

# The Media

## *American Government - Chapter 10*

Define the following terms:

- |                                  |                         |
|----------------------------------|-------------------------|
| 1. muckraker                     | 9. fairness doctrine    |
| 2. narrowcasting                 | 10. market              |
| 3. prior restraint               | 11. selective attention |
| 4. trial balloon                 | 12. adversarial press   |
| 5. loaded language               | 13. on the record       |
| 6. equal time rule               | 14. off the record      |
| 7. right-of-reply rule           | 15. on background       |
| 8. political editorializing rule | 16. on deep background  |

Answer the following questions:

1. How free is the U.S. media compared with other countries?
2. Who owns the majority of U.S. media?
3. What is meant by “The Party Press?”
4. Why did the Associated Press have to be balanced in its coverage?
5. What changes helped increase the power of editors and reporters?
6. What makes “the rise of the Internet” the completion of “a remarkable transformation in American journalism?”
7. Where do people get most of their political news?
8. What are two reasons that the existence of a national press is important?
9. What is meant by the role of gatekeeper?
10. What is meant by the role of scorekeeper?
11. What is meant by the role of watchdog?

12. What prevents the government from issuing a “prior restraint?”
13. What are three reasons for which the press may be sued after it prints a story?
14. Do reporters have a constitutional right to protect the constitutionality of sources?
15. What does the process of selective attention tell us about the ability of media to change opinions?
16. The media help set the political agenda on what types of items?
17. What is the job of the White House Press Secretary?
18. Why is it harder for members of the House to gain media coverage?
19. What is the question about the “liberal views of reporters?”
20. Who do the views of reporters compare with those of the public as a whole?
21. What do studies of the 1980, 1984 and 1992 presidential campaign coverage tell us about the treatment the media gives to candidates?
22. On what type of stories do the political opinions of journalists have the least effect?
23. What was true about the reporting of the Tet Offensive? [Note: This offensive, and the way it was reported, changed American majority opinion about the war and resulted directly in President Lyndon Johnson’s decision not to seek reelection in 1968.]
24. Why does a large part of a newspaper consist “precisely [of] the kinds of stories that are most likely to be influenced by the ideological attitudes of reporters.”
25. What is especially troublesome about insider stories?
26. Why do we have so many “leaks” in government?
27. What common lesson can you gleam from the experience of President Clinton with the media after taking office, the anti-Reagan bias in 1984, and the anti-Bush bias in 1992? [Remember that Reagan and Bush were incumbents in those years.]
28. What changed between the 1930s and 1980s about reporting sensational items in the media? [Note: Although the media reported the Clinton scandal stories during the campaign, they smeared those making the allegations. Very few Americans believed the stories were true until President Clinton, who categorically denied them at the time, admitted (when placed under oath) during the Lewinsky scandal that they were, in fact, true.]
29. Why did the public perceive Lawrence Walsh as a hero and Kenneth Starr as a villain?