

**\*\*\*SAMPLE--THIS IS NOT YOUR ACTUAL EXAM\*\*\***

Prof. Milburn  
Psychology 335

FINAL EXAM

**Part I. Short Answer (50 points; 5 points each). Answer ten (10) of the following questions:**

1. In a news broadcast from NBC following the bombing of a TWA flight near Greece which killed several American citizens, Connie Chung began the report, "Following another terrorist bombing, we saw today scenes that have become all too familiar, grieving relatives trying to understand what no one can explain." Choosing one of the theorists we have discussed (Rosenberg, Tetlock, or Georgoudi), explain what level of political reasoning this comment represents.
2. How do schemas vary for different individuals (i.e., experts vs. novices)?
3. What are the different types of schemas? Give a political illustration of three of them.
4. Draw out the model of causal relationships among the variables that was tested in the Milburn and McGrail study. Be sure to include any implicit (i.e., not explicitly measured) mediating variables.
5. What are the primary assumptions in the news?
6. What is the effect of negative political campaign advertising?
7. What is the effect of the news media on agenda setting?
8. Apply the classical conditioning model (i.e., draw a picture) to the emotional conditioning attempted by the political advertisement used by the Bush campaign against Dukakis called "Revolving Door" (shown in the Bill Moyers show on political advertising) that showed prisoners going in and out of prison using a revolving door, supposedly reflecting Dukakis' prison furlough policy.
9. What are the four types of belief dilemma resolution that Abelson proposes? How does Tetlock apply these dilemmas to cognitive complexity?
10. What was the effect of activation of the ideological self-schema in the Milburn (1987) research?
11. What is a pragmatic schema? How is it relevant to political thinking?
12. Are the news media biased in a liberal or conservative way? Explain.

**Part II. Essay (50 points total)**

**A. Answer the following question in a well-organized essay (25 points):**

After viewing the NBC News story (first aired at the end of the first week following Iraq's invasion of Kuwait), analyze the content of the news story using what you have learned in the course (e.g., Bennett, Milburn's research, Bill Moyers, attribution theory, cognitive complexity, etc.), identifying elements in the news story that you think are important. What would you expect the effects of this news story to be?

**B. Answer one of the following questions in a well-organized essay (25 points):**

1. Consider the Bill Moyers television shows on (1) political advertising, (2) images in the media, and (3) polling and political advertising and the news that we viewed in class. What is the primary content of persuasion used? Identify the evidence discussed in the course on political thinking, political socialization, political cognition, and media effects that explains the processes Moyers identifies as operating in the current political environment.

2. At the beginning of the semester, we discussed Burnham's hypotheses about the "current crisis in American politics." Using what you have learned in the class (e.g., the structure of the news, the effects of the mass media, research on political thinking and political cognition, etc.), criticize or elaborate Burnham's argument. How much sense does it make?