Exam #2

1.(t/f) According to your professor, despite the power of the mass media, the family is still the main institution of socialization and the main institution of social control is still the criminal justice system.

2.(t/f) The trend in all U.S. media except newspaper ownership is towards increasing concentration of ownership.

3.(m/c) All of the following are part of the shared monopoly of television ownership EXCEPT:

a. Newscorp b. Disney c. Viacom d. General Electric e. none are exceptions

4.(m/c) All of the following are examples of media concentration EXCEPT:

a. shared monopoly b. shared ownership c. interlocking directorates d. increased competition

e. none are exceptions

5.(m/c) All of the following should be functions of the press in a democracy EXCEPT:

a. inform b. seek the truth c. advocate for the people d. entertainment e. none are exceptions

6.(m/c) Cost cutting measures have made corporate news dependent upon:

a. press conferences b. investigative journalism c. VNRs and GNRs d. a and c e. all of above

7.(m/c) All of the following dominate the content of news stories EXCEPT:

a. violence b. natural disasters c. personalities d. workers’ vital needs e. none are exceptions

8.(m/c) Which of the following are examples of news as entertainment from the Daily Show?

a. Reporter getting tased with 50,000 volts. b. Reporters demonstrating how windy a hurricane is.

c. Reporter canoeing in inches deep “flood” water. d. a and b e. all of above

9.(t/f) According to your professor, “balance,” also called “objectivity,” or interviewing representatives from both sides of an issue is the best way for the press to inform the American public.

10.(t/f) The power of the mass media to shape public opinion was proven during World War I when the U.S. government created the Creel Commission to change U.S. opinion about entering the war.

11.(m/c) About \_\_\_% of Americans receive most or all of their information from television:

a. 25% b. 33% c. 66% d. 75% e. 85%

12.(t/f) Television news emphasizes violent crime because it has been increasing continuously for the last ten years.

13.(t/f) One of the cost reduction measures in which media corporations have engaged is eliminating investigative reports because they are time consuming and therefore costly.

14.(m/c) Early advertising assumed all of the following EXCEPT:

a. people were rational b. people had needs c. advertisements should be informative

d. advertisements needed to be truthful e. none are exceptions

15.(t/f) Advertisers were influenced by Sigmund Freud’s theory of the unconscious.

16.(m/c) One advertiser referred to which of the following as the “worlds greatest adventure in advertising”: a. Gospel of Mass Consumption b. Committee on Public Information

17.(m/c) Currently one hour of prime time television has approximately \_\_\_\_ minutes of commercials.

a. 10 b. 15 c. 20 d. 30

18. (m/c) The product advertisement that demonstrated in the 1950s how successful association of values commercials could be was:

a. Marlboro b. Ford Mustang c. Chevy Camaro d. Virginia Slims

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Match the following commercial to its type

19. problem solving a. Jack in the Box, Volkswagen/Darth Vader

20. association of values b. Rogaine, Viagra

21. funny/stupid c. Virginia Slims, Coors, Dunkin Hines

22. high status d. Lexus, Tommy Hilfiger, Abercrombie and Fitch

23. low status e. Money Tree, King Stalman Bailbonds \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

24.(m/c) “Direct to consumer” drug commercials are legal in only two countries the U.S. and \_\_\_\_\_\_\_\_\_\_\_. a. France b. New Zealand c. Indonesia

25.(m/c) The television show that reaches the largest teen audience is:

a. The O.C. b. Channel One c. Jersey Shore d. Gossip Girl

26.(m/c) Advertisers believe that children can be “branded” as young as:

a. 1 b. 2 c. 3 d. 4

27. (m/c) All of the following are advertising and promotional means used by McDonalds to target children EXCEPT:

a. Ronald McDonald b. McDonald Lands c. toys d. special meals e. none are exceptions

28.(m/c) All of the following are consequences of the “consumered consciousness” EXCEPT:

a. exotic wish list b. always thinking about something to buy c. dreaming about consuming

d. confusing needs with wants e. none are exceptions

29.(m/c) According to Supersize Me, the fattest state in America is:

a. Mississippi b. Virginia c. Illinois d. Montana e. Texas

30.(m/c) All of the following were the consequences of the McDonald’s diet for Morgan Spurlock EXCEPT

a. elevated blood pressure b. increased cholesterol c. decreased sexual stamina

d. liver dysfunction e. none are exceptions

31.(m/c) Fast food, soda, and candy companies spend \_\_\_\_\_\_\_\_ times the amount that fresh fruit and vegetable companies spend on advertising. a. 10 b. 25 c. 50 d. 100

32.(m/c) Only \_\_\_\_\_\_\_\_\_ has mandatory physical education.

a. Louisiana b. Virginia c. Texas d. New York e. Illinois

33. (m/c) According to “Supersize Me,” each day one in \_\_\_\_\_\_ Americans eats at a fast food restaurant.

a. two b. three c. four d. five e. ten

34.(m/c) Gorski, the lover of Big Macs, was celebrating his \_\_\_\_\_\_ Big Mac.

a. 12,000th b. 15,000th c. 19,000th d. 21,000th e. 23,000th

35.(m/c) The Seven Eleven Double Gulp is:

a. two pints b. quart c. 36 oz d. half gallon e. gallon

36.(t/f) According to Supersize Me, if current trends continue 1 of 3 children in America will develop diabetes in their lifetime.

37. (t/f) Chicken McNuggets are actually better for you because they are processed. The process eliminates everything unhealthy in the chicken.

38.(m/c) In Super Size Me, one of the children being shown pictures mistook a picture of Jesus for \_\_\_\_\_\_\_\_\_\_.

a. George Washington b. George Bush c. Jesus d. Ronald McDonald e. none of above

39.(t/f) According to Super Size Me, most schools do not develop a nutritious food program because it would cost much more.

40.(m/c) According to “Supersize Me,” \_\_\_\_\_\_% of America’s adult population are overweight and obese.

a. 25 b. 33 c. 50 d. 60 e. 73

41.(t/f) According to the U.S. Supreme Court ruling Rodriguez v San Antonio, the U.S. Constitution guarantees equality of education.

42.(t/f) According to your professor, the primary function of the education system for both the Obama and Bush administration is vocational training.

43.(t/f) According to your professor, education in the U.S. is a meritocracy.

44.(m/c) In which of the following ways does education act as a gatekeeper in American society?

a. selection of certain knowledge and ideas for exclusion or inclusion b. ability grouping and tracking

c. socialization of groups into different norms d. a and b e. all of the above

45.(m/c) The Bush education policy called No Child Left Behind is based on the “miracle” in what city?

a. Dallas b. Austin c. Houston d. Ft. Worth

46.(m/c) No Child Left Behind emphasized all of the following EXCEPT:

a. standardized testing as means of evaluation. b. teachers being evaluated according to test results

c. school choice d. equality of funding e. none are exceptions

47.(m/c) Obama’s educational policy Race to the Top (RTTT) involves all of the following EXCEPT:

a. standardized testing as a means of evaluation. b. teacher salary tied to testing results

c. national standardized test d. one time grants for states . e. none are exceptions

48.(m/c) All of the following are consequences for underfunded schools and their students EXCEPT:

a. less qualified teachers b. inadequate resources c. larger classes d. elimination of extracurricular activities

e. none are exceptions

49.(m/c) In California, \_\_\_\_\_\_\_\_ per cent of K-12 teachers quit within five years.

a. 10 b. 25 c. 30 d. 40 e. 50

50.(t/f) In the 70s, Samuel Huntington wrote an essay called “The Crisis of Democracy.” In the essay, he argued that too much citizen participation, not too little, was causing a crisis in U.S. democracy.

51.(m/c) In the above essay, Huntington argued that democracy in America was in a crisis for all of the following reasons EXCEPT:

a. young people doing drugs and having sex. b. too much democracy (popular participation)

c. legitimation crises that was a threat to elite

d. social movements for progressive social change which threatened the status quo.

e. none are exceptions

52.(m/c) Huntington suggested all of the following as solutions to the crisis EXCEPT:

a. encourage more popular participation. b. reassertion of undemocratic authority.

c. cultivate passivity and defeatism in certain groups, e.g., women.

d. reestablish legitimacy of “nondemocratic elite” through the manufacture of consent

e. none are exceptions

53.(m/c) The goal of the powerful in relation to education should, according to Huntington, be :

a. depoliticize the university b. transform the university into a vocational institution

c. passify the students d. a and b e. all of above

54.(m/c)) Which of the following are reasons that Huntington identified the university as one of the institutions responsible for the crisis?

a. Students were taught subversive ideas. b. Students were encouraged to think critically.

c. It was the home of “value-oriented intellectuals.” d. a and c e. all of above

55.(m/c) Applying the business model to the University means which of the following ?

a. University should function like any business.

b. The degree is a product that the University/owner sells to student/consumers.

c. Education is a production process, the mass production of degrees d. a and b e. all of above

56.(m/c) Which of the following is nota **social** **factor** that contributes to the poor health of Americans?

a. working more hours b. more hours commuting c. lack of exercise d. poor diet

e. genetic disposition to disease

57. (t/f) Each day 200,000 people are made sick by contaminated food.

58. (m/c) A public health approach to health care tries to identify and correct the social and environmental causes of disease with the goal of preventing disease. All of the following are examples of a public health approach EXCEPT:

a. sewage treatment b. improved medical diagnostic technology c. water treatment

d. standards for food e. none are exceptions

59.(m/c) According to your professor, a public health approach to health care is not pursued in the United States because:

a. It is not profitable. b. It would be a cost to corporations.

c. It is ineffective in dealing with the problem of disease. d. a and b e. all of the above

60.(m/c) The US health care system is ranked \_\_\_\_\_\_\_ by the World Health Organization.

a. first b. fifteenth c. twenty-sixth d. thirty-seventh e. forty-eighth

61.(m/c) All of the following are true about the American health care system EXCEPT:

a. 50 million Americans have no health care.

b. over 50 million Americans are underinsured.

c. a “black market” in health care exists for the poor, and “boutique” health care exists for the rich.

d. it is the main cause of bankruptcy in the U.S.

e. none are exceptions

62. (m/c) We watched which “direct to consumer” (DTC) drug commercials in class?

a. Celebrex and Ambien b. Prozac and Paxil c. Nexium and Zyrtec

63.(m/c) Drug companies want all of the following EXCEPT:

a. less regulation by the Food and Drug Administration.

b. public funding (government subsidies) for research and development.

c. government regulation of drug prices for seniors. d. patent extensions.

e. Direct To Consumer drug commercials.

64.(m/c) All of the following are “strategies of undercare” EXCEPT:

a. low staffing. b. exclusion of preexisting conditions from coverage.

c. not offering specialists in certain areas. d. exclusion of care because it is labeled experimental

e. none are exceptions

65.(t/f) The main reason people continue to lose their health care is job loss.

66.(m/c) The health care industry does all of the following in pursuit of its interests EXCEPT:

a. contributes to politicians’ campaigns through bundling and PACs

b. spends millions of dollars on lobbying. c. funds trade groups like PHARMA

d. creates front groups like Citizens for Better Medicare e. none are exceptions