

PLS 101 – Spring 2009
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Study Questions for Final Exam – Chapters 11-15

Chapter 11

Title: Ch11-01;F; p. 485

1. A plebiscite is
 - a. proposed constitutional convention to update the Constitution.
 - b. a law that grants ex-felons the right to vote.
 - c. an amendment to the Constitution.
 - d. a parliamentary system to replace the current system of separation of powers.
 - *e. a popular vote on national policy issues.

Title: Ch11-02;F; p. 489

2. Regarding the impact of the public in American national decision-making, the founders wanted
 - a. a system in which the public elected most officeholders.
 - *b. a system legitimated by the public but also protected from the possible dangers of the public's power.
 - c. a system responsive to the fluctuations in public opinion.
 - d. only the social and economic elite to have a role in the new government.
 - e. senators elected by the public and the president elected by the Senate.

Title: Ch11-03;F; p. 488

3. Public opinion not only should matter but does matter in American politics because
 - a. the public pays close attention to public policy making.
 - b. the public votes on the basis of well-informed policy views.
 - c. the public is quick to react to all policy decisions that may not serve its interests.
 - *d. politicians and the media act as if it matters.
 - e. the media is diligent in keeping the public well-informed.

Title: Ch11-04;F; p. 492

4. One advantage of direct contact between elected officials and the public versus the use of public opinion polls is that direct contact
 - a. allows Congress to talk to more people collectively than pollsters talk to when taking polls.
 - *b. makes it less likely that certain public concerns will be overlooked.
 - c. is always more accurate than a poll.
 - d. provides more representative samples of public opinion.
 - e. requires less time than it takes to conduct polls.

Title: Ch11-05;F; p. 492

5. The portion of the population selected to participate in a poll is known as the
 - a. population.
 - b. public.
 - c. focus group.
 - d. deliberative group.
 - *e. sample.

Title: Ch11-06;F; p. 494

6. The relationship between sample size and sampling error is
 - a. the smaller the sample, the smaller will be the sampling error.
 - *b. the larger the sample, the smaller will be the sampling error.

- c. sampling error and poll size are unrelated.
- d. the wording of the poll questions will determine sampling error.
- e. sampling size and sampling error are related only if the poll contains sampling bias.

Title: Ch11-07;F; p. 492

7. When a poll has a sample that does not represent all segments of the population, the result is called
- a. sampling error.
 - b. erroneous data.
 - *c. sample bias.
 - d. a systematic random sample.
 - e. a straw poll.

Title: Ch11-08;F; p. 493

8. Unscientific polls that are often conducted by newspapers and politicians to determine who is ahead in a political race are called _____ polls.

- *a. straw
- b. interest
- c. tracking
- d. exit
- e. benchmark

Title: Ch11-09;F; p. 495-496

9. With respect to constructing survey questions, all of the following statements are true EXCEPT
- a. Respondents are often willing to give opinions on subjects about which they know little or nothing.
 - b. Questions should not be ambiguous.
 - c. Similar questions can yield surprisingly different answers.
 - d. The order in which questions are asked can change the results.
 - *e. Surveys tend to underestimate the racial tolerance of the American people.

Title: Ch11-10;F; p. 494

10. Sampling error refers to
- a. a situation in which a sample is not representative of the larger universe being measured.
 - b. mistakes made in the recording of responses in a poll.
 - c. the number of mistakes made by a pollster.
 - d. a situation in which question wording biases the results.
 - *e. a number that indicates within what range the results of a poll are accurate.

Title: Ch11-11;F; p. 494-495

11. Today, the most likely cause of sampling bias in polls is
- a. interviewers' reluctance to go into "bad" neighborhoods.
 - b. the growing number of homeless people who are not sampled.
 - c. the pollsters' own biases.
 - d. the overrepresentation of the middle class in modern polls.
 - *e. when a person is picked for the sample and he or she cannot be contacted or refuses to participate.

Title: Ch11-12;F; p. 495-496

12. One concern about question wording in polls is that the person being sampled will be unfamiliar with a subject and thereby
- a. never participate in a poll again.
 - b. inflate the "don't know" category, making the results meaningless.
 - c. refuse to answer the question.

- d. be unlikely to finish the polling session.
- *e. give responses based on cues picked up from the context of the interview or the question.

Title: Ch11-13;F; p. 497

13. Benchmark polls

- a. are good ways to track how a candidate is doing throughout the campaign.
- *b. are instrumental in designing campaign strategy.
- c. are relied on by the media for information on the campaign.
- d. have caused the public to question the accuracy of polls.
- e. allow pundits to analyze voting on Election Day.

Title: Ch11-14;F; p. 498

14. Andrew Kohut argues all of the following EXCEPT

- a. Vietnam taught that the government cannot run a war without public support.
- *b. one or two questions can often get at the heart of what people are thinking about an issue.
- c. public opinion plays an important role in the course of a country's events.
- d. leaders need public opinion polls to see how the public sees things.
- e. leaders need public opinion to understand how to better get their ideas across.

Title: Ch11-15;F; p. 497-500

15. All of the following types of polls attempt to provide reliable information EXCEPT

- *a. push polls.
- b. national polls.
- c. exit polls.
- d. campaign polls.
- e. tracking polls.

Title: Ch11-16;F; p. 503-504

16. Those most involved in and knowledgeable about politics tend to

- a. take ideologically consistent positions on domestic policy but not on foreign policy.
- *b. take ideologically consistent positions across different issues.
- c. espouse a liberal ideology.
- d. be nonideological.
- e. be divided equally between liberal and conservative by issue.

Title: Ch11-17;F; p. 504-505

17. Regarding tolerance, Americans are generally

- *a. supportive of general issues such as free speech but less supportive when asked to extend rights to unpopular groups.
- b. very intolerant.
- c. less tolerant the more educated they are.
- d. unwilling to share their views on tolerance.
- e. extremely tolerant of all different viewpoints.

Title: Ch11-18;F; p. 505

18. Studies on political tolerance show that

- a. the wealthy are the least tolerant group in society.
- b. college students are the least tolerant group in society.
- c. the level of political tolerance decreased dramatically in the 1990s.
- *d. the less educated and less politically sophisticated are the least tolerant groups in society.
- e. party members are less tolerant than nonparty members.

Title: Ch11-19;F; p. 506

19. Compared to other industrialized nations, the United States ranks _____ in voter participation.

- *a. near the bottom
- b. in the top quarter
- c. among the very highest
- d. in the middle
- e. about the same as most western European nations.

Title: Ch11-20;F; p. 509

20. The process of socialization

- a. teaches us tolerance for the political values of other nations.
- *b. trains us to support and obey the existing political system.
- c. teaches us to think independently and critically.
- d. is the primary function of a college education.
- e. has no legitimate function.

Title: Ch11-21;F; p. 508

21. The major political orientation that develops in the preschool years is

- a. freedom.
- *b. nationalism.
- c. support of capitalism.
- d. ideology.
- e. partisanship.

Title: Ch11-22;F; p. 509

22. The sharp decline in trust in government among the public in the 1960s and 1970s is used by the authors to show the effects on political socialization of

- a. the family.
- b. age.
- c. schools and education.
- *d. political and social events.
- e. groups.

Title: Ch11-23;F; p. 509

23. _____ is the process by which majority opinion becomes exaggerated because minorities do not feel comfortable speaking out in opposition.

- a. On-line processing
- b. The two-step flow of information
- c. Rational ignorance
- d. Political socialization
- *e. The spiral of silence

Title: Ch11-24;F; p. 511

24. The concept of a citizen's ability to understand his or her own interests and how to pursue those interests in politics is called

- a. the spiral of influence.
- *b. democratic engagement.
- c. democratic enlightenment.
- d. political manifestation.
- e. reinforced ideology.

Title: Ch11-25;F; p. 512

25. As people age they have a strong tendency to
- a. become more conservative.
 - b. become more liberal.
 - c. become more tolerant.
 - d. become less tolerant.
 - *e. become more politically engaged.

Title: Ch11-26;F; p. 513

26. A group of citizens whose political views have been shaped by the common events of their youth is known as
- a. an efficacy group.
 - *b. a political generation.
 - c. an issue coalition.
 - d. a peer group.
 - e. an interest group.

Title: Ch11-27;F; p. 513

27. According to results from the 2004 elections, women voted at
- a. significantly higher rates than did men.
 - b. significantly lower rates than did men.
 - *c. slightly higher rates than did men.
 - d. slightly lower rates than did men.
 - e. about the same rate as did men.

Title: Ch11-28;F; p. 512-518

28. All of the following statements are true EXCEPT
- a. Women tend to vote at a higher rate than men.
 - *b. Blacks are less likely than whites to favor Bible prayer in public schools.
 - c. Protestants are the only religious group whose members are more likely to be Republicans than Democrats.
 - d. Rural residents are the only ones among whom a majority favor a constitutional amendment to ban gay marriage.
 - e. A majority of both blacks and whites favor capital punishment.

Title: Ch11-29;F; p. 519

29. Rational ignorance refers to
- a. the belief that a lack of tolerance may be acceptable under certain circumstances.
 - *b. the state of being uninformed about politics because of the cost in time and energy.
 - c. voters realizing that they do not understand most political issues.
 - d. the realization that politics is unimportant and has little impact on our lives and, thus, there is no need to participate.
 - e. a person's desire to vote but not to become informed.

Title: Ch11-30;F; p. 519

30. The process by which citizens take their political cues from more well-informed opinion leaders is known as
- *a. the two-step flow of information.
 - b. elite democracy.
 - c. political socialization.

- d. on-line processing.
- e. rational ignorance.

Title: Ch11-61;FI; p. 494

61. _____ is the number that indicates within what range the results of a poll are accurate.
- a. Sampling error

Type: F

Title: Ch11-62;FI; p. 492

62. A survey of members of Congress found that the most common way they learn about public opinion is _____.
- a. personal contact

Type: F

Title: Ch11-63;FI; p. 508

63. The process by which we learn our political orientations and allegiances is called _____.
- a. political socialization

Type: F

Title: Ch11-64;FI; p. 509

64. The process by which a majority opinion becomes exaggerated because minorities do not feel comfortable speaking out in opposition is called _____.
- a. the spiral of silence

Type: F

Title: Ch11-65;FI; p. 519

65. The state of being uninformed about politics because of the cost in time and energy is known as _____.
- a. rational ignorance

Title: Ch11-66;SA; p. 496

66. What are the three main objectives to keep in mind with respect to asking the right questions on a survey?
- a. (1) Respondents should be asked about things they know and have thought about. (2) Questions should not be ambiguous. (3) Beware of questions that use words with loaded meanings.

Type: E

Title: Ch11-67;SA; p. 519

67. What two shortcuts to political knowledge are discussed in the text?
- a. On-line processing and two-step flow of information (opinion leaders)

Type: E

Title: Ch11-68;SA; p. 499

68. Why were exit polls controversial in the 2000 and 2004 presidential elections?
- a. In 2000 they led the television networks to mistakenly say that Al Gore won Florida, which he ultimately did not; and in 2004 they led to the erroneous claim that John Kerry would win the election, which he did not.

Type: E

Title: Ch11-69;SA; p. 487-488

69. Why should public opinion matter in a democracy, and why does public opinion matter?

a. Public opinion should matter because the legitimacy of a democracy rests on the idea that government exists to serve the interests of its citizens and public opinion does matter because politicians and media treat it as if it matters.

Type: E

Title: Ch11-70;SA; p. 492

70. Why is sample bias problematic?

a. If a sample is biased, then the results of the poll will be skewed and give us false information (e.g., the 1936 Literary Digest poll).

Type: E

Title: Ch11-71;LE; p. 489-491

71. Polling has changed greatly over the years. Discuss how the earliest horse-race polls were conducted and the problems that existed with them. How have pollsters fixed those problems? In general, how accurate are horse-race polls today?

a. Students will want to start with a discussion of early straw polls and mention the flaws of the Literary Digest poll and the 1948 presidential election surveys, regarding sample bias and capturing vote change. Pollsters have made polling more scientific by using sampling techniques, such as a systematic random sample, and by asking the right questions. In general, polls, when conducted scientifically, are effective at predicting the winners of elections but not necessarily the margin of victory.

Type: E

Title: Ch11-72;LE; p. 500

72. Pseudo-polls are becoming increasingly common. Discuss the different types of pseudo-polls that exist. How do these polls differ from what pollsters would consider to be legitimate polling? What problems do pseudo-polls create?

a. Student should mention self-selection polls, such as the Literary Digest and Internet polls, and push polls. Self-selection polls do not allow pollsters to get a scientific sample, which means we don't know what the sampling error will be. Push polls violate several ethical polling standards, including asking questions designed to influence public opinion rather than measure it. Self-selection polls and push polls are likely to be inaccurate, which may cause citizens and politicians to question the helpfulness of polls.

Type: E

Title: Ch11-73;LE; p. 502-507

73. The textbook identifies four characteristics of ideal citizenship and concludes that only some Americans live up to them. The authors argue, however, that Americans as a group behave in a much more rational manner than one would expect from their failure to meet the characteristics. Name the four characteristics and discuss the evidence for the authors' conclusion that most Americans do not meet the standards. Explain how Americans as a group can behave so rationally if they are not rational as individuals.

a. The four characteristics include being attentive and informed, holding reasoned and stable opinions, being tolerant, and participating in politics. Ample evidence indicates that, when questioned, most Americans display little knowledge about politics or political figures. Americans display support for general freedom of speech, religion, and political equality. However, they display less tolerance when asked to apply these principles to specific groups. Americans vote at a much lower rate than do citizens of other democracies. Despite these findings, Americans use certain mechanisms to increase their ability to respond as if they are knowledgeable and interested. Students should identify and define on-line processing and the two-step flow of information. In terms of the latter they also need to discuss opinion leaders. These concepts can be used to argue that the collective behavior of citizens is more rational than the individual characteristics would lead one to expect.

Type: E

Title: Ch11-74;LE; p. 508-509

74. From the time we are born, many things shape our political attitudes and beliefs. Discuss how our opinions are formed. What aspect of political socialization do you believe has the biggest impact on opinions? Why?

a. Students should address the agents of socialization discussed in the book (the family, schools and education, peers and groups, and political and social events), and explain what role each plays in developing a person's political allegiances and beliefs. The second half of the question is analytical, not factual. The students' arguments should be more than "I think X has the biggest impact on socialization because that was the case for me." Instead, they should discuss how each agent shapes people's views and, because of that, which agent seems to have the most influence.

Type: E

Title: Ch11-75;LE; p. 513-518

75. Many divisions in public opinion exist in the United States. Choose three that are discussed in the textbook. What differences in opinions exist between these demographic groups? Why do these differences exist?

a. Students can compare differences in public opinion on a variety of issues based on self-interest, education, age, gender, race, religion, and region. For example, regarding gender, students should note that women are generally more liberal than men (although this is not the case on abortion). The gender gap is generally largest on issues that deal with violence. Regarding why differences exist, students should mention different socialization experiences and different life situations men and women face, such as being more likely to be responsible for the raising of children, and why that would make women more liberal than men.

Chapter 12

Title: Ch12-01;F; p. 527

1. The Democratic Party in Congress was unwilling to punish Sen. Joe Lieberman when he supported Republican John McCain for the presidency because

- a. the party is too weak to punish members.
- b. many Democratic senators secretly supported McCain.
- c. McCain is so liberal the Democrats decided they could live with him as president.
- *d. Democrats valued Lieberman's vote, which allowed them to keep their majority status in the Senate.
- e. Democrats are undisciplined as a party.

Title: Ch12-02;F; p. 530

2. Parties help to overcome the problem of _____ created by the Constitution.

- a. the threat of tyranny
- b. an overly powerful national government
- c. overly powerful state governments
- d. a weak national government
- *e. fragmented government

Title: Ch12-03;F; p. 531-532

3. All of the following statements concerning party identification in the electorate are true EXCEPT

- *a. Most people who are registered members of a party work actively for their party organization.
- b. Most voters who identify with a party identify with the same party as their parents.
- c. The percentage of the electorate identifying themselves as independents grew substantially in the 1970s and 1980s.
- d. Most people who identify with a party regularly vote for that party in elections.

e. The percentage of voters identifying with the Democratic Party has dropped significantly from its high in the 1950s.

Title: Ch12-04;F; p. 532

4. The party _____ are the members of a political party who consistently vote for that party's candidates.

- *a. base
- b. organization
- c. core
- d. loyalists
- e. platform

Title: Ch12-05;F; p. 533

5. Which of the following is a characteristic of the responsible party model?

- a. It ensures a party candidate for each electoral district.
- b. It allows party candidates to enact whichever programs they deem acceptable once elected.
- c. It prevents voters from voting their members out of office.
- *d. It presents a coherent set of programs to voters.
- e. It encourages dissent and criticism of party leaders from rank-and-file members.

Title: Ch12-06;F; p. 535

6. Since the 1960s,

- *a. Republicans and Democrats have become more consistent with respect to their ideologies.
- b. both Republicans and Democrats have become more conservative.
- c. southern Democrats have grown in number, making the Democratic Party more liberal.
- d. both Republicans and Democrats have leaned liberal.
- e. the Republican Party has been much less consistent than the Democratic Party with respect to ideology.

Title: Ch12-07;F; p. 535

7. The Democratic Party has become more liberal and the Republican Party more conservative because of the

- a. movement of conservative New Englanders and New Yorkers into the Republican Party.
- b. growing influence of the Republican Party in the industrial Midwest.
- c. growth of Democratic influence with liberals of the Rocky Mountain area.
- *d. movement of conservative, southern Democrats to the Republican Party.
- e. growing influence of the Democratic Party in the West.

Title: Ch12-08;F; p. 537-538

8. Parties appeal to moderate voters by all of the following EXCEPT

- *a. publically denouncing the more extreme wing of their own party.
- b. not publically endorsing positions they may like but know that moderates reject.
- c. emphasizing issues they know are popular with moderates.
- d. reframing issues in ways that are more palatable to voters.
- e. changing positions that have been rejected by moderates.

Title: Ch12-09;F; p. 532

9. The party that usually gets the most votes is the party that

- *a. best appeals to moderate voters.
- b. best appeals to its base.
- c. has the most innovative program.
- d. appeals to a mix of conservative and liberal voters.

e. mobilizes the most conservative voters.

Title: Ch12-10;F; p. 539

10. The rank-and-file members who carry out the party's electioneering efforts are the

- *a. party activists.
- b. party-in-the-electorate.
- c. party delegates.
- d. party bosses.
- e. party radicals.

Title: Ch12-11;F; p. 553-554

11. The major source of money for party fundraisers comes from

- *a. individual donors and political action committees.
- b. economic interest groups.
- c. individual donors and party officials.
- d. public interest groups.
- e. foreign donors and public interest groups.

Title: Ch12-12;F; p. 568

12. The likely winner of the Republican primaries is going to be

- *a. more conservative than the average voter in the general election.
- b. the candidate that can best mobilize moderate voters.
- c. more liberal than the average voter in the primaries.
- d. the candidate that best transcends party lines.
- e. more moderate than the average voter in the general election.

Title: Ch12-13;F; p. 543

13. Primary voters, party activists, and big-money donors

- a. tend to push for more moderate candidates in primaries so that they will have a better chance of winning the general election.
- b. make up the party organization.
- *c. tend to be more ideological and issue oriented than the voters in the general election.
- d. are less likely than independent voters to vote.
- e. work for "party bosses."

Title: Ch12-14;F; p. 528-529

14. According to James Madison, political parties were

- a. the organizations that would link citizens to government.
- *b. a dangerous version of the faction.
- c. not likely to become influential until after the writers of the Constitution died.
- d. the organizations that would potentially develop policy agendas for the new American democracy.
- e. unlikely to become influential in American politics.

Title: Ch12-15;F; p. 544-545

15. All of the following statements concerning "party machines" are true EXCEPT

- a. Their goal was to take advantage of the expansion of voting right to all white men in the early nineteenth century.
- b. their activities had the consequence of integrating masses of new immigrants into the political process.
- c. they were characterized by central control by a party leader or "boss."
- *d. they dominated party primary elections.
- e. they were exceptionally strong in urban areas.

Title: Ch12-16;F; p. 544-545

16. The system in which successful party candidates reward supporters with jobs or favors is called

- a. the civil service system.
- *b. patronage.
- c. the party machine.
- d. electioneering.
- e. party benefits.

Title: Ch12-17;F; p. 545

17. In a(n) _____, registered party members rather than party bosses nominate party candidates.

- a. straw poll
- b. referendum
- *c. party primary
- d. general party election
- e. initiative

Title: Ch12-18;F; p. 548

18. The current party era is characterized by all of the following EXCEPT

- a. the massive migration of white southerners to the Republican Party.
- *b. a weakening in party identification among voters throughout the period.
- c. a shift among African Americans from limited support of the Democratic Party to overwhelming support of that party.
- d. the absence of a single, critical election.
- e. the emergence of the South as the most reliably Republican region of the country.

Title: Ch12-19;F; p. 545

19. An election signaling the significant change in popular allegiance from one party to another is a _____ election.

- a. party era
- *b. critical
- c. dealignment
- d. realignment
- e. transformational

Title: Ch12-20;F; p. 545

20. Realignment refers to a

- *a. substantial and long-term shift in party allegiance by individuals and groups, usually resulting in a change in policy direction.
- b. period of time when party activists become less ideological.
- c. trend among voters to identify themselves as third-party members rather than as members of a major party.
- d. period of time when party members become more loyal to their political party.
- e. trend among voters to identify themselves as independents rather than as members of a major party.

Title: Ch12-21;F; p. 546

21. In America's First Party Era,

- a. many parties emerged, and eventually our political system focused on two main parties.
- b. the battle between the two parties was primarily over the issue of slavery.
- *c. parties were primarily an elite phenomenon.
- d. there was little ideological difference between the parties.

e. the Democratic and Republican Parties were formed.

Title: Ch12-22;F; p. 553

22. The advent of mass communication has changed the role of the party organization in the general election from _____ to _____.

- a. serving special interests; serving the national interest
- b. serving the national interest; serving special interests
- c. defining the policy agenda; creating campaign commercials
- d. providing services to candidates; organizing and mobilizing voters
- *e. organizing and mobilizing voters; providing services to candidates

Title: Ch12-23;F; p. 547

23. Southern Democrats, Catholic immigrants, blue-collar workers, and farmers make up

- a. the People's Party.
- b. today's Democratic Party.
- c. the New Democrat coalition.
- *d. the New Deal coalition.
- e. the Jacksonian coalition.

Title: Ch12-24;F; p. 550

24. Electioneering refers to

- a. the use of the courts to decide a close election.
- b. the process of a president campaigning for members of his political party.
- c. the false counting of votes conducted by many party machines in the Third Party Era.
- d. groups providing financial support to candidates they favor.
- *e. the process of getting a person elected to public office.

Title: Ch12-25;F; p. 550

25. The two main advantages of incumbents in elections are that they have name recognition and

- a. are more likely to have the president's support.
- b. have the time to start a campaign early.
- *c. have previously assembled a winning coalition in their district.
- d. are less likely than challengers to have scandals covered in the media.
- e. usually have a closer relationship with the media than their challengers.

Title: Ch12-26;F; p. 566

26. American political parties are decentralized for all of the following reasons EXCEPT

- a. the nature of the federal electoral structure.
- *b. Americans resist efforts of the parties to become more centralized.
- c. the effects of federalism.
- d. U.S. party organizations do not control the nomination process.
- e. states write the laws that dictate party structure.

Title: Ch12-27;F; p. 550-553

27. Parties take part in selecting candidates to run for office by engaging in all of the following EXCEPT

- *a. providing the bulk of the money candidates use to run for office.
- b. recruiting candidates to be nominees.
- c. taking part in primary elections.
- d. holding conventions.
- e. defining the party policy agenda.

Title: Ch12-28;F; p. 554

28. The party activity of governing involves _____ and _____.
- a. partisan bickering; serving the self-interest of politicians
 - *b. controlling government; enacting the party's policy agenda
 - c. avoiding tough decisions; taking popular stands on issues
 - d. attracting donations for the next election; recruiting candidates
 - e. campaigning; legislating

Title: Ch12-29;F; p. 567-568

29. Greater ideological agreement within the major parties and greater ideological distance between them have
- a. led to lower levels of party discipline.
 - b. made the major parties more splintered.
 - c. made Congress less ideological.
 - d. made it easier for minor-party candidates to be elected.
 - *e. helped create the conditions for higher levels of party discipline.

Title: Ch12-30;F; p. 568-569

30. According to the textbook, the relationship between citizens and parties today is best reflected by
- *a. citizens' growing dissatisfaction with parties.
 - b. party allegiance moving from Republicans and Democrats to third parties.
 - c. massively increasing levels of party membership.
 - d. citizen ambivalence about the relevance of major parties.
 - e. citizens rejecting the moderate positions of the two major parties.

Title: Ch12-61;FI; p. 539

61. The rank-and-file members who carry out the party's electioneering efforts are _____.
- a. party activists

Type: F

Title: Ch12-62;FI; p. 530

62. Loyalty to a political cause or party is _____.
- a. partisanship

Type: F

Title: Ch12-63;FI; p. 545

63. A(n) _____ is a substantial and long-term shift in party allegiance by individuals and groups, usually resulting in a change in policy direction.
- a. realignment

Type: F

Title: Ch12-64;FI; p. 567

64. The ability of party leaders to bring party members in the legislature into line with the party program is _____.
- a. party discipline

Type: F

Title: Ch12-65;FI; p. 551

65. Candidates for elective office in the United States are most often chosen in _____.
- a. primary elections

Title: Ch12-66;SA; p. 563

66. Why can party organizations be described as fragmented?

a. Because there are national, state, and local party organizations, all of which may have highly distinctive characters. Also, decision making in party organizations is not hierarchical, but dispersed.

Type: E

Title: Ch12-67;SA; p. 530-531

67. The party organization consists of ____; the party-in-government consists of ____; and the party-in-the-electorate consists of ____.

a. the system of committees and officials who govern the party; the office holders who have are members of the party; ordinary citizens who identify with the party

Type: E

Title: Ch12-68;SA; p. 550 & 554

68. What are the two main activities of party organizations?

a. Electioneering and governing

Type: E

Title: Ch12-69;SA; p. 530

69. What three reasons do scholars give to explain how parties help maintain democracy?

a. (1) They provide political linkages. (2) They help unify a fragmented government. (3) They provide an articulate voice to the opposition.

Type: E

Title: Ch12-70;SA; p. 533

70. What are the four conditions of a responsible party?

a. (1) The parties offer a clear choice of ideologies. (2) The candidates pledge to implement the ideas of the party. (3) The party is held accountable by voters. (4) The party has control over its members.

Type: E

Title: Ch12-71;LE; p. 533

71. What are the elements of the responsible party model? How well does the American party system meet this model? To the degree that the American system does not meet the model, why is this true?

Would our political system be better or worse if the American party system met the standards of the responsible party model?

a. The answer to the first question is straightforward: the responsible party model requires each party to present a coherent set of programs to voters; candidates of each party should pledge to support the party platform if elected; voters should make their choices based on which party platform they approve; and each party should exercise control over elected officials to ensure they enact the party platform if in power and promote their own platform if in the opposition. An analysis of the American party system will probably lead to the conclusion that the American system does not meet any of these standards well, though the greater ideological unity of the parties in recent years has increased the tendency of party members to support the same policies. The third question allows students to engage in analysis and evaluation of party systems and what they should accomplish. Obviously there is no single correct answer to this portion, but a strong answer will demonstrate a command of the material in this chapter as well as in other relevant chapters.

Type: E

Title: Ch12-72;LE; p. 546-547

72. Trace the history of the American political parties. Discuss the key events that took place during each party era, which parties were involved, and what led to a new party era. Finally, discuss the controversy over whether the United States has entered a sixth party era.

a. This question is relatively straightforward. For example, strong answers will mention that, during the First Party Era, the Federalists and the Democratic-Republicans were the two major parties and they battled primarily over the power of the national government versus the states. With the Federalists losing power, the controversial election of 1824 created a massive split in the Democratic-Republicans, which led to the Second Party Era. The answer to the second part of the question should discuss that no long-lasting national change in party identification has occurred (that is, we haven't had a critical election) but that regional realignment has taken place (for example, the South) and the parties also have entered a period of dealignment.

Type: E

Title: Ch12-73;LE; p. 559-560

73. What factors have led to (and helped maintain) the United States' two-party system? Is this system preferable, or should America have a multiparty system?

a. Students should mention that the United States has experienced few serious political splits and cleavages but, most important, that the rules of the game (for example, winner-take-all, ballot access laws, exclusion from debates, rules making it more difficult for third-party presidential candidates to obtain public funding) are designed to protect the two major parties. The second part of the question requires students to make a normative argument. They should think about the effects of a multiparty system in terms of participation and lawmaking.

Type: E

Title: Ch12-74;LE; p. 550-554

74. Political parties generally have two roles: electioneering and governing. Explain how the parties perform each of these roles.

a. Regarding electioneering, students should discuss the parties' role in recruiting and nominating candidates, defining policy agendas, and assisting in the general election. Regarding governing, students should focus primarily on the parties' attempt to control government and its execution of policy agendas.

Type: E

Title: Ch12-75;LE; p. 558-565

75. Discuss the characteristics of the American party system. How does the American system differ from some other countries' party systems?

a. Students should expand on the fact that the United States has a two-party system, its two main parties are ideologically moderate, these parties have decentralized party organizations, and they are generally undisciplined parties. Many countries have multiparty systems with parties all along the ideological spectrum. They may have a responsible party system in which party discipline is much higher than in the United States.

Chapter 13

Title: Ch13-01;F; p. 575

1. Critics of campaign finance reform use the activities of 527 groups in the 2004 election as proof that

a. the McCain-Feingold bill had stifled free speech.

b. the Republican Party wanted to subvert the democratic process through the bill.

c. the average citizen does not want campaign finance reform.

d. the McCain-Feingold bill had increased the power of interest groups on politics.

*e. campaign finance reform is ineffective because groups will always find loopholes that allow them to influence election campaigns.

Title: Ch13-02;F; p. 575

2. Senators John McCain and Russell Feingold cosponsored legislation that
- *a. reformed campaign finance.
 - b. mandated a cleaner environment.
 - c. reformed health care provisions.
 - d. prohibited the sale of certain guns.
 - e. discouraged drunk driving.

Title: Ch13-03;F; p. 577

3. Americans
- *a. are much more likely to belong to groups than are citizens of other nations.
 - b. are much less likely to belong to groups than are citizens of other nations.
 - c. are much more likely to organize to solve problems now than in the early history of the nation.
 - d. are willing to join groups that are not involved in politics, but they shy away from groups that engage in political activity.
 - e. prefer to belong to political groups rather than other groups.

Title: Ch13-04;F; p. 579-580

4. Interest groups perform all of the following roles in politics EXCEPT
- a. representing their members' views to government.
 - *b. electing members to public office.
 - c. providing an avenue for citizen participation in politics.
 - d. educating policymakers regarding issues important to the interest group.
 - e. alerting the proper government authorities about the group's issue to get the issue on the political agenda.

Title: Ch13-05;F; p. 578

5. Interest groups are formed with the common goal of
- a. influencing campaigns.
 - b. reforming the electoral process.
 - c. opposing other interest groups.
 - d. electing their members to political office.
 - *e. altering public policy.

Title: Ch13-06;F; p. 578

6. Political action committees, or PACs, are
- *a. the fundraising arm for interest groups.
 - b. a candidate's campaign staff.
 - c. prohibited under the McCain-Feingold Act.
 - d. organizations that engage in media activities for certain candidates.
 - e. created by parties to raise money.

Title: Ch13-07;F; p. 578-579

7. Political action committees were created as a result of
- a. weaknesses among local Republican parties in the Deep South.
 - *b. interest group restrictions in the Federal Election Campaign Act of 1974.
 - c. candidates' need for more money to pay for television advertising.
 - d. fundraising scandals such as Teapot Dome.
 - e. the growth in power of national political party committees.

Title: Ch13-08;F; p. 580-584

8. The likelihood that people with a shared interest will form a group is increased when each of the following occurs EXCEPT

- a. they perceive a threat to their shared interest.
- b. they have the resources to organize and become active.
- c. an interest group entrepreneur decides to organize or lead the group.
- d. they can provide the selective incentives to overcome any potential free rider problem.
- *e. the potential members are unemployed and have a great deal of time to engage in politics.

Title: Ch13-09;F; p. 580

9. The main function of think tanks is to

- a. present research undertaken by the government for use in American universities.
- b. push politicians to adopt ideological positions.
- *c. generate research aimed at influencing public policy making
- d. present Democrats with research on public policy issues, whereas Republicans avoid think tank research.
- e. present Republicans with research on public policy issues, whereas Democrats avoid think tank research.

Title: Ch13-10;F; p. 580-582

10. A common feature of all interest groups is that they

- a. spend huge amounts of money on campaign donations.
- b. sponsor public demonstrations.
- *c. are organized around shared interests among members.
- d. provide exclusive benefits to members in order to keep them loyal.
- e. have all potential members in society defined and loyal to their cause.

Title: Ch13-11;F; p. 582

11. An interest group _____ is an effective leader who is likely to have organized an interest group and can effectively promote its interests.

- a. manager and chief executive officer
- b. oligarch
- *c. entrepreneur
- d. activist
- e. advisor

Title: Ch13-12;F; p. 582-583

12. Many interest groups face the _____ when recruiting members who can gain the benefits of their activities whether or not they join.

- *a. free rider problem
- b. public goods dilemma
- c. limited incentives problem
- d. imperceptible threat paradox
- e. iron law of oligarchy

Title: Ch13-13;F; p. 583-584

13. Interest groups often provide selective incentives, which are

- a. public goods available to everyone.
- b. benefits available only to elite group members.
- c. goods and services provided to interest groups by the federal government.

- d. presents that groups give to legislators to drum up support.
- *e. benefits available only to group members.

Title: Ch13-14;F; p. 583

14. Selective incentives are necessary for some interest groups because
- a. their members are not interested in the group's collective benefit.
 - b. they have no collective benefit to offer their members.
 - *c. collective benefits cannot be kept from those who do not join the group.
 - d. there are too few potential members for the group to be effective.
 - e. their members are too wealthy to join the group for the collective benefit.

Title: Ch13-15;F; p. 585

15. The _____ is a business association that represents three million businesses that range from small mom-and-pop stores to large employers.
- a. National Association of Manufacturers
 - b. North American Federation of Independent Businesses
 - c. American Small Business Association
 - d. American Federation of Labor
 - *e. Chamber of Commerce

Title: Ch13-16;F; p. 585-586

16. Economic interest groups include all of the following EXCEPT
- *a. consumer groups.
 - b. unions
 - c. professional associations.
 - d. corporations.
 - e. agricultural interest groups.

Title: Ch13-17;F; p. 588

17. The _____ is the interest group that argued a number of key civil rights cases in court, including Brown v. Board of Education.
- a. Superfund for a Colorless Society
 - b. Rainbow Coalition
 - c. Southern Christian Leadership Conference
 - *d. National Association for the Advancement of Colored People
 - e. Republican National Committee

Title: Ch13-18;F; p. 587

18. AARP is very large because
- a. there are so many retired people.
 - b. the issue of Social Security has created a strong motivation for people to join AARP.
 - c. the issue of Medicare has created a strong motivation for people to join AARP.
 - *d. AARP provides a wide variety of selective benefits for a small cost.
 - e. AARP has a very popular leader.

Title: Ch13-19;F; p. 589

19. The Eagle Forum is an interest group that
- a. fought hard against campaign finance reform.
 - b. was on the forefront of the fight for reproductive rights for women.
 - *c. advocates a more traditional role for women in society.
 - d. agitated protests against the Vietnam War.

e. favors gun control.

Title: Ch13-20;F; p. 592

20. _____ are interest groups that try to influence government to produce collective goods or services that benefit the general public.

- a. Equal opportunity interest groups
- *b. Public interest groups
- c. Government interest groups
- d. Economic interest groups
- e. Foreign interest groups

Title: Ch13-21;F; p. 592

21. _____ are the type of interest group that is least likely to meet Madison's definition of "factions."

- a. Economic interest groups
- b. Equal opportunity interest groups
- c. Government interest groups
- *d. Public interest groups
- e. Professional associations

Title: Ch13-22;F; p. 593-594

22. Second Amendment groups lobby for or against

- a. freedom of the press.
- b. religious freedom.
- c. free speech.
- *d. gun control.
- e. reproductive rights.

Title: Ch13-23;F; p. 598

23. The "revolving door" exists because

- a. it easier to hire local people as lobbyists.
- *b. some of the most effective lobbyists are former government officials.
- c. hiring former government officials is payback for favors granted to interest groups in the past.
- d. lobbyists envy government officials and want to take their jobs, so they are willing to trade.
- e. government officials envy lobbyists and want to take their jobs, so they are willing to trade.

Title: Ch13-24;F; p. 576

24. _____ is a nonpartisan defender of individual rights against the encroachment of a powerful government.

- a. The National Association for the Advancement of Colored People
- b. The Group of 77
- *c. The American Civil Liberties Union
- d. People for the Ethical Treatment of Animals
- e. Consumers Union

Title: Ch13-25;F; p. 598-603

25. All of the following statements concerning direct lobbying are true EXCEPT

- a. Interest groups lobby Congress, in part, by providing testimony and expertise.
- *b. It is hard for interest groups to lobby the bureaucracy.
- c. The White House has a special office to foster good relations between the president and interest groups.
- d. Interest groups attempt to bolster their lobbying efforts by forming coalitions with other interest groups.

e. Congress has attempted to regulate relationships between lobbyists and lawmakers many times.

Title: Ch13-26;F; p. 606

26. Issue advocacy advertisements are

- a. presently illegal.
- b. an ineffective way for campaigns to get their message out.
- c. exempt from any federal regulations.
- d. often ignored due to their poor production values.
- *e. legal only if they do not tell citizens how to vote.

Title: Ch13-27;F; p. 608

27. Social protest has been used most effectively by

- a. white supremacist groups.
- *b. civil rights leaders.
- c. the National Association of Manufacturers.
- d. the Swiftboat Veterans for Truth.
- e. MoveOn.org.

Title: Ch13-28;F; p. 610-622

28. Astroturf lobbying refers to

- a. presenting misleading polls to members of Congress.
- b. taking members of Congress to sporting events.
- c. lobbying efforts directed at congressional staff members.
- d. advertisements that support issues or candidates without telling constituents how to vote.
- *e. indirect lobbying efforts that manipulate public sentiment.

Title: Ch13-29;F; p. 613

29. PAC money is directed primarily toward

- *a. congressional incumbents.
- b. congressional challengers.
- c. liberal candidates regardless of whether they are incumbents or challengers.
- d. congressional challengers who run against party leaders of either party.
- e. conservative candidates regardless of whether they are incumbents or challengers.

Title: Ch13-30;F; p. 615-616

30. Information is a key source of power for interest groups, because

- *a. these groups are often the only sources of information on the potential or actual impact of a law or regulation.
- b. members of Congress often provide detailed information to friendly interest groups.
- c. information always overpowers other resources such as money, size, and intensity.
- d. these groups often gather information on political officials to use against them.
- e. presidents often provide detailed information to friendly interest groups.

Title: Ch13-61;FI; p. 583

61. A good or service that, by its very nature, cannot be denied to anyone who wants to consume it is a _____.

- a. collective good

Type: F

Title: Ch13-62;FI; p. 577

62. Compared to citizens in many other advanced industrial nations, Americans tend to join groups or associations _____ often than citizens of nearly every other country.
a. more

Type: F

Title: Ch13-63;FI; p. 582

63. _____ are effective group leaders who are likely to have organized the group and can effectively promote its interest among members of the public.
a. Interest group entrepreneurs

Type: F

Title: Ch13-64;FI; p. 592

64. _____ are groups that organize to influence government to produce collective goods or services that benefit the public.
a. Public interest groups

Type: F

Title: Ch13-65;FI; p. 598

65. When government officials leave office and take positions as lobbyists, they are said to be passing through the _____.
a. revolving door

Type: F

Title: Ch13-66;FI; p. 604

66. The primary goal of _____ is to gain public support for an interest group's proposals.
a. indirect lobbying

Type: F

Title: Ch13-67;FI; p. 610

67. _____ refers to indirect lobbying efforts that manipulate or create public sentiment.
a. Astroturf lobbying

Title: Ch13-68;SA; p. 583-584

68. Discuss the different selective incentives that interest groups provide to overcome the free rider problem and to attract potential members and retain current members.
a. Selective incentives include material benefits that are tangible rewards for joining (e.g., magazines, discounts). Solidary benefits are the social benefits that a member receives by bonding with others in society. Expressive benefits come from the satisfaction of doing something that a citizen values. Together these incentives help overcome the free rider problem.

Type: E

Title: Ch13-69;SA; p. 604

69. Compared to lobbying Congress, it is difficult to lobby the courts. Explain the two main ways that interest groups lobby the courts.
a. Interest groups often file suit in court to stop an action by a private group or the government. Sometimes this involves trying to undo a congressional law or changing the way the president is executing the nation's laws. Interest groups also frequently file amicus briefs, or friend of the court briefs, which explain and advocate their legal positions in court cases in which they are not a participant.

Type: E

Title: Ch13-70;SA; p. 613-614

70. To whom are most interest group campaign contributions given in Congress?
a. Members of committees and subcommittees involved with a given interest group's legislative concerns.

Type: E

Title: Ch13-71;LE; p. 581

71. Explain what think tanks are. Why are they so important to American politics, and what has been particularly noteworthy about think tanks in the past three decades?
a. Think tanks are institutions that provide research for politicians to help them make public policy. Because they bring together academics, journalists, and former government officials, they provide significant information to policymakers. They may not lobby elected officials, however, or they lose their tax-exempt status. There are different types of think tanks, with older think tanks being less partisan and providing more academic-style research. In the past three decades, new conservative think tanks have successfully developed effective ways of presenting more accessible research and as a result they have altered the public's views on many issues raised by their research. Consequently, they have swung the political debate in a conservative direction. Democrats are scrambling to respond. A strong answer will highlight the role of information as the key asset of think tanks.

Type: E

Title: Ch13-72;LE; p. 584-589

72. What are the different types of interest groups? Which types of interest groups are the most susceptible to the free rider problem?
a. There are economic, equal opportunity, and public interest groups. They are considerably different from one another, but the greatest difference is found in their ability to overcome the free rider problem. Public interest groups suffer the most from the free rider problem because their goal is to provide collective goods--the very goods that people would receive whether or not they participated. Equal opportunity interest groups escape the free rider problem somewhat. Economic interest groups, which provide material benefits to members rather than collective goods, have the least trouble with the free rider problem. All interest groups must find a mixture of selective incentives to keep their group cohesive.

Type: E

Title: Ch13-73;LE; p. 613-615

73. Explain the role of information and campaign contributions in lobbying Congress. What strategies do interest groups use to lobby Congress?
a. Interest groups provide a key service to policymakers through information. Often, interest groups have technical expertise that can help Congress better understand complex issues. Interest groups are also an important source of campaign contributions for Congress. Interest groups typically target incumbents with their giving, but more important, they target their influence at members of committees before whom they have business.

Type: E

Title: Ch13-74;LE; p. 610-611

74. Compare and contrast grassroots and astroturf lobbying.
a. Grassroots lobbying is really a bottom-up public movement to make change. The source of the action and the coordination come from citizens who bind together--at times spontaneously--over a concern. Because of the romantic vision of grassroots activism and because elected officials do not like to be on the wrong side of public opinion, astroturf lobbying attempts to emulate grassroots political action. Instead of being a bottom-up movement, however, astroturf lobbying is coordinated by existing, and often powerful, interest groups. Both types of lobbying can be very influential, although the latter is artificial and looks to piggyback on grassroots politics by masking itself as a grassroots effort.

Type: E

Title: Ch13-75;LE; p. 610-615

75. Describe the resources that interest groups have. How do these resources influence the ability of interest groups to acquire what they want from the system?

a. Money allows interest groups to hire staff and specialists, and to make campaign contributions (or withhold contributions). Another key resource is leadership. Coordinating members and keeping the group focused typically means that one interest group may outmaneuver other groups and keep a loyal membership. An interest group's size and intensity are key. Large interest groups can have a nationwide presence and pressure politicians and educate the public at both the state and federal levels. The intensity of interest group members may mean that a group can be in the minority on an issue but that its passion and unity convince public officials to side with them rather than the majority. Finally, interest groups have information that elected officials, who contend with a broad set of issues daily, may need to make an informed decision. Interest groups use their technical expertise to educate the public and elected officials on key issues. These resources help interest groups to (1) overcome the free rider problem (by pouring resources into attracting and retaining members) and (2) sway Congress through direct lobbying and the public through indirect lobbying.

Chapter 14

Title: Ch14-01;F; p. 627-629

1. Elections perform all of the following functions EXCEPT

- a. selecting leaders.
- *b. decreasing political efficacy.
- c. informing the public.
- d. containing conflict.
- e. making political outcomes acceptable to the participants.

Title: Ch14-02;F; p. 628

2. Citizens' feelings of effectiveness in political affairs is called

- *a. political efficacy.
- b. good feelings.
- c. power.
- d. legitimacy.
- e. system stability.

Title: Ch14-03;F; p. 632

3. In recent presidential elections, voter turnout has been

- a. dropping.
- b. remaining around fifty percent.
- c. remaining around sixty percent.
- d. remaining around forty percent.
- *e. rising.

Title: Ch14-04;F; p. 632-633

4. The primary impact of state voter registration laws has been to

- a. make it more expensive to vote.
- *b. decrease turnout.
- c. discourage voters from identifying themselves with a party.
- d. improve voter awareness of elections.
- e. prevent fraud.

Title: Ch14-05;F; p. 633

5. What method used in Oregon has helped voter turnout there?

- a. Voting on the Internet
- b. Voting at one's place of employment
- c. Registration by fingerprint
- d. Voting by phone
- *e. Voting by mail

Title: Ch14-06;F; p. 631

6. Those who are LESS likely to vote tend to be

- *a. men rather than women.
- b. older rather than younger.
- c. college graduates.
- d. whites.
- e. relatively wealthy.

Title: Ch14-07;F; p. 635

7. A party's effort to inform potential voters and persuade them to vote for that party is known as

- a. issue ownership.
- b. issue advocacy.
- c. prompting.
- d. oppo research.
- *e. voter mobilization.

Title: Ch14-08;F; p. 638

8. The single biggest factor accounting for how people decide to vote is

- a. gender.
- b. candidate characteristics.
- *c. party identification.
- d. issues.
- e. ethnicity.

Title: Ch14-09;F; p. 640

9. _____ voting occurs when people base their voting decisions on well-informed opinions and consideration of the future consequences of their votes.

- a. Factional
- b. Partisan
- *c. Prospective
- d. Retrospective
- e. Wedge issue

Title: Ch14-10;F; p. 640

10. _____ voting occurs when people use their judgment of the current political situation along with the past performance of the incumbents.

- *a. Retrospective
- b. Passive
- c. Partisan
- d. Prospective
- e. Sentimental

Title: Ch14-11;F; p. 643-644

11. Major-party presidential nominations are now determined primarily by

- a. each party's slate of electors from the Electoral College.
- b. Super Tuesday primaries.
- *c. convention delegates selected in party primaries, caucuses, and state conventions.
- d. the party leaders at the parties' national conventions.
- e. the public at large in open primaries.

Title: Ch14-12;F; p. 643

12. A party caucus is a meeting of

- *a. local party members who choose delegates for the national convention.
- b. state politicians who send themselves to the national convention.
- c. voters to decide which parties make it onto the ballot.
- d. the state party committee to assign delegates to the national convention.
- e. the party national leadership to plan the presidential convention.

Title: Ch14-13;F; p. 644

13. Front-loading is the process of

- *a. scheduling presidential primaries earlier in the primary season.
- b. encouraging one's supporters to vote early on the primary election day.
- c. biasing the nomination process so that senators go to the front of the line.
- d. presidents declaring their candidacy early to scare off potential opponents.
- e. requiring all fundraising to be collected in the year prior to parties' primaries and caucuses.

Title: Ch14-14;F; p. 642-643

14. Politicians who are thinking about running for the presidency begin their run by

- *a. testing the waters unofficially.
- b. announcing their candidacy.
- c. acquiring the money to run.
- d. filing with the Federal Election Commission.
- e. positioning themselves as a credible prospect with the media.

Title: Ch14-15;F; p. 644

15. _____ determine(s) how delegates are distributed by the primaries.

- *a. Party rules
- b. Federal statutes
- c. The Constitution
- d. Tradition
- e. State law

Title: Ch14-16;F; p. 644

16. Delegates to the national conventions are chosen

- a. in closed meetings of the party leaders.
- *b. in primary elections and caucuses.
- c. in open meetings of party leaders.
- d. by the party's presidential candidate.
- e. by the party's national committee.

Title: Ch14-17;F; p. 646-648

17. Typically the three important tasks of the presidential convention are to pick the presidential candidate,

- a. raise money, and revise the party's rules.

- b. send out a positive message about that candidate, and raise money for the nominee's fall general election campaign.
- *c. select the vice presidential candidate, and write the party's platform.
- d. have a good time, and avoid media attention given to the convention.
- e. avoid media attention given to the convention, and line up interest group support.

Title: Ch14-18;F; p. 647-648

18. Which of the following statements is NOT true about the choice of a vice presidential candidate?
- a. The choice does not seem to have significant electoral consequences.
 - b. Presidential candidates weigh the choice carefully.
 - c. The caliber of the decision about whom to choose as a vice presidential candidate can be viewed as an indication of the other appointments a presidential candidate might make.
 - d. The choice of the vice presidential nominee is up to the presidential nominee.
 - *e. Traditionally the vice presidential candidate is from the same region and wing of the party as the presidential candidate.

Title: Ch14-19;F; p. 648

19. The term "convention bump" refers to
- a. the danger of a front-runner stumbling badly after the convention.
 - b. the staged hoopla surrounding a nominee's acceptance speech.
 - *c. the opinion poll spike that most candidates enjoy immediately after the convention.
 - d. persuading delegates assigned to other candidates to vote for the presumptive nominee.
 - e. convincing the candidate's primary election rivals to support him at the convention.

Title: Ch14-20;F; p. 659

20. When analyzing campaign advertisements, one should ask all of the following questions EXCEPT
- a. Who is running the ad?
 - b. Are the accusations relevant to the campaign or office in question?
 - c. Is the accusation or attack timely?
 - d. Is the ad true?
 - *e. How much did the ad cost?

Title: Ch14-21;F; p. 649-650

21. The Constitution dictates that each state has
- a. a minimum of two electors.
 - b. fewer electors if the presidential or vice presidential candidates are not from their state.
 - c. a choice over how many electors it will have.
 - *d. one elector for each senator and representative.
 - e. an equal number of electors.

Title: Ch14-22;F; p. 650

22. Faithless electors are electors who
- a. are regular voters who refuse to vote because they lack political efficacy.
 - *b. vote their conscience rather than for the candidate they were pledged to support in the Electoral College.
 - c. have a position of trust with the federal government in violation of the Constitution.
 - d. neglect to vote for any presidential candidate.
 - e. refuse to pledge support to a candidate before the election.

Title: Ch14-23;F; p. 650-651

23. All of the following statements concerning the Electoral College are true EXCEPT

- *a. The rules of the Electoral College give all the states importance in presidential elections.
- b. Critics argue that the Electoral College is undemocratic.
- c. Critics argue that a close election could be decided by a few faithless electors.
- d. It distorts candidates' campaign strategies.
- e. All the proposed alternatives have problems or at least serious criticisms.

Title: Ch14-24;F; p. 649

24. According to the textbook, for candidates the goal of presidential campaigns is to
- a. persuade their party members to show up at the polls.
 - b. convert voters affiliated with the other party.
 - c. convince undecided and swing voters to support them.
 - d. destroy their opponent's credibility.
 - *e. mobilize their base and entice swing voters to vote for them.

Title: Ch14-25;F; p. 649

25. Swing voters are
- a. the 50 percent of the electorate who are in play during each election.
 - b. difficult for candidates to pin down because their identities change between elections.
 - *c. people who have not made up their minds at the start of the campaign.
 - d. so unpredictable that candidates are better off ignoring them.
 - e. such a miniscule part of the electorate that they can be safely ignored.

Title: Ch14-26;F; p. 652

26. Oppo research refers to an investigation of the
- a. electorate's mood prior to a campaign.
 - b. mistakes of past campaigns.
 - c. best possible media tactics.
 - *d. other candidate's background.
 - e. opposing party's campaign strategy.

Title: Ch14-27;F; p. 661

27. Who may collect government matching funds during the general election?
- *a. Major-party candidates and third-party candidates whose party received at least 5 percent of the vote in the previous presidential election
 - b. Only the nominees of the two major parties
 - c. Major-party candidates and any third-party candidate who have polling rates of support that exceed 10 percent
 - d. Any natural-born American who has received the nomination of any American political party, no matter how minor the party
 - e. Any candidate who promises to visit at least forty states during the general election campaign

Title: Ch14-28;F; p. 654

28. A valence issue is an issue
- *a. on which most voters and candidates share the same position.
 - b. that sharply divides the two candidates.
 - c. on which the two candidates agree but on which the public is sharply divided.
 - d. that never gets addressed and therefore hangs there like window dressing.
 - e. that splits voters within one party.

Title: Ch14-29;F; p. 655

29. A _____ issue is one on which the parties differ in their perspectives and their proposed solutions.

- *a. position
- b. valence
- c. momentum
- d. wedge
- e. third-rail

Title: Ch14-30;F; p. 656

30. Wedge issues are controversial matters
- a. that differentiate the two major candidates.
 - b. that are generally ignored in campaigns because they are too explosive.
 - c. that undecided voters use to choose their preferred candidate.
 - d. on which most voters and candidates share the same position.
 - *e. that one party uses to split voters in the other party.

Title: Ch14-61;FI; p. 627

61. As an act to select leaders, elections can only ensure that the leader chosen is _____.
a. the most popular on the ballot

Type: F

Title: Ch14-62;FI; p. 635

62. Social connectedness has been _____ over the past several decades.
a. declining

Type: F

Title: Ch14-63;FI; p. 640

63. Basing voting decisions on reactions to past performance is called _____.
a. retrospective voting

Type: F

Title: Ch14-64;FI; p. 644

64. Most states use the _____ primary today.
a. closed

Type: F

Title: Ch14-65;FI; p. 661-664

65. Campaign contributions donated directly to candidates, and thus limited by federal election laws, are referred to as _____.
a. hard money

Type: F

Title: Ch14-66;FI; p. 655

66. A(n) _____ issue is one on which the major-party candidates disagree with one another.
a. position

Title: Ch14-67;SA; p. 665-668

67. Explain the relationship between election outcomes and public policy.
a. Elections play a meaningful role in directing public policy. The influence of elections is indirect, meaning that election outcomes do not lead to the adoption of specific policies. However, the general direction of policy is influenced by the outcome because different parties seek different policies.

Type: E

Title: Ch14-68;SA; p. 638

68. Why is party identification the single largest factor that determines how someone votes?

a. Partisanship is often thought of as a "standing decision," meaning that voters continue to use it in their decision making unless convinced otherwise. It directly affects the vote because of the identification citizens have with their party. About nine in ten partisans voted for their party's candidate in the 2004 presidential election. Party identification also indirectly affects the vote because it molds partisans' views on political issues and candidate evaluations to fit with their partisan preferences. Therefore, voters view issues and evaluate candidates in ways that favor their party.

Type: E

Title: Ch14-69;SA; p. 643-646

69. How have primaries changed over time in their importance to presidential selection? How do they affect the presidential selection process now?

a. Prior to 1972 the delegates to a party's convention were not bound by primary election or caucus results. Therefore, party leaders most often chose the party nominee, and primary results had little if any effect on the nomination. Now, most delegates are bound by the results of primaries and caucuses, which means the stakes of these contests are much higher. Further, with front-loading, the nominee is often chosen much earlier than in the past and as a result of wresting momentum from other competitors.

Type: E

Title: Ch14-70;SA; p. 668

70. The authors of the textbook argue for a "political socialization view" of the role citizens play in modern democracy. Describe this model. Explain how it compares with other models of citizen participation. What is the major weakness of the model?

a. Citizens play different roles and together these roles combine to form an election system that has the following attributes: it is reasonably stable; it responds to change of issues and candidates, but not too much; and the electorate as a whole cares but not so intensely that any significant portion of the citizenry will challenge the results of an election. The other models are the elitist, pluralist, and participatory. Students should be able to identify each and explain how citizen participation is treated by each one. The major weakness of the political socialization view is that it is biased against the interests of those who are least likely to be activist or pluralist citizens--the young, the poor, the uneducated, and minorities.

Type: E

Title: Ch14-71;LE; p. 627-630

71. What are the major functions of elections in a democratic society? List and discuss each fully.

a. Elections help to select leaders, though elections really only provide a choice for the best candidate on the ballot, given that many qualified possible candidates may choose not to run because of the strain of such campaigns. Elections also provide indirect policy direction. Indeed, the consistency between preferences of citizens voiced in election outcomes and actual policy is rather strong. Another function of elections is citizen development because citizens typically feel as though they are part of the system and consequently have greater political efficacy. The intensity of campaigns also helps to inform the public about key issues and may help to educate them about government generally. Finally, elections aid the political system more generally by containing conflict in society--getting people to voice discontent as a safety valve or to actively change government--and by providing legitimacy by recognizing rightful winners and providing them the right to govern.

Type: E

Title: Ch14-72;LE; p. 631-633

72. What features distinguish voters from nonvoters? Why don't some people vote, and what is being done to improve voter turnout?

a. Compared to voters, nonvoters tend to be younger (aged 18-29), have lower incomes, and be less educated. Minorities also tend to vote less frequently than do whites. There are numerous reasons why people do not vote. Nonvoters likely lack political efficacy. Other systematic causes drive down participation, including the difficulty faced in registering to vote in the United States, requiring voting on Tuesdays, and the frequency of American elections. In recent decades, people increasingly have negative views of political leaders, have less political efficacy, and identify less frequently with one political party, compared with citizens in the past. Parties have not always put intense effort into mobilizing voters, and people generally feel less connected to society. Finally, some scholars have argued that it is perhaps rational not to vote: based on a pure cost-benefit decision, a voter may not feel that his or her vote will make a difference in the election outcome. Efforts to remedy low voter turnout include the Motor Voter bill, which allows voters to register at any government office; efforts on the parts of some states to make voting easier (like Oregon's vote-by-mail system); increasing partisanship, which may lead to greater turnout; increased effort toward voter mobilization in recent elections; and a shift in the cost-benefit analysis of voting. For example, more than just benefiting if one's vote made a difference in the outcome, citizens may benefit from participating and feeling as though they are doing a good deed--fulfilling their civic duty may help voters feel that voting is rational for other reasons.

Type: E

Title: Ch14-73;LE; p. 649-651

73. Explain how the Electoral College works and why it is unlikely that this system will be changed.

a. Each state has as many Electoral College votes as the number of representatives in the House of Representatives, plus two to match the number of senators from each state. That means that Electoral College votes can vary between three (many small states) and fifty-five (California). In every state but two, the candidate who receives the plurality of the vote wins the entire state's slate of Electoral College votes. This means that candidates concentrate their campaign efforts on winning competitive states, especially large ones. Some observers complain that the system is broken because the candidate who received more popular votes in the 2000 election did not receive the majority of the Electoral College vote. The Electoral College results often, in fact, overstate the margin of victory. Nevertheless, it is a protection of federalism--because states run elections--and no viable better alternatives have been offered.

Type: E

Title: Ch14-74;LE; p. 642-650

74. Discuss the different strategies used during presidential elections. What are the dynamics at the pre-primary, primary, and general election stages? How does the primary election strategy differ from the strategy of the general election campaign?

a. Successful candidates begin the pre-primary stage by raising money and getting positive media coverage, even perhaps becoming the front-runner. Doing well in early primaries and caucuses is key because the candidate gathers momentum--the feeling that he is on a roll--and all the media attention, fundraising success, and evaluations by opponents that comes with momentum. Getting momentum does not require winning the most delegates, however. Often if a candidate exceeds expectations, then he is considered the winner because of this momentum. Candidates make ideological cues to attract the partisans who tend to participate in primaries and caucuses. Lacking the ability to base their decision on party identification, partisan primary voters often have to base their voting decision on which candidate is more "electable" in the general election campaign. In the general election campaign, candidates avoid the ideological cues that helped them to win their party's nomination and instead "run to the middle" to attract moderate swing voters. Candidates do not need to raise money at this stage, but they do have to focus their energy and resources on winning key swing states that have considerable Electoral College votes. Professional campaign staffers run the campaign and use polling, media, get-out-the-vote efforts, and negative advertising to their advantage. Because some voters vote based on issues, the goal for each campaign is to highlight the issues that the party owns in order to strengthen the candidate's own support and to bring attention to the opponent's wedge issues in order to undermine his opponent's support.

Type: E

Title: Ch14-75;LE; p. 665-668

75. Explain how candidates and the media each interpret election results. How do winning candidates interpret the outcomes? Explain the media's role in explaining the outcomes. Do either the media or candidates provide a realistic picture of what the election outcome meant? Why or why not?

a. Winning candidates always claim an electoral mandate, that their election victory signals broad support for their policies. The losing party points to the loss as stemming from campaign mistakes or a weak candidate rather than an endorsement of the winner's agenda. The level to which a winner can convince Congress to go along with his agenda illustrates the strength of the mandate. The media also interpret elections results, though they typically concentrate on an agreed-on explanation for the vote outcome. The reasons given by the media are not complete or even entirely accurate explanations for the outcome-- which could have stemmed from many different factors for many different voters.

Type: E

Title: Ch14-76; LE; p. 637-641

76. Identify, describe, and discuss the factors that explain how a voter decides for whom to vote in an election.

a. The most important factor in deciding the vote is party identification. This factor tends to be stable and long term, and it carries over from election to election. Party identification not only influences the voting decision but also affects how voters judge policy issues and candidates, two other major factors in voting decisions.

Chapter 15

Title: Ch15-01;F; p. 675-676, 719-720

The case in which a journalist made public the name of a CIA agent raises the issue of

- a. whether the CIA committed torture.
- b. whether there were weapons of mass destruction in Iraq.
- c. whether the news media is too liberal.
- *d. the use of anonymous sources by the news media.
- e. the cozy relationship between the CIA and the news media.

Title: Ch15-02;F; p. 681

2. Regarding how people get their news and their knowledge of current events, the results of a survey asking people to name certain public figures suggests that

- a. traditionalists are the best informed.
- b. net-users are the best informed.
- c. integrators are the best informed.
- *d. integrators and net-users are the best informed.
- e. the disengaged are better informed than the traditionalists.

Title: Ch15-03;F; p. 679-680

3. Most of the news that Americans read on a daily basis comes from a few sources because most newspapers

- a. take their news directly from cable and network news shows.
- b. have a commercial bias.
- *c. subscribe to one of the major wire services.
- d. are owned by just a few companies.
- e. get their news directly from the government.

Title: Ch15-04;F; p. 680-681

4. News magazines like Time or Newsweek can offer more comprehensive news coverage than newspapers because they
- a. have larger staffs.
 - b. advertise more.
 - c. have larger budgets for news stories.
 - d. have more space.
 - *e. do not have to meet a daily deadline.

Title: Ch15-05;F; p. 682-683

5. Most politicians like radio and television because these media
- *a. allow politicians to reach a broad audience without the adversarial questions of print reporters.
 - b. do not give reporters the opportunity to ask questions.
 - c. allow for interaction with audiences.
 - d. are inexpensive.
 - e. make politicians appear friendly.

Title: Ch15-06;F; p. 691

6. Infotainment refers to
- a. a dramatic television series that presents a political message.
 - b. educational shows for children, such as Sesame Street.
 - c. the attempt to make the nightly news more objective.
 - *d. news shows dressed up with drama and entertainment to entice viewers to tune in.
 - e. Internet sites that allow visitors to watch videos.

Title: Ch15-07;F; p. 683

7. The advent of cable and satellite television providers has had all of the following effects EXCEPT
- a. increasing dramatically the number of channels available to viewers.
 - *b. increasing the quality of news available to viewers.
 - c. creating fierce competition for viewers.
 - d. encouraging broadcasters to focus on narrow audiences.
 - e. it has led to the blurring of the lines between news and entertainment.

Title: Ch15-08;F; p. 687

8. While the web provides people with enormous amounts of information,
- a. most people do not know how to search for relevant information.
 - *b. it is difficult to sort and evaluate the available information.
 - c. little of that information is devoted to politics.
 - d. most of it tends to be liberal.
 - e. most of the news and political information is not very accurate.

Title: Ch15-09;F; p. 690

9. The drive to attract customers to newspapers in the 1800s led publishers to print papers that were all of the following EXCEPT
- a. less partisan.
 - b. more sensational.
 - c. more superficial.
 - *d. less dependent on advertising.
 - e. cheaper.

Title: Ch15-10;F; p. 690

10. Yellow journalism refers to
- a. the tendency to add spin to news reporting.
 - *b. the effort to lure audiences by reporting on sensational topics.
 - c. accepting the "yellow" lie as a part of reporting.
 - d. a move to more objective news reporting.
 - e. a move toward more factual coverage of national news stories.

Title: Ch15-11;F; p. 691

11. The tendency of the media to make coverage and programming decisions based on what will attract a large audience and maximize profits is known as
- a. infotainment.
 - b. feeding frenzy.
 - c. yellow journalism.
 - d. narrowcasting.
 - *e. commercial bias.

Title: Ch15-12;F; p. 687

12. One of the problems in selecting the Internet as an alternative to the mainstream corporate media is that
- a. access to the Internet is too expensive unless you are in college.
 - b. not enough in-depth material is available.
 - c. few reputable sources are available.
 - *d. it takes time and effort to find out which sources are accurate and trustworthy.
 - e. commercial services like AOL censor much of the news.

Title: Ch15-13;F; p. 695

13. The Federal Communications Act was passed because
- *a. government regulation was needed to manage competition for scarce airwaves.
 - b. the partisan ownership of most stations required that more stations be established to serve the public interest.
 - c. Congress felt a need to bring truth to the broadcast industry, given its propensity to run so many slanderous programs.
 - d. initially the broadcast content of many radio stations was controversial.
 - e. Congress wanted to ensure unbiased news coverage.

Title: Ch15-14;F; p. 696

14. The impact of the deregulation of broadcast journalism by the 1996 Telecommunications Act has been to
- a. increase competition in the news media.
 - b. increase the quality of news coverage.
 - c. free the Internet from unnecessary restrictions.
 - d. increase newspaper circulation.
 - *e. increase the possibilities of media monopoly.

Title: Ch15-15;F; p. 696

15. The 1996 Telecommunications Act
- a. prohibited broadcast networks from owning cable stations.
 - b. created the equal time rule.
 - *c. allows ownership of multiple broadcast stations as long as those stations do not reach more than 35 percent of the market.
 - d. exempted cable stations from the same standards of fairness and decency required of broadcast stations.

e. required both radio and television stations to adhere to the fairness doctrine.

Title: Ch15-16;F; p. 697

16. _____ is the power to determine which news stories are covered and which are not.

- a. The assignment principle
- b. Narrowcasting
- c. Monitoring
- *d. Gatekeeping
- e. Media discretion

Title: Ch15-17;F; p. 697

17. The idea that the journalist's job is to get news to the public quickly, avoid stories with unverified content, and reach as wide an audience as possible is known as the _____ role.

- *a. disseminator
- b. mobilizer
- c. gatekeeper
- d. investigator
- e. trustee

Title: Ch15-18;F; p. 698

18. An investigative reporter who searches for and exposes misconduct in corporate activity or public officials is called a

- a. civic journalist.
- *b. muckraker.
- c. yellow journalist.
- d. whistle-blowing journalist.
- e. tabloid journalist.

Title: Ch15-19;F; p. 698

19. The current movement among some journalists to be responsive to citizen input in determining what news stories to cover is called _____ journalism.

- a. public interest
- b. reactive
- c. investigative
- *d. civic
- e. muckraking

Title: Ch15-20;F; p. 691, 700

20. Based on the evidence, we can conclude that there is a _____ bias in the news.

- a. liberal
- *b. commercial
- c. conservative
- d. liberal and commercial
- e. conservative and commercial

Title: Ch15-21;F; p. 702

21. Which of the following statements is NOT true concerning pundits?

- a. Many of them come through the “revolving door” from government.
- b. Their numbers have risen dramatically with the need to fill expanding air time.
- *c. They usually have high levels of expertise and professionalism.
- d. They have considerable unchecked power.

e. They have become media celebrities.

Title: Ch15-22;F; p. 701-702

22. The tendency of public officials, journalists, and lobbyists to move between public and private sector jobs is known as

- a. the feeding frenzy.
- b. the trial balloon.
- c. press patronage.
- d. bicameral journalism.
- *e. the revolving door.

Title: Ch15-23;F; p. 703

23. In engaging in agenda setting, priming, and framing, the news media is

- a. telling the public what to think.
- b. holding politicians accountable.
- c. providing a neutral source of information.
- d. demonstrating liberal bias.
- *e. telling the public what to think about.

Title: Ch15-24;F; p. 704

24. The agenda-setting functions of the news media have the greatest effect on

- a. Democrats.
- b. third-party supporters.
- c. Republicans.
- d. partisans of all parties.
- *e. independents.

Title: Ch15-25;F; p. 706-707

25. Because television is an entertainment medium, its coverage of political events focuses on

- *a. image.
- b. controversial topics.
- c. only important issues.
- d. rhetoric.
- e. popular topics.

Title: Ch15-26;F; p. 708

26. Excessive press coverage of an embarrassing or scandalous subject is called

- a. spin.
- b. framing.
- *c. a feeding frenzy.
- d. priming.
- e. narrowcasting.

Title: Ch15-27;F; p. 710-711

27. _____ is an interpretation of a politician's words or actions, designed to present a favorable image.

- a. A sound bite
- b. Framing
- c. Priming
- *d. Spin
- e. News management

Title: Ch15-28;F; p. 708

28. According to political scientist Thomas Patterson, we should worry about the effects of increased _____ among reporters.

- a. passivity
- *b. cynicism
- c. optimism
- d. blind faith in government
- e. reluctance to criticize politicians

Title: Ch15-29;F; p. 712

29. A(n) _____ is an official leak of a proposal to determine public reaction without risk.

- *a. trial balloon
- b. issue rehearsal
- c. primer
- d. sneak preview
- e. test issue

Title: Ch15-30;F; p. 708-709

30. Among the questions you should ask when reading a newspaper, watching the news, or surfing the net are all of the following EXCEPT

- a. Who owns this media source?
- *b. Is there good news in this story?
- c. What issues are involved?
- d. Who are the advertisers?
- e. What values and beliefs do I bring to the news?

Title: Ch15-61;FI; p. 720

61. The most important issue for the media in the Valerie Plame affair was how the press uses _____.

- a. anonymous sources

Type: F

Title: Ch15-62;FI; p. 705

62. The phenomenon of filtering incoming information through personal values and interests is known as _____.

- a. selective perception

Type: F

Title: Ch15-63;FI; p. 712

63. A(n) _____ is an official leak of a proposal to determine public reaction to it without risk.

- a. trial balloon

Type: F

Title: Ch15-64;FI; p. 691

64. Commercial bias in the media is a result of _____.

- a. growing concentration of corporate ownership of the media

Title: Ch15-66;SA; p. 696

66. Name three regulations the Federal Communications Commission has enacted to ensure that a variety of viewpoints are made available through the broadcast media.

- a. The equal time rule, the fairness doctrine, and the right of rebuttal

Type: E

Title: Ch15-67;SA; p. 689-690

67. Explain how the media went from being partisan to more independent.

a. Newspapers wanted to expand their readership, which forced them to be less partisan and appeal more to the broad public. Additionally, they began selling advertisements throughout their pages, which meant they were less dependent on political parties for money.

Type: E

Title: Ch15-68;SA; p. 708

68. What is a feeding frenzy, and what are its effects?

a. A feeding frenzy is excessive press coverage of an embarrassing or scandalous subject. According to some observers, feeding frenzies can make journalists more cynical about government and replace investigative journalism with attack journalism.

Type: E

Title: Ch15-69;SA; p. 705

69. Define selective perception and explain its significance.

a. Selective perception is the phenomenon of filtering incoming information through personal values and interests. Its significance is that it reduces the ability of the media to shape public opinion since members of the public tend to seek out and pay attention to the media sources with which they already agree and tend to disbelieve sources with which they disagree.

Type: E

Title: Ch15-70;SA; p. 697-698

70. What are the four roles played by journalists?

a. Gatekeepers, disseminators of information, investigators, and public mobilizers

Type: E

Title: Ch15-71;LE; p. 691

71. Media outlets are owned by a small number of corporations. Explain the implications of corporate ownership for the news we get. What alternatives exist to the corporate media? Do you think these are viable alternatives? Explain your answer.

a. Students should focus their answers on most of the four implications discussed in the textbook, including commercial bias and a reduced emphasis on political news. Students should mention publicly owned stations such as the BBC or NPR, the alternative press, and the Internet. Students should offer solid explanations for their conclusions about whether these alternatives are viable.

Type: E

Title: Ch15-72;LE; p. 702-705

72. Discussions about the media almost inevitably come back to whether a media bias exists. Why do those on the left believe such a bias exists? How about those on the right? Does the public believe the media are biased? If the media are biased one way or the other, what might be the effects?

a. Students should expand on the fact that journalists tend to be liberal and the media tend to be owned by conservative corporations. The public is increasingly coming to see the media as biased. Regarding the final question, students should mention concepts such as agenda setting, priming, framing, and, especially, selective perception.

Type: E

Title: Ch15-73;LE; p. 702-705

73. The media are main agents of political socialization. In what ways can the media shape public opinion? Do the media's effects on public opinion matter? Defend your position.

a. This question is a shortened version of the second question. It requires students to make more of an argument, however, rather than just providing facts and concepts. Again, students should think about such things as agenda setting, priming, framing, and selective perception.

Type: E; p. 691-694, 705-710

Title: Ch15-74;LE

74. The key to understanding the content of the news is the tendency of the media to make coverage and programming decisions based on what will attract a large audience and maximize profits. Discuss how this commercial bias affects the news we get and why politics is portrayed as conflict and image. What consequences does this way of portraying politics have for the public's understanding of politics and for its attitude toward politics?

a. The answer to the first part of the question should mention that commercial bias leads to a reduced emphasis on political news and a "lightened up" and dramatized version of the news. The concept of infotainment should be defined and discussed. The answer to the second part of the question requires a definition of horse-race journalism. The student should see that horse-race journalism is a specialized form of making the news into a drama that is an attempt to be more entertaining. The focus on image is, again, an attempt to entertain and to attract audiences and, thus, attract viewers. Finally, the focus on scandals can be seen as an attempt to entertain and lighten the news. The answer to the last part of the question is that the media do not do a good job of informing the public. More basically, the coverage of the news has created increased cynicism by the public toward both politics and the media. The astute student will come to understand just how closely the structure and goals of the news determines how he or she understands the political world and the need to get past the daily news coverage to understand politics. The student will understand the need for a course on American politics.

Type: E

Title: Ch15-75;LE; p. 710-714

75. Politicians want to be presented by the media in the best possible light. Discuss news management and the different techniques that politicians and their staffs use to control news coverage. What possible problems exist with news management?

a. Students should mention the news management techniques discussed in the textbook, including tight control of information and prepackaging the news in sound bites. Regarding problems with news management, students should discuss the fact that people who are skilled enough to manage the press may not be good leaders and that politicians often must spend time and energy on things that keep them from solving serious problems. The reliance on news management may also reduce political accountability.