

UNIT III THE MEDIA

1. True / False: With decline of political parties, the importance of the media has increased. (p. 245)
2. True / False: In the early years of the republic, newspapers were commonly sponsored by the political parties. (p. 246)
3. True / False: Increasing usage of sound bites by television networks has made it harder for presidential candidates to get their messages across to the public. (p. 250)
4. True / False: A visual refers to a candidate's appearance on television, not including paid ads. (p. 251)
5. True / False: The internet is the ultimate free market in political news, since no one can ban, control, or regulate it and no one can keep facts or nonsense off of it. (p. 251)
6. True / False: Overall, the number of daily newspapers in the nation today is not much different than in the 1950's. (p. 252)
7. True / False: The national media play the role of watchdog over the federal government. (p. 255)
8. True / False: The role of watchdog over government is played more by the local than the national media. (p. 255)
9. True / False: As a result of the Telecommunications Act of 1996, a few large companies now own most of the big-market radio stations. (p. 258)
10. True / False: The fairness doctrine obligated broadcasters to present contrasting sides of controversial issues. (p. 258)
11. True / False: A recent federal decision abolished the fairness doctrine. (p. 258)
12. True / False: According to the equal time rule, broadcasters who sell advertising time to one candidate must sell equal amounts at equal rates to the candidate's competitor(s). (p. 258)
13. True / False: The media probably do have an effect on how citizens think and what they think about, how they attribute responsibility for problems, what policy preferences they hold, and what policy makers do. (p. 259)
14. True / False: Television plays a major role in shaping the opinions of viewers and thus affects their voting behavior. (p. 259)
15. True / False: Research shows that negative advertising not only changes the preferences of voters, but it also reduces voter turnout. (p. 269)