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 criminal justice system is the main institution of social control.

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. Comcast e. none are exceptions

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

a. shared monopolies 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 all of the following EXCEPT:

a. press conferences b. investigative journalism c. VNRs d. GNRs e. none are exceptions

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) Approximately \_\_\_% 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. playgrounds 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) McDonalds refers to its customers as “users.”

42.(m/c) The GMA (Grocery Manufacturers of America) is a:

a. front group b. trade group c. government regulatory agency

43.(t/f) Americans have a lower infant mortality rate and higher life expectancy than people of any other country.

44.(t/f) The main cause of death among women is cancer.

45.(m/c) All of the following are true EXCEPT:

a. the infant mortality rate in the U.S. is lower among the poor than among the rich.

b. life expectancy in the U.S. is higher among Native Americans.

c. African Americans males are more likely to get cancer and less likely to have it diagnosed early.

d. women in the U.S. live longer than men. e. none are exceptions

46.(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 time to exercise

d. sedentary jobs e. genetic disposition to disease

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

48.(t/f) U.S. courts have ruled that it is legal for meat processing companies to knowingly sell contaminated food to schools.

49.(t/f) There are laws in some states that make it a crime to disparage food.

50.(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

51.(t/f) Eighty thousand chemicals are in regular use and the U.S. government has only tested twenty thousand for their effects on human beings.

52.(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

53.(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

54.(t/f) Over 50 million Americans have no health care.

55.(t/f) A “black market” in health care exists for the poor, and “boutique” health care exists for the rich.

56.(m/c). The main cause of bankruptcy in the U.S. is:

a. abuse of credit cards b. health care costs

57. (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

58.(m/c) Drug companies want which of the following?

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

b. government regulation of drug prices for seniors.

c. patent extensions. d. a anc c e. all of above

59.(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

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

61.(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

62.(m/c) The pharmaceutical industry controls the FDA by which of the following?

a. revolving door b. funding c. bribes d. a and b e. all of above

63.(t/f) According to your professor, the main institution of socialization and social control is the mass media.

64.(m/c) The “technology that conquered living space” was:

a. radio b. television c. Sears catalogue

65.(t/f) Soap operas were called soap operas not only because they were sponsored by soap companies but because they referred to soap multiple times in the stories.