Political Science 317
Media and Politics
Final Examination
Spring 2014

views of relationship between government and news media
video news release
selective access
partially controlled news v. fully controlled news v. uncontrolled news
trial balloon
press gaggle
White House press secretary
White House Director of Communication
explanations for wealth of presidential coverage
going public
theory of conditional presidential leadership
going local
media coverage of members of Congress (who gets coverage? characteristics of coverage?)
reasons members of Congress pursue media coverage
ways in which members of Congress try to shape media coverage
message politics
media coverage of the courts (when? how much? what characterizes?)
Public Information Officer
relationship between press and bureaucracy
how agencies use media to accomplish their goals
models of media effects (hypodermic needle, minimal effects, contingent effects)
opinion leaders
two-step flow of communication
selective exposure, selective perception, selective retention
print superiority thesis
passive learning
video-malaise thesis
cultivation theories
agenda setting
priming
rational ignorance
frame in communication
frame in thought
framing effect
competitive framing and consequences
episodic v. thematic framing and consequences
strong v. weak frame
third-person effect
spiral of silence
pluralistic ignorance
bandwagons

impersonal influence
sociotropic v. pocketbook voting
Zaller's R-A-S model (exposure, reception, acceptance, sample)
political awareness/sophistication
recency effect
theories of presidential popularity
throwaway presidency
presidents' responsiveness to public and its consequences (e.g., pandering, obfuscation, fire-extinguisher decision-making)
core problems of modern political journalism in the United States
deliberative polling
possible reforms to increase discussion of substance in election coverage
potential consequences of a fragmented media system
future scenarios for news media in the United States