences        | 9. Chains          | 14. Policy agenda        |
| 5. Investigative journalism | 10. Beats          | 15. Policy entrepreneurs |

**Questions:** Complete the following as you read chapter 7 in your textbook.

1. Explain the purpose of a media event.
2. List the seven principles of news management as practiced in the Reagan White House.
  - a.
  - b.
  - c.
  - d.
  - e.
  - f.
  - g.
3. Explain two media techniques used most effectively by President Franklin Roosevelt.
  - a.
  - b.
4. Explain the significance of the “yellow journalism” era to the print media.
5. Explain how television affected the political career of Richard Nixon.
6. What effect did television have on the war in Vietnam?

7. Explain the three ways in which the Federal Communications Commission has regulated the airways.
  - a.
  - b.
  - c.
8. What impact has cable TV had on news reporting?
9. List four findings of the Columbia University's Project for Excellence in Journalism on cable news programming.
  - a.
  - b.
  - c.
10. What makes news reporting on the Internet particularly different from news reporting on television?
11. Explain two consequences of private control of the media in the United States.
  - a.
  - b.
12. Where does most news come from?
13. What is meant by a "sound bite" and what does it tell us about news coverage?
14. Explain how the news media tend to be biased.
15. In experimenting by Shanto Iyengar and Donald Kinder, what effect did manipulating TV stories have on viewers?
16. Give examples of how the media have had an effect on the public's evaluation of specific events.

17. List five items in the policy entrepreneur's "arsenal of weapons."

a.

b.

c.

d.

e.

18. How does the media act as a "watchdog"?

19. What is the difference between the "information society" and the "informed society"?