Name:	Score:	
12 Multiple choice questions		
Definition		1 of 23
Includes print (newspapers, magazines) and digital/electronic (TV, social media)		10123
O FDR's media impact		
O New media phases		
O Types of media		
O Bias in news		
Definition		2 of 23
Influences issues deemed important by politicians and interest groups		
Media's role in setting policy agenda		
O Broadcast vs. narrowcasting		
O 1st amendment importance		
O Bill Clinton scandal		
Definition		3 of 23
Altered press-government relationship with 'credibility gap'		
O Broadcast vs. narrowcasting		
O 1st amendment importance		
O Bill Clinton scandal		
O Vietnam War effect		
Definition		4 of 23
Advocacy of certain perspectives, influenced by media ownership		
O Bias in news		
O Print media decline		
○ Talking heads		
O New media phases		
Definition		5 of 23
First televised Presidential debate in 1960		
O JFK vs. Nixon debate		
O Bill Clinton scandal		
1st amendment importance		
O Broadcast vs. narrowcasting		



Definition Shifted focus to politicians' personal lives and scandals	6 of 23
○ Media's role in setting policy agenda	
Ist amendment importance	
O Bill Clinton scandal	
Broadcast vs. narrowcasting	
	7 -4 07
Definition Intentional leaks to test political reactions	7 of 23
O Bias in news	
○ Trial balloons	
○ FCC regulation	
○ Talking heads	
Definition	8 of 23
Government agency overseeing airwaves, preventing monopolies	
O Fake news impact	
O FDR's media impact	
O New media phases	
O FCC regulation	
Definition	9 of 23
Increased scrutiny on government actions and scandals	9 of 23
Increased scrutiny on government actions and scandals O Investigative journalism rise	9 of 23
Increased scrutiny on government actions and scandals	9 of 23
Increased scrutiny on government actions and scandals Investigative journalism rise Campaign impact of media coverage Print media decline	9 of 23
Increased scrutiny on government actions and scandals Investigative journalism rise Campaign impact of media coverage	9 of 23
Increased scrutiny on government actions and scandals Investigative journalism rise Campaign impact of media coverage Print media decline Political socialization Definition	9 of 23
Increased scrutiny on government actions and scandals Investigative journalism rise Campaign impact of media coverage Print media decline Political socialization Definition Shift from broad to specialized audience targeting in media	
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Increased scrutiny on government actions and scandals Investigative journalism rise Campaign impact of media coverage Print media decline Political socialization Definition Shift from broad to specialized audience targeting in media Ist amendment importance Broadcast vs. narrowcasting Bill Clinton scandal JFK vs. Nixon debate Definition Media acts as a check on government power, known as 'Fourth estate' Watchdog function	10 of 23



Critical for media; protects freedom of speech and press	
Broadcast vs. narrowcasting	
O Bill Clinton scandal	
1st amendment importance	
O Media's role in setting policy agenda	
11 Matching questions	
Leads to credibility doubts in news sources and informa	tion A. New media phases 13-23 of 23
	B. FDR's media impact
Changed Presidency-media relations with radio, fireside	chats C. Adversarial press
Negative coverage or mistakes can harm political camp	D. Talking heads
regard coretage of mistales carriam pointed campaigns	E. Print media decline
Shapes views on politicians, policies, and public issues	F. Campaign impact of media coverage
Evolution from cable TV to social media, impacting new	s cycles G. Political socialization
	H. Linkage institution
Political commentators featured in news programs	I. News presentation
Media shapes individual political attitudes and values	J. Media influence on public opinion
	K. Fake news impact
Decrease due to new communication technologies and	social media
Media skeptical of government, aims to expose falsehoo	ods
Media connects citizens to government and political pro	ocesses
Despite media advancements, news often lacks substan	ce

Definition



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