Exam #3 Sociology 412

1.(m/c) Which of the following are examples of the corporate media and the social construction of unreality in New Orleans?

a. Newspaper headlines such as “Despair and Lawlessness Grip New Orleans. . .”

b. Television “news” shows such as Wolf Blitzer’s The Situation Room claiming increasing violence and snipers in New Orleans.

c. Unsupported stories of murder and rape at the Superdome. d. a and b e. all of above

2.(t/f) In the process of creating unreality, corporate news ignored its own on the spot reporters, who were reporting they saw no violence.

3.(m/c) Which of the following are examples of how the social construction of unreality has consequences?  
a. It caused the delay of aid to those most affected. b. It was a reason for the increased loss of life.

c. It reinforced a pervasive American narrative that African Americans are by nature violent and will turn to lawless behavior whenever the opportunity arises. d. a and b e. all of above

4. (t/f) Corporate ownership of news media is highly concentrated both nationally and internationally, meaning fewer and fewer large corporation own news outlets and produce news content.

5.(m/c) All of the following are goals of for-profit corporate news EXCEPT:

a. expand viewership in order to increase advertising revenue b. cut operational costs

c. inform the public d. maintain a positive relationship with advertisers. e. none are exceptions

6.(m/c) All of the following are consequences of for-profit news/journalism EXCEPT:

a. news as entertainment b. a deep commitment to separating truth from falsehood

c. news as propaganda d. creation of a passive citizenry e. none are exceptions

7.(t/f) Corporate journalism is not producing information the public needs to know but producing a wrapper for the real product being delivered by news shows, the advertising

8.(t/f) The goals of corporate news as propaganda is to reinforce the dominant narratives about American society and manufacture consent.

9.(m/c) All of the following are examples of how PR practices have had an impact shaping television news as entertainment EXCEPT:

a. stories that are 30 seconds or less b. stories written in complex language in order to confuse the viewer

c. telegenic people presenting the stories d. visually stimulating pictures e. none are exceptions

10.(m/c) All of the following are examples of how local journalism creates a “culture of fear” EXCEPT:

a. “if it bleeds, it leads”! b. hyping every threat ISIS tweets

c. hyped coverage of diseases d. renaming burglary home invasion e. none are exceptions

11.(m/c) The corporate media’s creation of a culture of fear leads many Americans to do which of the following?

a. buy a gun b. buy a bully dog c. fortify their home d. a and b e. all of above

12.(m/c) The corporate media’s creation of a culture of fear leads many Americans to support which of the following?

a. the death penalty b. three strikes laws c. militarization of police d. a and c e. all of above

13(m/c) The proliferation of SWAT units in the U.S. has led to all of the following EXCEPT:

a. 45,000 SWAT raids a year b. majority of raids are only to serve drug warrants

c. majority of raids involve violent entry d. have played a significant role in winning the war on drugs

e. none are exceptions

14.(m/c) All of the following are examples of the reality of New Orleans EXCEPT:

a. on the spot reporters saying there is no violence. b. confirmed incidences of snipers

c. police firing on African Americans trying to escape the flood.

d. white vigilantes killing an African Americans e. none are exceptions

15.(t/f) Even though corporate news is not directly controlled by the government, the profit motive and its consequences have allowed the government to use it indirectly as an instrument of propaganda.

16.(m/c) All of the following are examples of means by which corporate media cuts costs EXCEPT:

a. close news bureaus b. fire staff, including reporters c. stop doing investigative reports

d. share production costs with so-called competition e. none are exceptions

17. .(m/c) Because its goals are profit, and it doesn’t really do journalism, corporate journalism is dependent on all of the following EXCEPT:

a. centralized sources b. VNRs c. investigative reports d. GNRs e. none are exceptions

18.(m/c) All of the following are problems with the new journalistic norm of corporate journalism called balance, EXCEPT:

a. Letting both sides speak and remaining neutral means the journalist doesn’t separate truth from falsehood.

b. there may be more than two sides. c. there may only be one side to an issue.

d. surveys show that the more corporate news Americans watch the less they know. e. none are exceptions

19.(m/c) Studies of so-called experts reveal all of the following to be true EXCEPT:

a. they have conflicts of interests b. they work for industry funded think tanks

c. PR firms offer experts by phone, dial an expert d. come from front groups e. none are exceptions

20.(t/f) According to the Daily Show episode, “Investigating Investigative Journalism,” the only corporate news outlet still doing investigative reporting is CNN.

21.(t/f) The First Amendment is especially important when the U.S. goes to war, because, as a democracy, it goes to war in the name of the people, and the people are responsible and therefore need to be informed.

22.(m/c) The corporate news abrogated (yes, that’s right, “abrogated”) its journalistic responsibilities and instead of informing us trumpeted the need to go to war in all of the following ways EXCEPT:

a. renamed gave their news shows names such as “The War Room”

b. headline news like “He definitely has WMD”

c. wrote articles citing anonymous sources that turned out to be administration sources

d. uncritically repeated administrative claims that Saddam was tied to Al Qaeda e. none are exceptions

23.(m/c) The corporate media uncritically repeated administration lies, even though they had been refuted before the invasion by reliable sources. Which of the following are examples?

a. Niger documents supposedly demonstrating Saddam attempting to get yellow cake uranium.

b. We would be greeted as liberators. c. UN resolutions gave us the right to wage war against Iraq.

d. a and b e. all of above

24.(t/f) If the corporate news media had been doing journalism, it would have explained to the American people that under international law there is only one justification for going to war, self-defense.

25.(m/c) Once the U.S. invaded Iraq, the public was treated to another season of “Militainment.” All of the following were examples EXCEPT:

a. New show titles like “Operation Iraqi Freedom” which just happened to be the administration name for the war.

b. Brand new set designed by a Hollywood set designer. c. “countdown to shock and awe”

d. Imbedded reporters telling the stories of U.S. soldiers as they raced through the desert to Baghdad.

e. none are exceptions

26.(t/f) The corporate news media has failed, and continues to fail its, to meet its institutional obligations by not connecting the rise of ISIS to the U.S. invasion of Iraq.

27.(t/f) All of the following were not good stories for episodes of “Militainment” EXCEPT:

a. ethnic cleansing b. civilian casualties c. cluster bombs

d. use of the chemical weapon white phosphorous e. none are exceptions

28.(m/c) The Saving Private Lynch and Down with the Saddam Statue were:

a. Wag the Dog stories b. examples of the influence the PR industry has had on the military

c. two successful psychology operations, aka propaganda d. a and c e. all of above

29.(t/f) The first episode of a new season of Militainment began on CNN. A guest expert said not to worry about killing civilians in the war on terror. It is okay as long as they are not Americans.

30.(m/c) All of the following are components of the utopian narrative of neoliberalism EXCEPT:

a. the world is undergoing a process of transformation which is natural and inevitable.

b. the end point of globalization will be a utopian capitalist world system.

c. the U.S. is the model for this utopia d. TINA e. none are exceptions

31.(m/c) According to the utopian narrative, the primary driving force of globalization is the free market because:

a. it is a system which emphasizes human freedom. b. it is based on the truth about human nature.

c. it is governed by causal laws that guarantee predictable outcomes d. a and b e. all of above

32.(m/c) All of the following are examples of the nation-state’s role of socially constructing the neoliberal utopia EXCEPT:

a. minimum wage laws b. labor unions c. patents d. environmental regulations e. none are exceptions

33. (t/f) Shock therapy, taking advantage of disasters to impose neoliberal policies on a society, is a tool for social construction the neoliberal utopia.

34.(t/f) Free trade agreements are an essential component of the social construction of the neoliberal utopia.

35.(t/f) Global institutions like the World Bank and the IMF make loans to poorer countries so that they can develop their social infrastructure, schools, hospitals, clinics, water treatment and sewage systems.

36.(m/c) Structural adjustment plans involve all of the following EXCEPT:

a. privatization b. increase in social services c. export driven economy

d. deregulation e. none are exceptions

37.(m/c) Austerity measures refer to neoliberal policies for rich countries; they involve all of the following EXCEPT:

a. tax cuts for the upper class b. increase in benefits for the aged

c. tax cuts for corporations d. militarization of civil society e. none are exceptions

38.(m/c) According to A Brief History of Neoliberalism, the state has which of the following functions?

a. guarantee the supply and quality of money. b. provide for the defense and the police

c. guarantee the rights of workers. d. a and b e. all of above

39.(m/c)According to the neoliberal utopian narrative, which of the following need to done EXCEPT:

a. individual entrepreneurial freedom needs to be liberated for human well-being.

b. human rights need to be protected. c. global free markets need to be created.

d. a and c e. none are exceptions

40.(t/f) After WWII business leaders emphasized the need for a fifth freedom to go along with freedom of speech, freedom of belief, freedom from want and freedom from fear; it was freedom of private enterprise.

41.(m/c) Which of the following are “public ultimatums” that post-WWII Americans had come to demand?

a. human rights should be placed above property rights

b. worker wages are more important than corporate profits

c. there should be a guaranteed annual wage d. government was necessary to guarantee above e. all of above

42.(t/f) One of the first strategies corporations undertook after WWII was the PR industry’s recommendation that they emphasize their humanity, anthropomorphize themselves.

43.(m/c) Welfare capitalism (yes, you should have read the book) meant corporations would support all of the following EXCEPT

a. stable employment b. social security c. pensions d. benefits e. none are exceptions

44.(t/f) A significant reason the U.S. is the only industrial country without universal health care and does not have a strong public housing system is because business was successful identifying them with communism.

45.(m/c)According to PR!, the person who developed the theory, strategies and tactics for shaping the public mind in the 21st century is:

a. Freud b. Bernays c. Le Bon d. Tarde e. Lippmann

46.(t/f) The above thinker sought to expand the Bill of Rights to include the right of persuasion, the right of each person to persuade the population of a mass society.

47.(m/c) According to PR!, the first post-WWII politician to embrace the “wisdom” of public relations and the power of the image was: a. Richard Nixon b. John Kennedy c. Dwight Eisenhower d. Ronald Reagan

48.(m/c) The above politician combined a folksy populist image which allowed him to connect emotionally with middle class whites while advocating which of the following policies?

a. corporate wealthfare b. tax breaks for the middle class c. deregulation d. a and c e. all of above

49.(m/c) In which of the following ways was television the instrument that was most useful for engineering consent?

a. It allowed corporations to enter homes visually.

b. It created the idea that public life was not participation but spectatorship. c. It molded a virtual public.

d. a and b e. all of above

50.(m/c) All of the following are mechanisms for engineering consent EXCEPT:

a. study and analyze the public b. create easily comprehended “events”

c. identify and exploit symbols to which the public responds.

d. use images with a populist tone. e. none are exceptions

51.(t/f) According to Globalization and the Power of the Image, the main goal of neoliberalism is to further U.S. imperial ambitions.

52.(m/c) According to Globalization and the Power of the Image, which of the following are traditional instruments of power?

a. image b. political power c. military d. b and c e. all of above

53.(m/c) According to Globalization and the Power of the Image, the first theorist to develop the idea that the image could be deployed as an instrument of power was?

a. Freud b. Le Bon c. Lippmann d. Tarde e. Park

54.(m/c) According to Globalization and the Power of the Image, the image as an instrument of power is unique in which of the following ways?

a. It can undermine traditional cultural beliefs.

b. The image does not appear as power but as representation of reality itself.

c. The image has the power to produce subjectivities and the “reality” they will inhabit.

d. b and c e. all of above

55.(m/c) According to Globalization and the Power of the Image, the main goals towards which the image as an instrument of power is deployed are:

a. creating compliant consumer subjects. b. creating a reality for the subjects to inhabit.

c. stigmatizing and marginalizing less desirable and/or recalcitrant groups. d. a and b e. all of above

56.(m/c) According to Globalization and the Power of the Image, the subjects created by the image share which of the following psychological traits?

a. anxiety based on their feelings they lack something. b. lack of self-awareness other than that they are flawed.

c. arrested development, the subject never moves beyond the present d. a and c e. all of above

57.(m/c) According to Globalization and the Power of the Image, all of the following are characteristics of the utopian “reality” the image creates for the compliant consumer subject EXCEPT?

a. homes are upper middle class in neighborhoods that have escaped the foreclosure crisis.

b. work is never onerous and there is sufficient leisure time for all.

c. there is no pollution and infrastructure is maintained.

d. new technologies are universal and progressive. e. none are exceptions

58.(m/c) According to Globalization and the Power of the Image, the aging and the aged are disparaged in the consumer utopia for which of the following reasons?

a. They are conservative.

b. In other cultures, the elders are the guardians of cultural traditions and wisdoms; traditions and wisdoms that contradict the neoliberal world view.

c. They are not a desirable demographic group for advertisers. d. b and c e. all of above

59.(m/c) According to Globalization and the Power of the Image, which of the following are ways that the media disparages the aged?

a. disappear them from media utopia. b. depict the aged as lovable idiots.

c. depict aging as the deterioration of the body and the loss of identity

d. depict life style diseases as a the outcome of aging d. a and b e. all of above

60.(m/c) All of the following were factors in neoliberal ideology becoming hegemonic in the U.S. EXCEPT:

a. the domination of neoliberalism in the economic departments at U.S. universities.

b. the undermining of the public’s belief in the value of organized labor.

c. success by think tanks and corporate media convincing Americans that government is the problem.

d. the rise of the Christian Right as a powerful political group. e. none are

61.(t/f) Collective power is dangerous to the elite because it threatens their control over society, so they attempt to make its history invisible.

62.(t/f) The belief that society is a “thing” that cannot be changed is false consciousness and benefits those in power.

63.(m/c) Professor Semm’s interpretation of the Battle at Kruger is that we are all \_\_\_\_\_\_\_\_ and do not know it.

a. crocodiles b. sheep c. lions d. water buffalo e. penguins

64(m/c) The theory of collective power assumes all of the following EXCEPT:

a. society and its institutions are socially constructed. b. people have the power to transform society

c. collectively people can shape society for the better d. collective action is the means of changing the society e. none are exceptions

65.(m/c) All of the following are conditions necessary for collective action to happen EXCEPT:

a. cognitive liberation b. extreme social strain c. social dislocation d. breakdown in elite control

e. none are exceptions