

**1999**

The College Board  
Advanced Placement Examination

GOVERNMENT & POLITICS:  
UNITED STATES

**Question 1**

In the 1990's presidential election campaigns have become more candidate centered and less focused on issues and party labels. This change has been attributed both to how the media cover presidential campaigns and to how candidates use the media. Identify and explain two ways in which the media have contributed to candidate-centered presidential campaigns. Identify and explain two ways in which presidential candidates' use of the media has contributed to candidate-centered campaigns.

Your answer should NOT include a discussion of presidential primary elections.

**Question 2**

National interest groups often target national-level policymaking institutions to achieve their policy objectives.

Select one of the following national interest groups.

- American Association of Retired Persons (AARP)
- American Medical Association (AMA)
- National Association for the Advancement of Colored People (NAACP)
- National Association of Manufacturers (NAM)

For the group you selected do each of the following.

- a. Identify one major national-level policymaking institution that this group targets.
- b. Describe one resource or characteristic of the group you have chosen AND explain how it influences the choice of the target you have identified in (a).
- c. Describe another resource or characteristic of the group you have chosen AND explain how it influences the choice of the target you have identified in (a).

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**Question 1**

**8 total points** possible on this question.

**Two ways MEDIA have contributed to candidate-centered presidential campaigns:**

1 point — each identification of a way in which the media have contributed to candidate-centered presidential campaigns (maximum of 2 points)

**Note:** Must be some linkage to candidate-centered campaigns

1 point — explanation of each way in which the media have contributed to candidate-centered presidential campaigns (maximum of 2 points)

The following are some acceptable ways that the **MEDIA** contribute to candidate-centered campaigns:

- Coverage of background of candidate
- Image-centered coverage/ personality
- Talk shows, TV debates
- Horserace, reporting polls
- Candidate sound bites
- De-emphasizing party
- Feeding frenzy
- Coverage of convention
- Investigative reporting/ scandals
- Focus on candidate gaffes

**Two ways presidential CANDIDATES' use of the media has contributed to candidate-centered campaigns:**

1 point — each identification of a way in which the candidates' use of the media has contributed to candidate-centered campaigns (maximum of 2 points)

**NOTE:** Must be some linkage to candidate-centered campaigns

1 point — explanation of each way in which the candidates' use of the media has contributed to candidate-centered campaigns (maximum of 2 points)

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**Question 1 (cont.)**

The following are some acceptable ways that **CANDIDATES'** use of the media has contributed to candidate-centered campaigns:

- Negative commercials/mudslinging
- Attention-getting: public appearances to enhance public attention to individual qualities; timing of candidate activities to make free news coverage
- Seeking contributions
- Leaking information
- Image building : positive ads; hiring consultants; TV debates that focus on individual appearance/qualities; getting on talk shows
- Candidate creating choreographed opportunities
- Use of Internet to disseminate information
- Sound bites

**Score of zero (0)** for relevant attempted answer that earns no points

**Score of dash (—)** for blank or off-task answer .