

Second 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 Monday, July 5th at 5:30 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 findings of Iyengar and Kinder (1989), Krosnick and Kinder (1990), and McGraw and Ling (2003) about the role of media priming on presidential evaluations. Given these findings, do you believe the studies generally agree with each other regarding the ability of priming by the media to impact public evaluations of politicians? In this discussion, a working definition of priming in your own words should be provided.

2. Although Nelson et al. (1997) is an experiment-based study in a laboratory setting and Kellstedt (2000) is an empirical analysis of dynamic (over time) data, do you believe the two studies come to similar findings regarding the ability of the media to shape public opinion through framing? Explain your answer. What do Cappella and Jamieson (1996) suggest are the consequences of media framing on the public's general orientation towards government? In this discussion, a working definition of framing in your own words should be provided.

3. Based on your review of the documentary film 'The Persuaders,' are the techniques employed by commercial product advertisements the same as techniques employed in political ads? Explain your answer. After evaluating the assigned readings, is there a consensus in the scholarship regarding the potential consequences of using negative campaign advertisements on voter turnout levels? Explain your answer.