

*American Government: Stories of a Nation for the AP® Course*

Guided Reading

Section 16.3: How the Media Shape American Politics Today

Name \_\_\_\_\_  
Date \_\_\_\_\_ Class \_\_\_\_\_

 **Before you read**

**Before reading this section, take a moment to read the Learning Target and vocabulary terms you will encounter.**

**Learning Target:** Explain the debate over the impact of bias in the news and how the media shape political understanding and behaviors.

**AP® Key Concepts**

partisan bias

horse-race journalism

 **While you read**

**Use the following table to take notes as you read the section.**

Types of media bias	Impact on citizens	Impact on government

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 **After you read**

Once you've finished reading the section, answer the following questions.

1. One advantage to social media for politicians is that it allows them to:
  - A. reach new audiences.
  - B. communicate easily and directly with citizens.
  - C. craft their message to individual recipients' tastes.
  - D. relate scripted "stump" speeches.
  
2. A presidential candidate notices that she can improve her popularity among millennials. Which is the MOST effective use of her advertising dollar?
  - A. a Facebook sponsored ad
  - B. a commercial on CNN
  - C. a commercial on the NBC local news
  - D. a commercial on the CBS Evening News
  
3. Critics of soft news worry that political comedy shows like *The Daily Show* do all the following EXCEPT:
  - A. increase public cynicism of government.
  - B. make democratic governance less effective.
  - C. decrease individuals' support for the government.
  - D. increase the public's knowledge of public affairs.
  
4. The slanting of political news coverage in support of a particular political party of ideology is known as \_\_\_\_\_.
  
  
5. Which statement accurately relates how the public contributes to the very media bias it claims to abhor?
  - A. As news outlets need the public to listen and to watch, they shape their programming to the public's biases.
  - B. They elect people to Congress who pass laws requiring news stations to be subjective and biased.
  - C. The public continues to donate funds to ideologically biased news outlets.
  - D. People refuse to watch news stations unless they are funded and run by biased partisan interest groups.
  
6. Which of the following headlines is one MOST likely to find in a newspaper that practices horse-race journalism?
  - A. Jones Lays Out Economic Policy in Hour-Long Speech
  - B. Can Jackson's Economic Policy Really Bring Middle-Class Relief?
  - C. Candidates Debate Foreign Policy in Greenville
  - D. Smith Leads Vanger by Two Points in Latest Poll

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7. In the modern media setting, stories of wrongdoing, the drama of the political campaign, and poll numbers crowd out discussions of a candidate's \_\_\_\_\_.
- A. personal life
  - B. scandals
  - C. policies
  - D. religious beliefs
8. The digital divide differentiates people on all the following factors EXCEPT for:
- A. disability.
  - B. gender.
  - C. age.
  - D. income.
9. Americans in 2017 were most likely to know which fact?
- A. The president of France is Emmanuel Macron.
  - B. Neil Gorsuch is a Supreme Court justice.
  - C. The Speaker of the House is Paul Ryan.
  - D. The unemployment rate was 4 percent.
10. The credibility divide emerges as a result of all of the following EXCEPT:
- A. infotainment.
  - B. citizen journalism.
  - C. partisan bias in media.
  - D. well-researched news stories.