

Quiz: Spreading the News

Question 1a of 10 (3 237880)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The media in the United States are:

Choice	Feedback
A. largely privately owned.	Correct!
B. always objective.	
C. controlled by political parties.	
D. mostly local in their coverage.	

Global Incorrect Feedback

The correct answer is: largely privately owned. Some news coverage is agenda driven. Newspapers are not directly affiliated with political parties anymore. Coverage ranges from local to international in the American media.

Question 1b of 10 (3 237881)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: A major dynamic in the American media is that they are:

Choice	Feedback
A. influenced by foreign governments.	
B. owned by private corporations.	
C. unable to influence voter choices.	
D. too small to have an impact on government.	

Global Incorrect Feedback

The correct answer is: owned by private corporations. Foreign governments do not have great influence in American news coverage. The media do have some influence in how Americans view politics. The media are a large and varied industry in the United States.

Question 1c of 10 (3 237882)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Since most American media are privately owned

Choice	Feedback
A. they can ignore the bottom line.	
B. they cannot rely on government funding.	Correct!
C. they are rather subjective.	
D. they are dependent upon donations from the public.	

Global Incorrect Feedback

The correct answer is: they cannot rely on government funding. Media companies must turn a profit to survive. The American media pride themselves on their objectivity. Only public television and radio stations depend on listener/viewer donations.

Question 2a of 10 (1 237884)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Print media include:

Choice	Feedback
A. radio and local news.	
B. journals and television.	
C. public radio and monthly magazines.	
D. newspapers and journals.	Correct!

Global Incorrect Feedback

The correct answer is: newspapers and journals. Radio is part of broadcast media. Television is part of broadcast media. Public radio is part of broadcast media.

Question 2b of 10 (1 237885)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Newspapers are included in _____ media.

Choice	Feedback
A. print.	Correct!
B. government-controlled.	
C. broadcast.	
D. cable broadcast.	

Global Incorrect Feedback

The correct answer is: print. Newspapers are privately owned in America. Broadcast media are radio and television. Cable makes up some of broadcast and the electronic media.

Question 2c of 10 (1 237886)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Newspapers and magazines are part of the _____ media.

Choice	Feedback
A. government-controlled.	
B. print.	Correct!
C. broadcast.	
D. public.	

Global Incorrect Feedback

The correct answer is: print. Newspapers and magazines are privately owned in America. Broadcast media are radio and television. Media are largely privately owned in America.

Question 3a of 10 (2 237888)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Sensationalist and exaggerated news printed to sell newspapers is an example of the _____ press.

Choice	Feedback
A. tabloid.	Correct!
B. objective.	
C. national.	
D. neutral.	

Global Incorrect Feedback

The correct answer is: tabloid. The tabloid press is marked by sensationalism and hype.

Question 3b of 10 (2 237889)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The tabloid press has also been called:

Choice	Feedback
A. purple journalism.	
B. objective writing.	
C. journalistic evenhandedness.	
D. yellow journalism.	Correct!

Global Incorrect Feedback

The correct answer is: yellow journalism. Yellow journalism was the early version of the tabloid press.

Question 3c of 10 (2 237890)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The tabloid press was once called _____ journalism.

Choice	Feedback
A. yellow.	Correct!
B. patriotic.	
C. egalistic.	
D. neutral.	

Global Incorrect Feedback

The correct answer is: yellow. Yellow journalism was the early version of sensational, tabloid reporting.

Question 4a of 10 (1 237892)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: A muckraker was a reporter who:

Choice	Feedback
A. dealt with sports news.	
B. investigated political and corporate corruption.	Correct!
C. covered judicial cases.	
D. wrote about military matters.	

Global Incorrect Feedback

The correct answer is: investigated political and corporate corruption. Muckrakers were writers who dealt with corporate and political misconduct.

Question 4b of 10 (1 237893)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Members of the press and writers who uncovered corporate misconduct were _____:

Choice	Feedback
A. muckrakers.	Correct!
B. fillettantes.	
C. nutcrackers.	
D. tuckeaves.	

Global Incorrect Feedback

The correct answer is: Muckrakers. Muckrakers were writers and reporters who uncovered corporate misconduct.

Question 4c of 10 (1 237894)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: A _____ was a reporter or writer who investigated corporate misdeeds.

Choice	Feedback
A. mairroom farmer.	
B. lead editor.	
C. muckraker.	Correct!
D. sad sack.	

Global Incorrect Feedback

The correct answer is: muckraker. Muckrakers were writers and reporters who uncovered corporate misconduct.

Question 5a of 10 (1 237896)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The ability of the media to set the political agenda is sometimes referred to as:

Choice	Feedback
A. ogrolling.	
B. gatekeeping.	Correct!
C. horse trading.	
D. agenda holding.	

Global Incorrect Feedback

The correct answer is: gatekeeping. Gatekeeping is the idea that the media filter issues and choose what to report.

Question 5b of 10 (1 237897)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: In regard to the media, gatekeeping means:

Choice	Feedback
A. dictating party platforms at the convention.	
B. deciding what candidates can debate at election time.	
C. the political agenda is set in part when the news covers certain issues.	Correct!
D. choosing a political candidate over others.	

Global Incorrect Feedback

The correct answer is: the political agenda is set in part when the news covers certain issues. Gatekeeping is the idea that the media filter issues and choose what to report.

Question 5c of 10 (1 237898)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: One theory concerning media influence in politics suggests:

Choice	Feedback
A. our democratic system is improved by biased reporting.	
B. the press has no influence at all in setting the political agenda.	
C. newspapers are always fair and objective.	
D. the press acts as a gatekeeper in reporting certain issues and not others.	Correct!

Global Incorrect Feedback

The correct answer is: the press acts as a gatekeeper in reporting certain issues and not others. The media are thought to be gatekeepers in deciding what issues to present in the news.

Question 6a of 10 (1 237902)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The media or press is sometimes referred to as the:

Choice	Feedback
A. mouthpiece of the government.	
B. fifth estate.	
C. fourth Estate.	Correct!
D. first estate.	

Global Incorrect Feedback

The correct answer is: Fourth Estate

Question 6b of 10 (1 237903)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The term *Fourth Estate* is used in reference to:

Choice	Feedback
A. Congress.	
B. the press.	Correct!
C. the public.	
D. the upper class.	

Global Incorrect Feedback

The correct answer is: the press.

Question 6c of 10 (1 237904)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The press has been called the _____ Estate.

Choice	Feedback
A. Vital.	
B. Last.	
C. Wealthy.	
D. Fourth.	Correct!

Global Incorrect Feedback

The correct answer is: fourth.

Question 7a of 10 (1 237907)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Freedom of the press is guaranteed in the _____ Amendment.

Choice	Feedback
A. First.	Correct!
B. Eighth.	
C. Last.	
D. Tenth.	

Global Incorrect Feedback

The correct answer is: First. Freedom of speech and the press are guaranteed in the First Amendment.

Question 7b of 10 (1 237908)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The First Amendment to the U.S. Constitution guarantees freedom of the:

Choice	Feedback
A. press.	Correct!
B. corporate estate.	
C. schools.	
D. schools.	

Global Incorrect Feedback

The correct answer is: press. Freedom of speech and the press are guaranteed in the First Amendment.

Question 7c of 10 (1 237909)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The media and press have their freedom safeguarded in America by the _____:

Choice	Feedback
A. Congressional representatives.	
B. local judges.	
C. Bill of Rights.	Correct!
D. town mayors.	

Global Incorrect Feedback

The correct answer is: Bill of Rights. The Bill of Rights protect basic freedoms that Americans enjoy.

Question 8a of 10 (3 237911)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Which of the following is *not* an example of the new media?

Choice	Feedback
A. Blogs.	
B. E-mail.	
C. Newspapers.	Correct!
D. Web sites.	

Global Incorrect Feedback

The correct answer is: Newspapers.

Question 8b of 10 (3 237912)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Which of the following is *not* an example of the new media?

Choice	Feedback
A. Chat rooms.	
B. E-mail.	
C. Mobile telephony.	
D. Radio.	Correct!

Global Incorrect Feedback

The correct answer is: Radio.

Question 8c of 10 (3 237913)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Which of the following is *not* an example of the new media?

Choice	Feedback
A. CD/DVD.	
B. Chat rooms.	
C. Television.	Correct!
D. Virtual-reality environments.	

Global Incorrect Feedback

The correct answer is: Television.

Question 9a of 10 (1 237915)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Journalists who cover the president full time are part of:

Choice	Feedback
A. Congressional committees.	
B. the tabloid press.	
C. the White House Press Corps.	Correct!
D. the Third Estate.	

Global Incorrect Feedback

The correct answer is: the White House Press Corps. The White House Press Corps are journalists who report on the president daily.

Question 9b of 10 (1 237916)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: The White House Press Corps:

Choice	Feedback
A. is completely objective in coverage.	
B. seeks to destroy politicians.	
C. reports on the president full time.	Correct!
D. is not well known in the industry.	

Global Incorrect Feedback

The correct answer is: reports on the president full time. The White House Press Corps are journalists who report on the president daily.

Question 9c of 10 (1 237917)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Presidential press conferences are attended by:

Choice	Feedback
A. the party faithful.	
B. political hacks.	
C. local party officials.	
D. the White House Press Corps.	Correct!

Global Incorrect Feedback

The correct answer is: the White House Press Corps. The White House Press Corps attend press conferences in the West Wing.

Question 10a of 10 (1 237919)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Individuals can now use the Internet to publicly editorialize about the news through:

Choice	Feedback
A. E-mail.	
B. Machine language.	
C. Blogs.	Correct!
D. press releases.	

Global Incorrect Feedback

The correct answer is: Blogs. Blogging has become a way for individuals to cover the news and present it to others.

Question 10b of 10 (1 237920)

Maximum Attempts: 1
 Question Type: Multiple Choice
 Maximum Score: 1

Question: Blogging has become a way for individuals to:

Choice	Feedback
A. send e-mail.	
B. present the news and opinions to other people via the Internet.	Correct!
C. broadcast TV reports.	
D. flirt with their friends.	

Global Incorrect Feedback

The correct answer is: present the news and opinions to other people via the Internet. Blogging has become a way for individuals to cover the news and share opinions online.

Question 10c of 10 (1 237921)

Maximum Attempts: 1
 Question Type: Multiple Choice