

First Examination

Select two prompts out of the three prompts provided to write responses on. For each of the two prompts you select, you must answer/address all parts in order to receive full credit. Remember to cite sources you use in constructing your answer in both the body of the response and in a works cited list. Only refer to assigned course materials and do not refer to non-assigned outside sources (magazine articles, books, newspapers, etc.) in constructing your answer.

All essay responses must be typed in a word-processing computer program and follow specific formatting rules (12-pt Times New Roman font, double spaced, and one inch margins). Microsoft Word .doc files or Adobe Acrobat .pdf files are preferred. Finished exams have to be submitted to the instructor by e-mail on Friday, June 18th at 3:35 p.m. The email address to submit exams is: pols302@yahoo.com

The test is open-note, meaning you can refer to the required reading materials assigned in the course, as well as notes you have personally taken during lectures and while reading the assigned materials. Throughout the time of the examination, you cannot discuss any of the test items, exchange lecture notes, or exchange course reading materials with other students in the course.

1. Please describe the arguments offered in favor of and against public ownership of the media, as well as arguments for and against private control of media outlets. In addition, discuss how ownership regulations and broadcast/print content standards in the United States differ from those seen in other industrialized democracies. Based on your assessment of the Bennett (2009) reading, do you believe he would encourage the United States to adopt the ownership and broadcast/print content rules seen in other industrialized democracies? Explain why you take the position that you do.

2. Please describe what the mirror model of news making proposes about news reporting practices. Do you believe the characteristics exhibited by gatekeeping and indexing offer evidence that the mirror model is an accurate description of news reporting practices? Explain your position. Do the suggested biases deemed common in modern reportage suggest an alternative model of news making is a more appropriate description of news reporting practices than the mirror model? If yes, please detail the model(s) you believe to be more appropriate. If not, then explain why you believe this to be the case. Regardless of which position you take, you should take the time to discuss what the perceived biases in reportage are.

3. Is there a noticeable difference in the predominant hypotheses and findings presented in recent academic media effects research from the scholarship in this area of the 1940s, 1950s, and 1960s? Explain your position. What are some of the difficulties involved in designing and conducting research on media effects? What do theories of selective exposure suggest about the ability of the media to influence public attitudes and behavior? Do the theories of selective exposure contradict the proposals made by proponents of agenda setting, priming, and framing theories? Explain your position.