

Edwards 17 Chapter 7 Assignment

1. What is narrowcasting?
2. What trend is true of newspaper readership over the last few decades?
3. What trend is true of television news being watched by the public over the last few decades?
4. Given your answers in #2 and #3 why is it not surprising that fewer people are aware of events relating to government and politics?
5. What is meant by the term mass media? (Fake news is not the correct answer here)
6. How do candidates engage in media events to garner attention?
7. What is the traditional meaning of GOTV?
8. How does image impact governing?
9. Investigative journalism? Finding out the dark secrets or undermining trust in the government? Which one? Defend your position.
10. Why is print media better for political participation than electronic media?
11. How does newspaper readership and age correspond with political participation rates?
12. What steps does the FCC take to regulate electronic media?
13. Why is the equal time rule important to democracy in this time of electronic media?
14. Why has the fairness doctrine been removed?
15. How can narrowcasting keep people blissfully ignorant?
16. Why is cable news not very much news? Why is it detrimental to giving out information?
17. How does selective exposure lead to an environment less likely to find common ground among different groups?
18. How does the digital divide possibly threaten democracy?
19. If the internet is the future of media/political news coverage, how does the chart on page 202 show how our least education will continue to be our least informed?
20. What steps has the government taken to narrow the digital divide?
21. Why Should or should not the government subsidize the cost of internet service for the poor?
22. How has the internet contributed to the fragmentation of political discourse?
23. How can the internet be a boon to the representative from the 8th district in Wisconsin compared to the historical coverage of such candidate throughout history?
24. How does private ownership of media foster an atmosphere of political discussion unlike in countries whose media is state owned?
25. How does Sinclair Media's requiring its news stations to run certain editorials and statements run counter to the idea of journalistic freedom?
26. How does the FCC's weakening of media ownership rules contribute to this?
27. How are we less informed about the world around us than we were when Mrkaich was sitting in desks at this school?
28. What does political agenda mean?
29. How can the media affect the political agenda by what stories it chooses to run, the tone they use in their coverage, and with how long they keep pounding on the story?
30. How do politicians use trial balloon to guide their behavior?
31. Why does the media fail to present detailed policy issues with depth?
32. Why are sound bites a terrible reality for electronic journalism?
33. How has the use of sound bites allowed politicians to escape having specifics on what they would like to accomplish and how they are going to do it?
34. How does the media covering elections as a horse race contribute to a lack of policy discussions?
35. How do the political identifications of journalists compare to the public?
36. How might the liberal bias of media be a reflection of geography rather than ideological identity?
37. Why is the term policy entrepreneurs used for political activists?
38. How do policy entrepreneurs use the media to shape public opinion?
39. What is a linkage institution?
40. How are linkage institutions vital to democracy?
41. What does it mean that the media engages in a watchdog function?
42. How does the media playing the watchdog help society?
43. What would happen if the media wasn't being a watchdog?
44. What are the consequences of Donald Trump's labeling of the mass media "fake news" as it relates to the role the media plays in our society?
45. How has the rise of mass media contributed to the decline of political parties?
46. How many people serve in Congress?