

Political Science 317
Media and Politics
Midterm Examination Review Sheet
Spring 2014

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
effects of media consolidation
indecentcy and the FCC
fleeting expletive
penny press
prior restraint
equal time rule
fairness doctrine
chilling effect
Government Printing Office
yellow journalism
sinking of the USS Maine
Walter Cronkite
factors important for persuasion (expertise and credibility)
contextualization
news analysis
watchdog groups
legacy news organizations
ad watches
political pundits
media eras (partisan, commercial, objective, interpretative, fragmented)
selective exposure (and 3 psychological theories for why it occurs)
selective avoidance
selective approach
consequences of selective exposure on people's political attitudes and behaviors
negativity bias
entertainment bias
determinants of newsworthiness (e.g., timeliness, human interest, drama, concrete events, proximity)
impact of ratings and circulation on the news
gatekeepers
how local television news covers election campaigns
determinants of strategy v. issue coverage in local news
profile of foreign correspondent

parachute journalists
media pools
embedded reporters
determinants of international coverage
biases in international coverage (e.g., uncritical flashlight coverage)
indexing hypothesis
CNN effect
Vietnam syndrome
casualties hypothesis
liberal-democratic v. elite-driven model of war coverage
media empowerment thesis
ideological narratives
new media
digital divide
Web 2.0
history of web-based campaigning
campaign practices facilitated by digital and social media
consequences of social media use on political engagement
slacktivism
differences in old media and new media coverage (Hayes chapter)
paid media v. free media
“Journeys With George” (relationship between candidate and media, relationships among reporters, quality of coverage)
feeding frenzy
expectations and election coverage
riding the wave
closed-door v. open-door strategy
point-counterpoint journalism and its “fairness”
Rose Garden strategy
media coverage of political debates
issue ownership
wedge issues
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?)
effects of negative campaigning on voters
group targeting, geographic targeting and microtargeting
informational content of advertising
how the news media cover advertising
impact of advertising on voter knowledge
how media cover women candidates