

Guided reading 2.7 Presidential Communication

Directions: Complete the worksheet as you read the chapter.

1. _____ **Which of the following is a consequence of candidate-centered communications in modern day.**
 - a. The electoral success of third-party candidates sharply increases.
 - b. Parties tighten their control over candidate fund-raising to ensure compliance with regulations.
 - c. Candidates have less accountability for their positions because the importance of the party platform increases.
 - d. Candidates' ability to appeal to voters can outweigh the importance of experience and policy positions.

2. _____ **Over time how has the president's ways of communication changed.**
 - a. It has not changed an extreme amount, therefore it has not affected the President.
 - b. He has steadily relied on the written word of the press as many individuals trust the written word over the spoken word.
 - c. The widespread use of social media has given the president direct access to the public, enabling them to bypass traditional media
 - d. The President has extreme access to the and uses it at will when he sees fit to enhance the congressional record.

3. _____ **Today what is the quickest and most effective way to communicate to the American people?**
 - a. Print
 - b. Radio
 - c. TV
 - d. Social Media



4. _____ Overheard on an open mic the above image would be considered

- a. False news
- b. Gaff
- c. Newstory
- d. Campaign promise

5. _____ The term _____ refers to carefully crafted phrases that repeat a major idea the speaker wants to emphasize.

The quote can be best identified as a

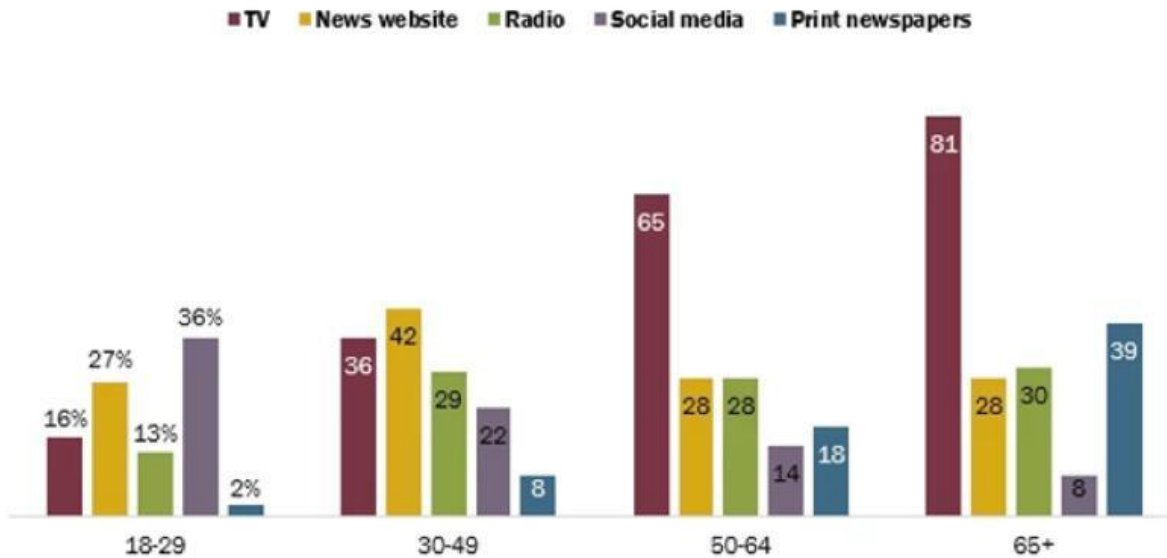
- a. canned editorials
- b. sound bites
- c. audio news releases
- d. all of the above

6. _____ One definition of "spinning" in politics might be

- a. distracting reporters with information about a totally different event than the one they want to report on
- b. supplanting the actual version of reality over other versions that are less beneficial to the spinner
- c. eliminating all euphemisms in an effort to show nothing but the harsh truth
- d. choosing to give the whole story to one exclusive reporter

Television dominates as a news source for older Americans

% of each age group who often get news on each platform



Source: Survey of U.S. adults conducted July 30-Aug. 12, 2018.

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7. _____ According to the image above, a candidate should focus his advertisements on which media platform to gain the most votes.

- a. Newspapers
- b. Radio
- c. TV
- d. Social media

8. _____ President Obama was the first president to use this form of media successfully.

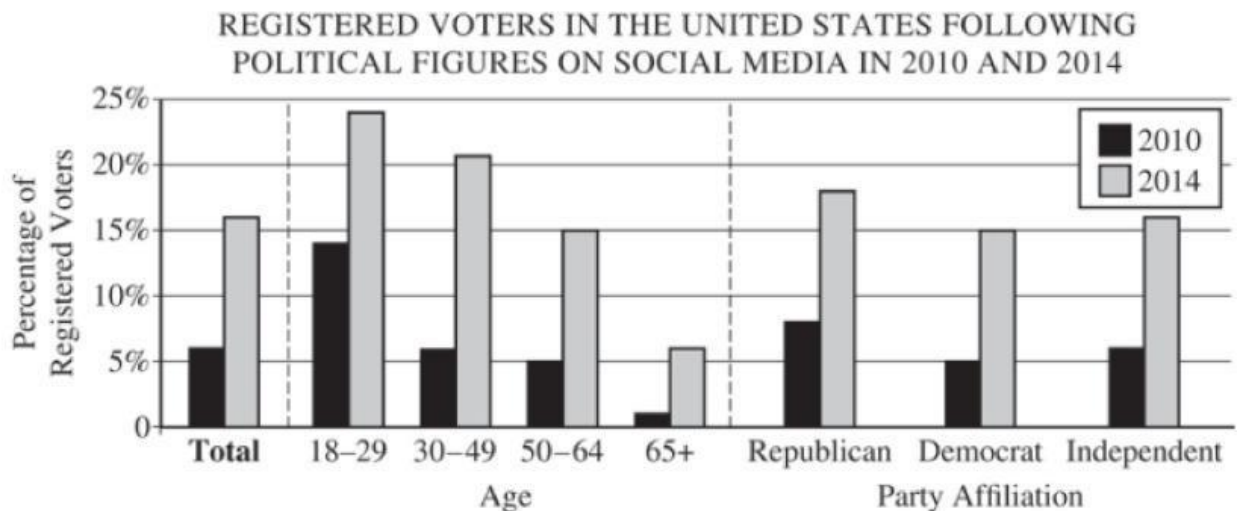
- a. Newspapers
- b. Radio
- c. TV
- d. Social media

9. _____ A candidate must be politically savvy enough as he or she uses media as, “a president is what the public sees”

- a. The president must always be vocal
- b. A candidate must be aware of their physical presence at all times as constituents may vote solely on appearance.
- c. The physical appearance of a candidate has little to no impact on how a constituent may vote.
- d. The candidate has to always be on tv to get his or her message across.

10. _____ Using President Trump as an example, explain why a president needs a communication staff.

- Using a communication team is important because it makes the president's job easier.
- A communication team is actually not needed, as a president is able to speak for themselves.
- A communication team is required by article 1 of the constitution.
- The use of a communication team is a valuable asset to a candidate or a president because it helps them accurately communicate their message to the public.



11. _____ Which of the following statements is reflected in the data in the chart?

- Those who are younger are more likely to be registered to vote than those who are older.
- Among registered voters, there was a steep increase in social media usage to follow political figures across all age groups and party affiliations.
- Registered voters in the 65+ age group did not increase their use of social media to follow political figures.
- Of those using social networking sites, those registered as Republican were more likely to vote than those registered as Democrats.

12. _____ Which of the following is a potential consequence of the trend illustrated in the bar chart?

- Social media has led to more candidates running as independents rather than as members of political parties.
- Elected officials and candidates running for office are increasingly using social media to reach out to voters and constituents.
- Social networking sites such as Facebook or Twitter have been overrun with political content.
- Social networking sites have led to increased political polarization in the general public.