Exam #3 Sociology 412

1.(t/f) According to PR!, in the early 20th century, the newly emerging middle class in the U.S. felt threatened by both the rich and newly arriving immigrants.

2.(m/c) According to PR!, the trend toward middle class spectatorship in the early 20th century was fueled by the rise of what mass media?

a. mass circulation newspapers b. mass circulation magazines c. radio d. a and b e. all of above

3.(m/c) All of the following are conclusions arrived at by political, economic and intellectual elites in the early 20th century regarding the public EXCEPT:

a. a democracy needs more subtle means to control the public than force or violence.

b. the public mind could be manipulated. c. focusing on the real needs of the people was the key to control.

d. the main means of controlling the public was the mass media e. none are exceptions

4.(m/c) According to PR!, the techniques of public relations were first used by Ivy Lee in defense of which of the “robber barons” and what related event?

a. Carnegie/Triangle Fire b. Rockefeller/Ludlow Massacre c. J.P. Morgan/Lawrence Textile Strike

d. Rockefeller/Great Uprising e. don’t know, didn’t read the book!

5.(m/c) Which of the following were the propaganda strategies used by the House of Truth to manipulate the U.S. population into supporting American intervention in WWI?

a. Creating fear in the U.S. population, primarily the fear of invasion by the Germans.

b. Defining the Germans as the “evil other,” animal-like, who kill babies.

c. Appeals to patriotism. d. b and c e. all of above

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

a. television . b. art posters with images of evil Germans.

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

7.(m/c) All of the following were consequences of the success of the House of Truth EXCEPT:

a. U.S. entered WWI b. it proved that the truth could be created, as Bernays had said.

c. advertisers, PR and marketing experts believed it demonstrated what they had the power to do.

d. Hitler learned from it, an example is Triumph of the Will. e. none are exceptions

8.(m/c) According to PR!, all of the following are components of Walter Lippmann’s political theory of democratic realism EXCEPT:

a. the people are a “bewildered herd,” not capable of understanding the complexities of modern mass society.

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

c. those in power should manufacture the consent of the public through the use of mass media.

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

9.(m/c) All of the following are examples of the public relations techniques used by corporate media to create support for war with Iraq EXCEPT:

a. created fear by renaming their “news shows,” an example, one was renamed “The War Room.”

b. created fear with unsupported stories like “He definitely has WMD”

c. demonized Saddam by claiming he was tied to the 9-11 attacks.

d. a and b e. none are exceptions

10.(m/c) In order to create the “unreality” necessary to convince the American public to support the war against Iraq, the corporate media acted as propaganda and repeated government claims that were false. Which of the following are examples?

a. the claim that documents demonstrated Iraq was attempting to get uranium from the country of Niger

b. the claim that the U.S. would be greeted as liberators. c. the claim that Iraq had weaponized anthrax.

d. a and b e. all of above

11.(m/c) Once the U.S. invaded Iraq, the mass media created an “unreality show,” war as entertainment. All of the following are examples EXCEPT:

a. show title, “Operation Iraqi Freedom,” storyline: follow U.S. soldiers as they liberate Iraq.

b. new set for U.S. military briefings designed by a Hollywood set designer.

c. exciting episodes like “countdown to shock and awe,” “racing through the desert,” “down with Saddam’s statue”

d. U.S. soldiers being killed by IED (Improvised Explosive Device). e. none are exceptions

12.(m/c) The power to create an “unreality” involves making sure that reality never intrudes. Which of the following are examples of stories were excluded?

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

d. use of napalm and white phosphorous e. none are exceptions

13.(m/c) Which of the following is (are) true about the Private Lynch story?

a. her name b. she was wounded in a fire fight with the enemy

c. she was held captive and poorly treated in a hospital until she was rescued by a military unit

d. a and c e. all of above

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

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

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

c. credit cards d. radio and the conquest living space e. none are exceptions

16.(t/f) To guarantee that consumers would necessarily keep buying, GM introduced the production practices of planned obsolescence and dynamic obsolescence.

17. (m/c) The American Dream that was constructed in the 1950s included all of the following EXCEPT:

a. nuclear family b. husband as breadwinner c. wife in the domestic sphere

d. living in the suburbs e. none are exceptions

18. (m/c) The government was central to the social construction of the 1950s American Dream in which of the following ways?

a. it offered low interest, low down payment home loans through FHA and VA

b. it constructed the super highway system

c. it subsidized infrastructure of the suburbs, such as, sewage, water, power. d. a and b e. all of above

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

a. made loans and sold insurance to the new occupants of suburbia

b. constructed infrastructures of consumption c. innovation in debt, credit cards

d. welfare capitalism e. none are exceptions

20.(m/c) All of the following were ways that the urban ghetto was socially constructed EXCEPT:

a. blacks were excluded from the suburbs initially.

b. businesses closed in the urban area because they lost so much business.

c. the people in the urban area didn’t embrace the work ethic, they were lazy. d. redlining

e. none are exceptions

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

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

a. attractive visuals b. commercials that were informative.

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

d. a and b e. all of above

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

24.(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

25.(m/c) The main goals of those who have the power to create “unreality” is:

a. to create a compliant consumer subjects. b. to create an unreality that the consumer subjects desire to inhabit.

c. depoliticize the population d. a and b e. all of above

26.(m/c) Which of the following are traits of the consumer psyche?

a. contented b. anxious c. schizophrenic d. b and c e. all of above

27.(m/c) All of the following are characteristics of the present-day “unreality” EXCEPT?

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

b. work is never tiring, boring or dehumanizing and there is sufficient leisure time for all.

c. there is no pollution and infrastructure is maintained.

d. elderly people who are sick are healthy and happy because of the drugs they take . e. none are exceptions

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

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

30.(t/f) According to PR!, the public relations industry was influenced by Freud’s theory of the unconscious.

31.(t/f) According to PR!, 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.

32.(m/c) According to PR!, 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

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

34.(m/c) According to PR!, welfare capitalism meant corporations would support all of the following EXCEPT

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

35.(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 in identifying them with communism.

36.(t./f) According to PR!, the mass media system in the U.S. has given those in power a greatly enhanced capacity to engineer the consent of the public.

37.(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

38.(t/f) According to PR!, 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.

39.(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

40.(m/c) According to PR!, 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 welfare b. tax breaks for the middle class c. deregulation d. a and b e. all of above

41.(m/c) According to public relations theory, all of the following are characteristics of “information” that should be provided to television news 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

42.(t/f) According to PR!, the importance of pictures (images) in telling a story is confirmed by the fact that the audience gives 75% of its attention to the pictures.

43.(m/c) According to PR!, 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

44.(m/c) According to PR!, 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

45.(m/c) All of the following are characteristics of the unreality that has been constructed for consumer subjects to inhabit EXCEPT:

a. it is an eternal cornucopia of commodities.

b. it is a world where personal fulfillment is possible through consumption.

c. it is the best of all possible worlds.

d. it is a realm of freedom, freedom to choose. e. none are exceptions

46.(m/c) (m/c) All of the following are ways that the Great Beast has been pacified EXCEPT:

a. the wide believe in the ideology of American Exceptionalism.

b. the success in destroying the labor movement.

c. the success in transforming the university into a job training institution.

d. the victory of consumerism and its elimination of other alternatives. e. none are exceptions

47.(t/f) Collective action is dangerous to the elite because it threatens their control over society, so they attempt to make its history invisible, an example is the labor movement.

48(m/c) 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. individually people can succeed if they try hard d. collective action is the means of changing the society e. none are exceptions

49.(m/c) All of the following are examples of the system of repression in the U.S. EXCEPT:

a. militarization of the police b. FISA court c. presidential claim to sovereign immunity

d. National Defense Authorization Act e. none are exceptions

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

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

Extra Credit Questions

The main character in the Black Mirror is a (gender) \_\_\_\_\_\_\_\_\_\_\_\_ who needs to raise his/her score so that she/he can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The main character lives with \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

One of the first ways that the main character attempts to raise her scores is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

An interaction at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is one of the first instances that leads to lowering his/her score

The main character meets a person who no longer cares about his/her score. This person is (gender) \_\_\_\_\_\_\_\_\_and the occupation is \_\_\_\_\_\_.

The main character ends up \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_