

Name:  
Period:

## **Ch 12: Mass Media** **Study Guide**

**Readings:**  
Ch 12: Mass Media

**Vocabulary:** make a flash card for each of the following:

Horse-Race Journalism

Adversarial Press

Background

Blog

Equal Time Rule

Feature Stories

Insider Stories

Loaded Language

Routine Stories

Selective Attention

Sound Bite

Trial Balloon

**DIRECTIONS:** the answers to the following questions are found in the reading and class notes. Answer the questions on a **SEPARATE** sheet of paper.

1. Give an example that demonstrates the growing influence blogs can have on mainstream media.
2. Why would public officials have a love-hate relationship with the media?
3. Describe the difference of freedom of press in the America as compared to Europe.
4. What are the two potential limits placed on privately owned newspapers and broadcast stations?
5. Who controlled the party press?
6. Describe the people who subscribed to these papers?
7. Why were they expensive?
8. Why did these papers become partisan?
9. Why was this paper relatively cheaper than the party press?
10. Why couldn't this paper afford to be partisan?
11. What positive results came from eliminating the government dependency of newspapers?
12. What two things did this paper blend together?
13. What did these newspapers have to participate in, in order to attract a large readership?
14. How did these newspapers impact government decisions?
15. Your book says that the popular press created a common national culture. Why? How?
16. Why did people begin not liking the popular press?
17. Identify three examples of Magazines of Opinion.
18. What eliminated the more extreme forms of sensationalism?
19. Identify two negative consequences of electronic journalism.

# Mass Media Study Guide Answers

**RM Cervero**



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