

Political Science 317
Media and Politics
Midterm Examination Review Sheet
Spring 2012

models of the media's role (reporters of objective fact, neutral adversary, public advocate, profit-seeker, propagandist)
differences between American and European news media
public ownership of media and its impact on the news
Federal Communications Commission
media market
cross-ownership
Telecommunications Act of 1996
FCC decisions of 2003
indecentcy and the FCC
Alien and Sedition Acts
penny press
Government Printing Office
yellow journalism
sinking of the USS Maine
factors important for persuasion (expertise and credibility)
contextualization
news analysis
ad watches
political pundits
Federal Communications Commission
effects of media consolidation
hypercommercialism
prior restraint
equal time rule
fairness doctrine
chilling effect
media eras (partisan, commercial, objective, interpretative, fragmented)
determinants of newsworthiness (e.g., timeliness, human interest, drama, concrete events, proximity)
impact of ratings and circulation on the news
gatekeepers
profile of foreign correspondent
parachute journalists
media pools
embedded reporters
determinants of international coverage
bias in international coverage
indexing hypothesis
CNN effect

When the Press Fails book (their standard for good press performance, conditions under which press do and don't provide an independent voice, consequences of not providing an independent voice)

- news cascade
- reverse news cascade
- Washington culture of consensus
- watchdog groups
- legacy news organizations
- partisan polarization hypothesis
- issue publics hypothesis
- attentive publics hypothesis
- pros and cons of internet's role in politics
- distributed journalism
- digital divide
- Web 2.0
- cocooning
- relationship between web use and civic engagement
- paid media v. free media
- feeding frenzy
- expectations and election coverage
- riding the wave
- closed-door v. open-door strategy
- Rose Garden strategy
- media coverage of political debates
- issue ownership
- wedge issues
- point-counterpoint journalism and its "fairness"
- "Journeys With George" (relationship between candidate and media, relationships among reporters, quality of coverage)
- history of political advertising
- Willie Horton ad
- "Daisy girl" ad
- how ads are put together (visual images, visual text, music and sounds, color, editing, voice-overs, code words)
- buying airtime (when? where? how?)
- informational content of advertising
- how the news media cover advertising
- impact of advertising on voter knowledge