

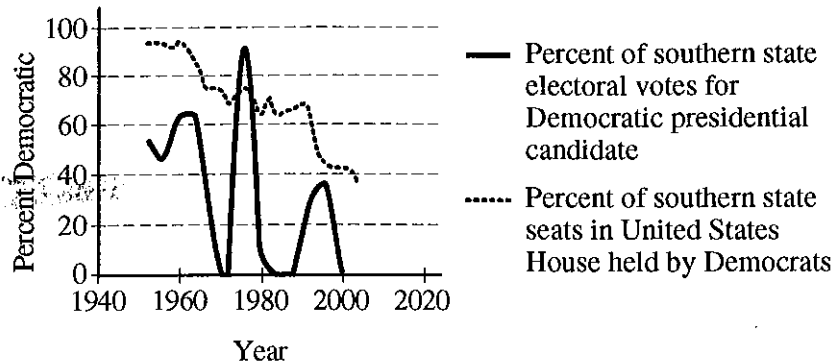
Chapters  
9-12  
FRQ

Viewers' Ages and Frequency of Viewing of Network Nightly News: 1974 and 2002 Combined		
1974	Frequently (%)	Rarely (%)
18-29	45	13
30-44	50	12
45-64	68	8
65 and older	71	5
2002	Frequently (%)	Rarely (%)
18-29	19	22
30-44	22	17
45-64	40	11
65 and older	53	8

Source: Martin Wattenberg, 2004. "The Changing Presidential Media Environment." *Presidential Studies Quarterly* 34(3):557-572. Originally taken from the 1974 National Election Study and the 2002 Pew Center Media Study.

1. One of the most important ways the news media influence politics is through agenda setting.
- Define policy agenda.
  - Explain how the national news media engage in agenda setting.
  - Explain the primary reason the president tends to have an advantage over Congress in gaining media attention.
  - Consider the table above.
    - Describe the difference in the viewing patterns of older and younger age-groups.
    - Describe the change from 1974 to 2002 in viewing habits that exists for all age categories.
  - Given the information in the table, describe one implication for presidents in their use of the media to promote their political and policy objectives to the American public.
2. Individuals often form groups in order to promote their interests. The Constitution contains several provisions that protect the rights of individuals who try to promote their interests in a representative democracy.
- Explain two provisions in the Bill of Rights that protect individuals who try to influence politics.
  - Interest groups engage in a variety of activities to affect public policy. Explain how each of the following is used by interest groups to exert influence over policy.
    - Grassroots mobilization
    - Lobbying of government institutions
    - Litigation
  - Describe one specific federal governmental regulation of interest groups.

**SOUTHERN STATE PARTISANSHIP IN UNITED STATES  
HOUSE AND PRESIDENTIAL ELECTIONS**



Source: Web site of the clerk of the House of Representatives ([http://clerk.house.gov/art\\_history/house\\_history/index.html](http://clerk.house.gov/art_history/house_history/index.html)) and the National Archives (<http://www.archives.gov/federal-register/electoral-college/historical.html>). States counted in this graphic are the eleven southern states of the former Confederacy (Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, and Virginia).

3. Over the last several decades, the composition of the Democratic and Republican parties has changed in important ways. A major partisan shift has occurred in the South, but other demographic changes have also been identified. Changes in party composition are reflected at different rates in presidential elections than in congressional elections.
- (a) Identify one specific trend evident in the figure above.
- (b) Choose two of the following and use each to explain why southern voters from 1948 to 2000 were electing Democratic candidates to Congress more frequently than choosing Democratic candidates for the presidency.
- Incumbency advantage
  - Gerrymandering
  - Differences between state and national parties
- (c) Several other changes in party composition have emerged in the past few decades. Select three of the following groups and for each explain how parties have changed in composition with respect to that group.
- Catholics
  - Labor union members
  - Women
  - Social conservatives

4. Identify and explain three reasons for the incumbency advantage.