

Study Guide for Media and Politics Exam, April 7 (three pages long)

The exam is worth 20 points. These points will be based on multiple choice or true/false questions (the vast majority will be multiple choice). There will be 30 questions, each worth 2/3 of a point. There will be at least one extra credit question.

Below are some questions to guide your studying. Of course, you are responsible for understanding the readings beyond the questions in the study guide, but the questions point you to the heart/central points of the readings.

ONLY MATERIAL FROM THE ASSIGNED READINGS SINCE FEB. 18, AND THE VIDEO ON FAKE NEWS THAT IS BEING SENT TO THE LIST SERVE, WILL BE ON THE TEST. A LINK TO THAT VIDEO IS ALSO PROVIDED AT THE END OF THE STUDY GUIDE.

I WILL NOT HAVE ANY QUESTIONS THAT DRAW ONLY FROM LECTURE, i.e. THERE WILL ONLY BE QUESTIONS THAT CAN BE ANSWERED FROM DOING THE ASSIGNED READINGS. THIS DOES NOT MEAN YOUR LECTURE NOTES ARE USELESS, SINCE IT IS DURING LECTURE THAT I SUMMARIZE AND DISCUSS NEARLY ALL OF THE READINGS AND ANSWER MANY OF THE QUESTIONS IN THE STUDY GUIDE.

None of the material assigned for the paper on bias will be on the exam since you just wrote a paper on this topic. This means you do NOT need to study Herman and Chomsky, Alterman, Goldberg, Kuypers, Niven and Schiffer.

QUESTIONS TO STUDY – in chronological order of course readings

Media coverage of the President and Congress (Rozell and Mayer chapters in coursepack):

*Know what is meant by the term “going public.”

*Know the elements of the White House press operation, notably the White House Press Office and Communications Office (what they do, the circumstances under which they were created and **how they differ from each other**).

*How did the Bush Administration differ from the Clinton administration in its interaction with the media?

*What does the media cover when it writes about Congress? How have the “new media” affected Congress, particularly with regard to conflict and civility?

Isikoff and Kalb readings on Clinton/Lewinsky scandal:

Why did Kalb, author of a coursepack reading on media coverage of Clinton, criticize the job the media did when it wrote about the Lewinsky scandal?

On what grounds did Isikoff, a Washington Post journalist, suggest the media’s coverage of Clinton was justified?

Entman, Scandal and Silence:

Know the different dimensions of presidential scandal identified by Entman in the chapters from his book Scandal and Silence.

Why does he say some potential scandals “cascade” or gain momentum while others do not get the same traction and basically die out?

What does he say about the role of “networks” in scandal production?

What are the journalistic preferences that affect coverage of scandals?

Why does he say media coverage of the Vietnam draft avoidance by Quayle, Clinton, and Bush differed across the three politicians? What factors explain and don't explain the difference in coverage?

Graber text, chapters 15, 18:

What do Sabato and Patterson say about the media's coverage of elections?

Why are they both critical of the way the media reports on presidential candidates?

Why does Patterson say the media a “miscast institution” in presidential elections?

What does it do wrong?

What kind of organization does he say IS needed to organize elections?

Matthews, reading on Fox News effect on voters:

What did the study discussed by the author find with regard to the influence of Fox News on voters (Democrats, “centrists” and Republicans)?

Would this influence have mattered in the 2004 and 2008 elections?

How did the impact of Fox on Democrats and centrists compare to the influence of CNN and MSNBC on these voters?

Note also what he has to say about other studies of Fox's impact.

Graber chapters 14, 13:

What impact does candidate advertising have? How does it help voters learn about the candidates?

What impact does “visual framing” have on elections?

Patterson on 2016 election coverage:

How does the media cover the 2016 general election?

What did Patterson find in terms of negativity of coverage across different outlets?

How did Trump's coverage during the nominating (primary) season differ from coverage during the general election season?

What topics did the media cover, and which of these got more or less attention?

Which topics if any garnered positive coverage, and for which candidates?

What conclusions does he draw about the coverage of the 2016 election (Concluding Thoughts section)?

Streimatter on Rush Limbaugh:

What are some of the criticisms of Rush Limbaugh made by Streitmatter?

What has been Limbaugh's impact on the media? On public policy? On elections?

Baumgartner and Morris:

What was the tone of Daily Show coverage toward presidential candidates of both parties?

What effect did watching the Daily Show have on viewers with regard to their evaluations of the candidates and their internal and external efficacy)?

Graber, chapter 24 on blogs:

How do blogs compare to traditional journalism?

How do they differ from traditional journalists?

In what ways is the journalistic style of bloggers similar to previous practices by journalists?

How are blogs different from previous "movements" in journalism?

What is the relationship between bloggers and traditional media?

How do bloggers "use" traditional media and how do traditional media "use" blogs?

Graber, chapter 9 on soft news:

How did "soft news" cover the foreign crises analyzed by Baum?

What positive function does this type of coverage serve? Who, if anyone, does it benefit?

Kamarck and Gabriele reading: You are no longer responsible for this one.

Omidayar Group, "Is Social Media a Threat to Democracy?":

What do the authors say about the following six risks that social media pose for democracy:

- 1) echo chambers/polarization/hyper-partisanship,
- 2) proliferation of disinformation and misinformation,
- 3) conflation of popularity and legitimacy,
- 4) political capture of platforms,
- 5) manipulation, micro-targeting and behavior change,
- 6) intolerance, exclusion, public humiliation and hate speech.

What suggestions does Omidayar Group have for "self-regulation" by social media platforms, to address various threats to democracy?

Link to video on Fake News: You are also responsible for knowing what is in this video.

<https://www.cnn.com/videos/cnnmoney/2017/09/12/the-macedonia-story-full-clean-lon-orig.cnn-money>

