11.(m/c) According to Le Bon, all of the following are characteristics of the crowd EXCEPT:

a. they are from the middle class b. rational c. governed by the law of mental unity

e. easily manipulated e. none are exceptions

12.(t/f) Tarde argued that a “public mind” could be created and controlled through the mass media.

13.(m/c) Which of the following were the propaganda strategies used by the House of Truth?

a. Create fear in the U.S. population, primarily fear of invasion.

b. Define the Germans as the “evil other” who kill babies.

c. Appealed to patriotism. d. a and c e. all of above

14.(m/c) The House of Truth used all of the following propaganda instruments EXCEPT:

a. published a newspaper advocating war. b. art posters with images of evil Germans.

c. films such as Pershing’s Crusaders. d. Four Minute Men e. none are exceptions

15.(m/c) All of the following were components of Walter Lippmann’s political theory of democratic realism EXCEPT:

a. the average individual was not capable of understanding the complexities of modern mass society.

b. society should be governed by a scientific elite, bureau of experts.

c. experts should manufacture the consent of the public through the use of mass media.

d. the thought processes of the average individual were complex and sophisticated. e. none are exceptions

16.(t/f) Lippmann and Bernay’s were influenced by Freud’s theory of the unconscious and this led them to believe that the unconscious was the most significant factor in understanding and manipulating human behavior.

17.(m/c) All of the following ways the propaganda film, The Triumph of the Will, used images to create a “reality” EXCEPT:

a. Images of Hitler as a savior descending from the heavens.

b. Saturation of cultural space with symbols, the swastika.

c. The absence of conflict, men living, eating, working and playing together.

d. Camera angle and images that emphasized Hitler as of the people. e. none are exceptions

18.(m/c) All of the following were social factors that created the conditions for the emergence of consumerism EXCEPT:

a. urbanization b. national markets c. market demand d. industrialization e. none are exceptions

19.(m/c) All of the following are characteristics of the consumer psyche EXCEPT:

a. anxiety b. discontent c. confusion of needs and wants

d. preoccupation with self e. none are exceptions

20.(t/f) The self-worth of the consumer is determined by what it owns.

21.(t/f) Fordism allowed companies to produce products faster and in greater quantities, therefore making it necessary to mass produce consumers.

22.(m/c) All of the following were consumer goods that were mass produced in the 1920s EXCEPT:

a. refrigerators b. phonograph c. radio d. dishwashers e. none are exceptions

23. (m/c) The Gospel of Mass Consumption involved all of the following EXCEPT:

a. higher wages b. selling consumerism as the modern lifestyle.

c. installment purchasing d. advertising e. none are exceptions

24.(t/f) Politicians and political theorists like Walter Lippmann argued that it was no longer necessary for people to be concerned about citizenship because their primary role was now that of consumer.

25.(t/f) Advertisers referred to radio as the technology that conquered living space.

Vicisous cyle

Power networks

What the rich want

What they tell us

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

26. (m/c) The American Dream included all of the following EXCEPT:

a. nuclear family b. husband as breadwinner c. consuming as way of life

d. living in the suburbs e. none are exceptions

27. (m/c) The U.S. government helped construct the American Dream in which of the following ways?

a. low interest, low down payment home loans b. construction of super highway system

c. subsidized infrastructure of the suburbs, such as, sewage, water, power.

d. a and b e. all of above

28.(m/c) Corporations helped construct the American Dream in all of the following ways EXCEPT:

a. loans and insurance to the new occupants of suburbia b. shopping centers

c. credit cards d. creation of middle class jobs e. none are exceptions

29.(t/f) Americans overwhelmingly chose automobiles over mass transit and supported the destruction of mass transit systems in U.S. cities.

30.(t/f) Advertisers referred to television as the “dream machine.”

31.m/c) Television advertising used which of the following techniques?

a. attractive visuals b. commercials that inform viewers.

c. associated product with a value, usually associated with the American Dream.

d. a and b e. all of above

32.(m/c) Domestic sitcoms in the 50s, Leave It To Beaver for example, reflected the American Dream in all of the following ways EXCEPT:

a. nuclear family b. living in suburb c. consumer products throughout the house

d. women working e. none are exceptions

33.(t/f) “Keeping up with the Joneses” refers to the phenomenon of buying whatever new product one’s neighbor had just purchase.

34.(t/f) The first company to make it a priority to target children in their advertising was Disney.

35.(t/f) The Joneses of contemporary consumer society, the “new Joneses,” are not middle class; they are upper class.

36.(m/c) All of the following indicate the success of creating a consumer psychology EXCEPT:

a. a survey cited in class which found that almost two thirds of those surveyed always had something in mind to buy.

b. the same survey citing a ‘wish list” that included exotic vacations, second homes and luxury vehicles.

c. the same survey citing the fact that people dream about things they want to buy.

d. another survey citing $150,000 as what people would need to meet their needs.

e. none are exceptions