Chapter 20 Study Guide: Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Americans’ interest in news… (592-593)
2. Sampling error describes… (618)
3. The main role of the media is to… (590)
4. What is a demographic… (613-614)
5. The major networks run news stories on illegal immigration. This is an example of… (603-604)
6. How did yellow journalism affect newspapers? (595)
7. A political generation is defined by… (614)
8. With corporate ownership of media, whether a story is covered depends mostly on… (596)
9. If a liberal politician wants to appear on a liberal news source, should he or she appear on a news source that leans left or right? (606-607)
10. News coverage in the early American press mostly reflected… (593)
11. Why does the government regulate radio and television? (597)
12. On the radio, the widest range of views on policy issues is likely to be found on… (591)
13. Why are national papers growing more popular? (590)
14. The process by which children learn political learn political allegiances is known as... (612)
15. Why does the media frame an issue? (604)
16. In the United States, listening to an opposing point of view shows the influence of… (612)
17. Which decision does a gatekeeper make? (599)
18. What is one effect of framing an issue? (604)
19. Age ranges is an example of… (613-614)
20. Which news story are you mostly likely to find in the alternative press? (596)
21. If a conservative politician wants to appear on a conservative news source, should he or she appear on a news source that leans left or right? (606-607)
22. The rise of national newspapers has led to… (590)
23. Which phrase would *not* be used in a reliable public opinion poll? (619)
24. The idea that consumers are not passive recipients of the news but active consumers is known as... (604)
25. Politically, the early American press… (593)
26. Compared to traditional news sources, blogs are… (609)
27. Leaking and spinning are attempts to… (606-607)
28. Self-selection polls suffer from what flaw? (621)
29. In regards to media ownership, news coverage is largely influenced by what factors… (596)
30. That strongest argument that the media are biased is that… (599-600)

Words to know:

Alternative press-

Blog-

Civic journalism-

Sample bias-

Gatekeeper-

Sampling error-

Infotainment-

Mass media-

Trial balloon-

Public opinion poll-

Equal time rule-

Pundit-

Push poll-

Random sample-

Leak-

Shield law-

Spin-

Muckraker-