1. List and describe the five primary media innovations and how they have affected society, particularly in terms of power and persuasion
   1. Spoken word – the use of language, enables coordination and abstraction of action. Allow us to be social and form connections. Allows the cultivation of knowledge, those who have knowledge have power and words themselves are power.
   2. Written word
   3. Printed word
   4. Electronic word
   5. Interactive word
2. Compare and contrast Schwartz and McLuhan’s perspectives on media use. What are the implications of these perspectives for persuaders?
3. Describe the uses and gratification, agenda setting, social learning, and cultivation theories. Why should persuaders and those who are being persuaded be familiar with these theories?
   1. Uses and gratification
   2. Agenda setting
   3. Social Learning
   4. Cultivation
   5. Reason Why
4. What are the ethical implications of the four theories mentioned in #3?
5. Describe the four primary ways that news is manipulated in order to persuade the public.
   1. Ignoring
   2. Favoring Sponsors
   3. Pseudoevents
   4. Verbal and Nonverbal cues
6. Describe the five primary ways that the internet influences persuasion. Do you think that the potential use of the internet to reach those who you want to persuade is largely good or bad?
   1. Changes in structure
   2. Info on Demand
   3. DTC Markets
   4. Convenience

Hodkinson

1. Is news reporting a neutral enterprise according to Hodkinson? Why or why not?
   1. No, news outlets are sponsored by numerous groups and in many cases unbiased reporting can harm the outlets. “Don’t bite the hand that feeds.”
2. Describe the 8 primary values of news that Galtung and Ruge identify.
   1. Unexpectedness
   2. Predictability
   3. Cultural Proximity
   4. Elite Nations
   5. Elite People
   6. Frequency
   7. Amplitude
   8. Clarity
   9. Continuity
   10. Composition
   11. Personification
   12. Negativity
3. Describe the four primary types of analysis used for studying news.
   1. Narrative
   2. Semiological
   3. Paradigmatic
   4. Syntagmatic
4. Compare and contrast the similarities and differences between news providers.
   1. Medium
   2. Style and Market
   3. Political stance