Exam #2 Soc 102

1.(m/c) The function(s) of corporate owned advertising sponsored media is (are):

a. profit b. socialization c. social control d. a and b e. all of above

2.(t/f) The trend in all U.S. media 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. Time-Turner-Warner-AOL e. none are exceptions

4.(m/c) All of the following are characteristics of increased concentration in media ownership EXCEPT:

a. shared monopolies b. shared ownership c. interlocking directorates

d. increased diversity in media ownership e. none are exceptions

5.(m/c) The customers of corporate owned advertising sponsored media are:

a. advertisers b. viewers/readers

6.(m/c) The corporate owned advertising media is an institution that socializes individuals into which of the following?

a. social role of consumer b. norm of high level of continuous consumption

c. materialism, to value things d. a and b e. all of above

7.(t/f) Many of the corporations that comprise the shared monopoly of television also are part of the shared monopolies in other media.

8.(m/c) According to those who directed the Creel Commission, it proved which of the following?

a. The mass media was so powerful it could be used to sell Americans anything.

b. The American public had a mind of its own and propaganda could not be used to change its opinion on war.

c. The Creel Commission was the “World’s greatest adventure in advertising.”

d. a and c e. all of above

9.(t/f) Television proved to be such an effective technology for advertising in the 1950s that it was referred to by advertisers as the “dream machine.”

10.(m/c) \_\_\_\_\_% of Americans get most of their information from television or television related websites.

a. 33 b. 50 c. 75 d. 25

11.(m/c) Television is on \_\_\_\_\_hours a day in the average home.

a. less than 3 b. between 4 and 5 d. 6 e. 7 or more

12.(t/f) Television commercials take up 20 minutes of every hour of prime time television.

13.(t/f) The Telecommunications Act of 1996 and recent Federal Communications rulings have allowed greater concentration of ownership in the mass media.

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

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

15.(m/c) Corporate news has done which of the following to increase its profitability?

a. Attempted to attract more viewers so that it could demand a higher price from advertisers.

b. Expanded both domestically and internationally.

c. Cut costs by firing reporters. d. a and b e. all of above

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

a. press conferences b. investigative journalism c. public relations firms d. a and c e. all of above

17.(m/c) Public relations firms produce fake news stories and send them to television news directors who then use them as news without telling viewers their source. These are called:

a. VNRs b. GNRs

18.(m/c) The U.S. government produces fake news stories and sends them to television news directors who then use them as news without telling viewers their source. These are called:

a. VNRs b. GNRs

19.(t/f) Guest experts on television news who are supposed to be objective and independent are frequently representing an undisclosed group or have conflicts of interest.

20.(m/c) PR firms believe all of the following EXCEPT:

a. public can be manipulated b. appeal to emotions is a way to manipulate the public

c. “truth” can be created d. they should not ever knowingly lie e. none are exceptions

21.(m/c) Which of the following were true about the Nayirah story?

a. her first name b. her family was in Kuwait c. she saw babies being killed

d. she was testifying in Congress e. all of above

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

a. violence b. natural disasters c. celebrities d. our vital needs e. none are exceptions

23.(m/c) \_\_\_\_\_\_\_\_\_\_\_\_ is the favorite disaster of corporate news.

a. tornado b. hurricane c. flood d. earthquake

24.(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

25.(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.

26.(t/f) One of the cost reduction measures in which media corporations have engaged is eliminating investigative journalism because it is time consuming and therefore costly.

27.(t/f) The FCC is supposed to regulate the airwaves in the public interest, but the last Chairman of the FCC admitted that he was acting in the interest of the media corporations.

28.(t/f) Concentration of ownership in the media and the vertical integration of production, distribution and exhibition of media content had been ruled illegal in the late 1940s.

29. (t/f) The major media corporations have interlocking directorates with some of their largest advertisers.

30.(t/f) The grade level of the language used by candidates in public debates is much higher now than, for example, in the Lincoln/Douglas debates of the Nineteenth century.

31.(m/c) As an institution of social control, the educational system works in which of the following ways?

a. Socialization into obedience and respect for authority. b. Acts as a knowledge filter.

c. Reproduces social inequality but makes it seem like the result is a fair process, standardized tests.

d. a and c e. all of above

32.(m/c) As an institution that is a threat to the powerful, the educational system works in which of the following ways?

a. It is the source of deviant knowledge. b. It can teach students to be active participants in their education.

c. It can challenge social inequalities d. a and b e. all of above

33.(m/c) Both Bush’s and Obama’s education policy are characterized by which of the following?

a. standardized testing b. vocational training c. evaluating teachers by student test scores

d. b and c e. all of the above

34.(m/c) University administrations can be characterized by which of the following?

a. emphasis on FTES b. belief education is vocational training

c. measure institutional success by output efficient d. a and b e. all of above

35.(t/f) The majority of students in the study mentioned in class say they are going to school because they want to learn.

36.(t/f) In the study mentioned in class, the majority of faculty say that student evaluations are very important.

37.(m/c) All of the following were social movements in the U.S. in the 1960s EXCEPT:

a. Civil Rights Movement b. Anti-Vietnam War Movement

c. American Indian Movement d. Environmental Movement e. none are exceptions

38. (m/c) All of the following are characteristics of social movements EXCEPT:

a. grassroots b. shared grievances c. hierarchical d. legitimate goals e. none are exceptions

39.(t/f) The goal of the Free Speech Movement was to get the Berkeley Administration to allow political speech on campus.

40.(m/c) All of the following were successes of the social movements of the 1960s EXCEPT:

a. ended legal segregation in the South. b. led to a change in norms and expectations for women.

c. led to occupational safety and health regulations. d. led to an end to the Vietnam war.

e. none are exceptions.

41.(t/f) The successes of social movements of the 1960s were seen as a threat by those who ruled America.

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

43.(m/c) In the above paper, 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

44.(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. control media and education e. none are exceptions

45.(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

46.(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 b e. all of above

47.(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

48.(t/f)) The banking method is the main method of teaching in the U.S.: the teacher deposits the knowledge through lectures and assignments, the student passively accepts the deposit, then the teacher asks for a withdrawal, the exam, and the student regurgitates it.

49.(t/f) The flush theory contends that students will gain little through the banking method because all knowledge will be flushed after regurgitation.

50.(m/c) All of the following are conclusions from the study mentioned in class EXCEPT:

a. students show little or no improvement throughout college in critical thinking.

b. students show little or no improvement throughout college in complex reasoning.

c. students spend thirteen hours a week on academics.

d. most students significantly improve their knowledge base. e. none are exceptions

51.(m/c) According to Second Thoughts, the increased cost of higher education and stagnant or declining family incomes have led to which of the following?

a. Qualified students may not be able to attend college because of financial reasons.

b. The majority of students graduate from college with debt.

c. Students from families at all income levels have an equal opportunity to attend college.

d. a and b e. all of above

52.(t/f) According to Second Thoughts, the majority of institutional grants awarded to students are based on student need.

53.(t/f) According to Second Thoughts, students from disadvantaged racial groups and lower economic classes are taught what they need to know to assume their subordinate positions in society.

54.(m/c)According to Second Thoughts, students in high poverty schools are disproportionately minority; this creates disadvantages in which of the following ways?

a. less qualified teachers b. teachers teaching outside of their field. c. less access to technology

d. b and c e. all of above

55.(m/c) Second Thoughts concludes that education in America is:

a. the “great equalizer” despite its flaws b. reproduces the status quo which is inequality

56.(m/c) Which of the following are examples of why there is still racism and discrimination in the U.S.?

a. housing segregation b. educational segregation c. discrimination in renting

d. discrimination in hiring practices e. all of above

57.(t/f) Contrary to those who claim there is racism and discrimination in the U.S., paired testing reveals that America is really the land of equal opportunity.

58.(m/c) All of the following are true about race and the concept of race EXCEPT

a. race is socially constructed. b. the concept of race emerged to justify slavery.

c. there is no genetic basis for the concept of race.

d. race matters in the U.S. in terms of life chances like infant mortality rate and life expectancy.

e. none are exceptions

59.(t/f) During Clinton’s presidency, AFDC was ended and a new welfare program, TANF, was instituted. This new program is so generous in benefits that the number and per cent of people on welfare has increased greatly.

60.(m/c) Which of the following is (are) true of the welfare program in the U.S.?

a. all poor families receive cash payments. b. all poor families receive food stamps

c. the poverty threshold is so high that many families that are not poor qualify for welfare.

d. less than half of eligible families are receiving any welfare at all. e. all of above

61.(m/c) According to Second Thoughts, the poverty threshold for a family of three is approximately:

a. $17,000 b.$21,0000 c. $27,000 d. $35,000 e. $41,000

62.(m/c) According to Second Thoughts, all of the following indicate that children might not be our “most precious commodity” EXCEPT:

a. U.S. has higher infant mortality rate than other industrial countries.

b. U.S. has increasing number of babies born with low birth weight

c. U.S. has high percentage of uninsured children

d. every 41 seconds a child in the U.S. is confirmed abused or neglected e. none are exceptions

63.(t/f) According to Second Thoughts, approximately 1 out every 5 children in the U.S. is living in poverty.

64.(t/f) According to Second Thoughts, falling in love is a totally random and spontaneous event of the heart that is not influenced by social factors

65.(m/c) Which of the following is more significant in friendship formation?

a. chance b. chemistry c. geographic proximity

66.(t/f) Until recently, the nuclear family has always been the dominant family form in the U.S.

67.(m/c) According to Second Thoughts, the “Leave It To Beaver” family of the 1950s was a result of which of the following social factors?

a. post WWII industrial expansion . b. affordable home ownership

c. significant increase in real income d. b and c e. all of above

68.(m/c) Which of the following factors contradict the image of the Leave It To Beaver family of the 1950s?

a. high rates of marital unhappiness b. high rates of teenage pregnancy

c. women had to enter the workforce to pay for rising cost of large families

d. a and c e. all of above

69.(t/f) According to Second Thoughts, divorce is a recent phenomenon in American society and the rare instances of divorce in the past were considered deviant behavior.

70.(t/f) The factor most related to a couple not getting a divorce is having a baby after marriage.