Exam #2 Soc 102

1.(m/c) All of the following are the real function(s) of corporate owned advertising sponsored media EXCEPT:

a. profit b. socialization c. social control

d. inform the public about what they need to know as citizens. e. none are exceptions

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. Bertelsmann d. Time-Turner-Warner-AOL e. none are exceptions

4. (m/c) The customers of corporate owned media are a. advertisers b. viewers/readers

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

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

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

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

7.(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,” because it could be used to created consumer dreams, desires and “needs.”

8.(m/c) According to the survey cited in class, \_\_\_\_\_% of Americans get most of their information from local television news .

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

9.(m/c) Television is on \_\_\_\_\_hours a day in the average home. a. less than 3 b. 4 c.5 d. 6 e. 7

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

a. inform the public b. separate truth from falsehood c. advocate for the people d. entertainment

e. none are exceptions

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

a. Attempt to attract more viewers through advertainment so that it could demand a higher price from advertisers.

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

12.(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

13.(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

14.(m/c) The “Not Necessarily the News” segment of the Daily Show looked at all of the following EXCEPT:

a. fake news stories produced by pr firms. b. a fake news story about Iraqis “loving Bush.”

c. a fake news story about “oral sex not being sex.” d. fake news stories produced by the government.

e. none are exceptions

15.( 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 never knowingly lie. e. none are exceptions

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

a. her first name

b. her family was in Kuwait during the Iraq invasion and she couldn’t reveal her last name for fear of reprisal.

c. she saw Iraqi soldiers taking babies out of incubators and throwing them on the ground.

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

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

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

18.(m/c) \_\_\_\_\_\_\_\_\_\_\_\_ is the favorite disaster of corporate news. a. tornado b. hurricane c. flood

d. earthquake

19.(m/c) Which of the following were true about media coverage of the “Wedding of the Century”!, according to the Daily Show?

a. It covered the wedding of Prince Andrew and Kate.

b. “Journalists” remained in the same place all day and found out nothing about the wedding.

c. Speculations about the costs of the wedding were based on “guesses.” d. b and c e. all of above

20.(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 public.

21. (t/f) The major media corporations do not have interlocking directorates with their advertisers because that would be illegal and unethical.

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

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

a. It socializes students into the norms of obedience and respect for authority.

b. Acts as a knowledge filter.

c. Reproduces social inequality through unequal funding. d. a and c e. all of above

24.(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 subversive knowledge. b. It can teach students to be active participants in their education.

c. It can nurture imagination and creativity d. a and b e. all of above

25.(m/c) All of the following should be goals of the educational system EXCEPT:

a. give students a knowledge base. b. socialize students into the norms and values of society.

c. help students develop their critical thinking skills d. should provide equality of opportunity

e. none are exceptions

26.(m/c) All of the following are assumptions that underlie public education EXCEPT:

a. it is a common good. b. an educated citizenry is necessary in a democracy.

c. it is necessary for the economy. d. it should be privatized. e. none are exceptions

27.(t/f) The educational system in the U.S. does give students a knowledge base, but it is narrow, and excludes knowledge that would encourage critical thinking about the nature of social inequality.

28.(m/c) In Berkeley in the Sixties, the students at Berkeley initially became involved in which social movement?

a. civil rights movement b. anti-Vietnam war movement c. environmental movement

d. free sex movement e. women’s movement

29.(m/c) The above movement was directed at integrating what local industry?

a. weapons manufacturing b. hotel c. financial d. transportation e. pornography

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

31.(m/c) Which of the following were successes of the social movements of the 1960s?

a. The end of legal segregation in the South. b. Cleaner environment.

c. The creation of occupational safety and health regulations. d. a and b e. all of above.

32.(t/f) In the 70s, Samuel Huntington wrote a report for the Trilateral Commission called “Crisis of Democracy.” In the report, he claimed that too little citizen participation was causing a crisis in U.S. democracy.

33.(m/c) In the above report, 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. a legitimation crises that was a threat to elite.

d. social movements for progressive social change which threatened the status quo (Establishment). e. none are exceptions

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

a. encourage more popular participation. b. the reassertion of undemocratic authority by the elite.

c. the need to cultivate passivity and defeatism in certain groups, e.g., students.

d. the need to control media and education e. none are exceptions

35.(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

36.(m/c) Which of the following are reasons that Huntington identified the university as a subversive institution?

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

c. Professors criticized social institutions. d. a and b e. all of above

37.(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

38.(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.

39.(m/c) The Berkeley Anti-War movement used which of the following tactics?

a. protest marches b. attempts to stop troop trains by sitting down on the train tracks

c. closing down a local induction center d. a and c e. all of above

40.(m/c) Which of the following songs was embraced by the Hippie Movement as expressing their situation in American society and culture, according to the documentary?

a. Give Peace a Chance b. Imagine c. We Shall Overcome

d. Yellow Submarine e. Puff the Magic Dragon

41.(m/c) According to the text, all of the following are examples of why the formal system of education in all societies is conservative EXCEPT:

a. its special task is to preserve culture. b. it encourages the questioning of conventional wisdom.

c. it teaches patriotism and the myths of a nation. d. it indoctrinates students into prescribed ways of behaving.

e. none are exceptions

42.(t/f) According to the text, order and control of classrooms, not education, are the primary goals of both teachers and administrators.

43.(m/c) According to the text, which of the following are problems with local control of schools in the U.S.?

a. Differences in the local tax bases of school districts lead to inequality in funding.

b. Local school boards do not represent the population; the business and professional sectors are overrepresented.

c. Religious views of the majority of the local board may become part of the curriculum.

d. a and b e. all of above

44.(t/f) According to the text, socio-economic status has a significant effect upon an individual’s success in school.

45.(t/f) According to the text, there is a direct correlation between child poverty and low scores on achievement tests.

46.(t/f) According to the text, girls are out achieving boys in per cent graduating from high school, in receiving bachelor’s and master’s degrees, and this is why women now make as much as men at every level of educational attainment.

47.(m/c) According to the text, which of the following is (are) true about inequality in funding?

a. wealthier states fund education at a higher rate than poorer states.

b. poorer schools have fewer computers and underpaid teachers with less teaching experience.

c. poorer schools with predominately minority enrollment have decrepit infrastructure. d. a and b e. all of above

48.(t/f) According to the text, although talent is important, it is money that places students in the stratified system of higher education.

49.(m/c) According to the text, all of the following is (are) true about segregation in American schools EXCEPT:

a. it no longer exists since the passage of Brown v Board of Education.

b. on average white students attend public schools that are 80% white

c. on average black students attend public schools that are nearly 100% non-white.

d. progress in desegregation in American schools has reversed because of racially segregated neighborhoods

e. none are exceptions

50.(t/f) According to the text, tracking, also called ability grouping, is the way to guarantee that every child has an equal opportunity to be successful in school.

51.(m/c) According to your professor, you are \_\_\_\_\_\_\_\_\_.

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

52.(t/f) According to the text, Americans, both men and women, have a lower infant mortality rate and higher life

expectancy than those of any other industrialized country.

53.(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 technology for diagnosing illness c. water treatment

d. safety standards for food e. none are exceptions

54.(m/c) The U.S. health care system is ranked \_\_\_\_\_\_\_ by the World Health Organization.

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

55.(m/c) Some private hospitals in the U.S. now have luxury wings which have all of the following EXCEPT:

a. luxury accommodation suites b. butlers c. five star meals including lobster tails if desired

d. marble baths e. none are exceptions

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) 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 and c e. all of above

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

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

c. offering specialists in all areas. d. exclusion of care because it is labeled experimental

e. none are exceptions

59.(m/c) According to the text, all of the following are reasons that the health care system in the U.S. is the most expensive in the world EXCEPT:

a. it is driven by profit. b. it is inefficient c. the wide and costly use of prescription drugs

d. self-referring doctors who order unnecessary tests from which they profit e. none are exceptions

60.(m/c) According to the text, most Americans are dependent upon employer based insurance coverage. Which of the following are problems with this?

a. at present employers don’t have to offer coverage to their workers.

b. employers may increase what their workers pay for coverage.

c. employers may offer insurance with less coverage. d. b and c e. all of above

61.(t/f) According to the text, more Americans die of lack of health insurance than die of terrorism, homicide, drunk driving and AIDS combined.

62.(m/c) For-profit hospitals engage in all of the following practices to increase profit EXCEPT:

a. purchase non-profit hospitals and then cut services and increase prices.

b. avoid buying, building or operating hospitals in poor areas.

c. open emergency rooms, burn units and neo-natal units because they are absolutely necessary.

d. transfer poor patients to public hospitals e. none are exceptions

63.(m/c) According to the text, the poor face serious problems with their health and health care. Which of the following are examples?

a. Many physicians refuse to treat those poor that are covered by Medicaid.

b. When treated, the poor receive inferior care.

c. The poor are subject to environmental and social conditions which increase their risk of illness.

d. a and b e. all of above

64.(m/c) All of the following are examples of the problems that African Americans confront in terms of health and health care EXCEPT:

a. lower life expectancy than whites. b. lower infant mortality rate than whites.

c. more likely than whites to get heart disease before the age of 65.

d. more likely than whites to get cancer e. none are exceptions

65.(m/c) All of the following are examples of the problems of women in terms of health and health care EXCEPT:

a. they are more likely not to have medical care.

b. uninsured women are more likely to receive breast cancer screening because screening is covered by Medicaid.

c. women have traditionally been excluded from federally funded research on disease, for example, research on heart disease.

d. less money has been spent on research for health care issues related to women. e. none are exceptions.