

5.12 The Media

**Explain the media’s role as a linkage institution.**

1. Linkage institutions connect “we the people” to the government. A healthy democracy depends upon these linkage institutions. All of the following would be considered imperative linkage institutions EXCEPT:

- a. Political parties
- b. Interest groups
- c. Media
- d. Congress

2. A common refrain in America politics today toward the media is

- a. “Thank goodness for the media”
- b. “Freedom of the press stinks”
- c. “Newspapers for president”
- d. “Blame the media”

3. The media plays a number of important roles in today’s political arena. Which role is being played in the following scenario?

“Today the New York Times exposed a presidential scandal that is bound to raise up those in Congress calling for an impeachment.”

- a. Gatekeeper
- b. Scorekeeper
- c. Watchdog
- d. Manipulator

4. The media plays a number of important roles in today’s political arena. Which role is being played in the following scenario?

“Television stations all night broke into regular programming to alert viewers of an act of terrorism that took place in Paris. It was the headline in every newspaper the next morning.”

- a. Gatekeeper
- b. Scorekeeper
- c. Watchdog
- d. Manipulator

5. The media plays a number of important roles in today’s political arena. Which role is being played in the following scenario?

“The Iowa caucus is over nine months away but the mainstream media has reports every day who is most likely to win. Looks like the Vice President will be the winner.”

- a. Gatekeeper
- b. Scorekeeper
- c. Watchdog
- d. Manipulator

6. Media consultants today tell us that we expect our news in all of the following ways EXCEPT

- a. Page length
- b. Portable
- c. Personalized
- d. Participatory

7. Famed newspaper publisher Joseph Pulitzer underscored the vital importance of freedom of the press. He wrote:

“Our Republic and its press will rise and fall together. An able, disinterested, public spirited press, with trained intelligence to know the right and courage to do it can preserve that public virtue without which popular government is a sham and mockery. A cynical, mercenary, demagogic press will produce in time a people as base as itself. The power to mold the future of the republic will be in the hands of the journalists of future generations.”

What is the main idea of this passage?

- a. An objective media is critical to a healthy government
- b. An objective media challenges the vibrancy of a modern government
- c. A subjective media is critical to a healthy government
- d. A subjective media challenges the original idea of the Founders

8. Typically the relationship between journalists and politicians today is

- a. Love-hate
- b. All about working together
- c. Strictly a business relationship
- d. Contentious and combative

9. Citizens today, not unlike throughout our entire history, demand all of the following from media outlets EXCEPT

- a. Fair and honest reporting
- b. Investigative journalism
- c. Political commentary
- d. Pick winners and losers

10. In 1961, Daniel Boorstin wrote: “In this book I describe the world of our making, how we have used our wealth, our literacy, our technology, and our progress, to create the thicket of unreality which stands between us and the facts of life. I recount historical forces which have given us this unprecedented opportunity to deceive ourselves and to befog our experience...We want and we believe these illusions because we suffer from extravagant expectations...”

Using the passage above and what you already know which of the following best summarizes Boorstin’s criticism of modern politics?

- a. Too many candidates
- b. Low voter turnout
- c. Excessive campaign costs
- d. Consumed by image