Exam #2

1.(m/c) The United States and \_\_\_\_\_\_\_\_\_\_ are the only two countries that allow DTCs.

a. France b. Canada c. Australia d. New Zealand e. England

2.(t/f) IMF and World Bank loans to countries are for schools, hospitals, and other needed social services.

3.(t/f) The largest institution in most Third World countries is the military; this is because a large military is necessary to protect those countries from foreign invasion.

4.(m/c) Only \_\_\_\_\_\_\_\_\_ has compulsory physical education.

a. Louisiana b. Virginia c. Texas d. New York e. Illinois

5.(t/f) Every day one in four Americans eats at a fast food restaurant.

6.(m/c) McDonalds can be found at all of the following places EXCEPT:

a. airports b. universities c. hospitals d. Wal\*Marts e. none are exceptions

7.(m/c) The Seven Eleven Double Gulp is:

a. two pints b. quart c. 36 oz d. half gallon e. gallon

8.(t/f) According to Supersize Me, if current trends continue 1 of 3 children in America will develop diabetes in their lifetime.

9. (t/f) Chicken McNuggets are actually better for you because they are processed. The process eliminates everything unhealthy in the chicken.

10.(m/c) The children being shown pictures in Supersize Me could all identify \_\_\_\_\_\_\_\_\_\_.

a. George Washington b. George Bush c. Jesus d. Ronald McDonald e. none of above

11.(t/f) According to Super Size Me, most schools do not develop a nutritious food program because it would cost much more.

12.(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.

13.(m/c) According to your professor, the mass media is which of the following?

a. main institution of socialization b. main institution of social control

c. functions only to make a profit d. all of above

14.(m/c) About \_\_\_% of Americans receive most or all of their information from television:

a. 25% b. 33% c. 66% d. 75% e. 85%

15.(t/f) Television news emphasizes violent crime because it has been increasing continuously for the last ten years.

16.(t/f) The trend in all areas of the mass media is for greater concentration of ownership.

17.(t/f) Eighty per cent of newspapers in America are corporate owned.

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

a. shared monopolies b. shared ownership c. interlocking directorates d. none are exceptions

19.(m/c) According to your professor, all of the following are the real functions of corporate-owned, advertising-sponsored news EXCEPT:

a. make a profit b. entertainment c. propaganda d. inform the public e. none are exceptions

20.(m/c) All of the following ought to be the functions of the press in a democracy EXCEPT:

a. inform the public b. seek the truth c. advocate for the people

d. operate in the public interest e. none are exceptions

21.(t/f) One of the cost reduction measures in which corporations have engaged is eliminating investigative reports because they are time consuming and therefore costly.

22. (m/c) Cost cutting measures have made corporate news dependent upon:

a. press conferences b. wire services c. VNRs and GNRs d. a and b e. all of above

23.(m/c) According to your professor, all of the following dominate the content of corporate “news as entertainment” EXCEPT:

a. violence b. natural disasters c. personalities d. important issues e. none are exceptions

24.(m/c)All of the following are examples of “news as entertainment” from the Daily Show EXCEPT?

a. Reporter getting tased with 50,000 volts b. Reporters demonstrating how windy a hurricane is

c. Reporter canoeing in “flood” water d. none are exceptions

25.(t/f) The “glass ceiling” refers to the invisible barrier that prevents women workers from advancing into upper management positions.

26.(t/f) One of the factors that contributes to the gender wage gap is that women workers are segregated into lower paying occupations.

27.(m/c) All of the following are methods of neo-colonialism EXCEPT:

a. putting a country in debt b. selecting and supporting cooperative leaders

c. imposition of structural adjustment programs d. increased spending on social programs

e. none are exceptions

28.(m/c) All of the following are examples of the demands of structural adjustment programs EXCEPT:

a. privatization of national industries b. privatization of government services c. users fees

d. increase in social services spending e. none is an exception

29.(t/f) NAFTA, GATT, and the FTAA are trade agreements that limit the flow of goods across national boundaries and protect American workers from unfair overseas competition.

30.(t/f) People in the Third World are moving from rural to urban areas and immigrating to countries like the U.S. because globalization policies are forcing them to do so.

31.(t/f) According to sociologists, biological differences are sufficient to explain the differences between men and women.

32.(t/f) According to sociologists, there are cultural variations in the behaviors of the sexes.

33.(t/f) According to studies, gender socialization begins at birth (and sometimes before with the selection of furnishings for a nursery).

34.(m/c) The \_\_\_\_\_\_is (are) the gender socialization “gatekeeper.”

a. mother b. father c. brothers and sisters

35.(t/f) Toys play a significant role in gender socialization.

36.(t/f) In school boys are given preferential treatment while girls receive less attention and different types of attention.

37.(m/c) Gender segregation in the workforce leads to a significant difference in income between men and women. The average wage for a women is approximately \_\_\_\_\_\_\_\_\_\_ of the average wage for a man in the United States.

a. 83% b. 60% c. 75% d. 90%

38.(t/f) Once a woman gets a B.A. degree, she makes the equivalent of what a man with a B.A. degree makes.

39.(t/f) According to all studies, full time working women still do a “second shift” at home.

40.(t/f) Patriarchy is the term used to refer to forms of social organization in which men are dominant over women.

41.(m/c) Which of the following are examples of gender segregation in occupations?

a. Women are segregated into gender specific occupations like pink collar jobs.

b. When women enter higher paying occupations, they are segregated into the lower paying tiers of those occupations.

c. Women who are promoted to upper level management positions in corporations are usually in gender specific corporations, like cosmetics and apparels.

d. a and b e. all of the above

42.(t/f) One of the reasons that the wage gap between men and women has decreased somewhat is that the average wage for men has declined over the last twenty years.

43.(t/f) There are psychological costs for women because of gender inequality.

44.(t/f) Pressure from the feminist movement since the 1960s has been the main reason that married women with children have been entering the work force.

45.(m/c) Which of the following are true about the racial theory of biological determinism?

a. People can be classified by race according to certain shared physical characteristics, like skin color, hair, bone structure, head size.

b. Racial characteristics are transmitted from generation to generation by members of a race.

c. Racial characteristics can be correlated to other factors like intelligence, laziness, and moral inferiority or superiority.

d. a and b e. all of the above

46.(m/c) All of the following are examples of racial inequality EXCEPT:

a. Black, Latino, and Native Americans disproportionately in lower strata of wealth and income.

b. Disproportionately high rates of unemployment in the above groups.

c. Disproportionately high rates of poverty in above groups.

d. a and b e. none are exceptions

47 (m/c) Which of the following are examples of inequality in life chances for Black, Latino, and Native Americans?

a. higher rates of birth defects b. higher rates of infant mortality c. higher rates of hunger

d. higher rates of lead poisoning e. all of above

48.(t/f) Black Americans have a lower life expectancy than white Americans and black males have a declining life expectancy.

49.(m/c) Which of the following is a sociological theory that explains social structure as the cause of racial inequality?

a. biological deficiency theory b. cultural deficiency theory c. institutional racism

50.(t/f) Increasing residential segregation has led to educational inequality for minorities because the majority of funding for K-12 is property tax: tax on commercial and residential property in a school district.

51.(t/f) Education inequality leads to job segregation for minorities. Poor education keeps minorities disproportionately in lower tier occupations.

52.(m/c) All of the following are consequence of environmental racism EXCEPT?

a. blacks dying of asthma at 3x the rate of whites b. racial minorities living near cancer corridors

c. over one third of black urban preschoolers suffering from lead poisoning

d. pesticide poisoning of migrant workers e. none are exceptions

53.(m/c) Who benefit from racial inequality?

a. Owners benefit because they can pay people less.

b. Owners benefit because they can use minorities to keep wages low and break strikes.

c. Society benefits because it has people to do the dangerous jobs, like fighting wars.

d. Merchants benefit because they can charge a surtax on goods and services in minority neighborhoods.

e. all of above

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Match the following term with its definition

Term Definition

54. prejudice a. group that shares common physical characteristics

55. discrimination b. belief in racial superiority and inferiority

56. race c. judgment of individual based on group membership

57. racism d. unfavorable treatment of individual

based on group membership

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58.(m/c) Which of the following contradicts the conventional beliefs of white Americans about black Americans?

a. Higher rate of refusal for home loans to black Americans, even if their income is higher than white Americans.

b. Consistent patterns of hiring discrimination towards black Americans.

c. Black Americans disproportionately attending underfunded schools.

d. b and c e. all of above

59.(t/f) The Supreme Court ruling in the Dredd Scott case was not based on legal grounds (the Constitution) but on the theory of biological determinism.

60. (m/c) The television entertainment show is the \_\_\_\_\_\_\_\_\_\_\_\_\_ and the advertising is the \_\_\_\_\_\_\_\_\_\_.

a. wrapper/package b. package/wrapper

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following advertising/entertainment term with its definition.

61. pod a. group of commercials, promos, public service

62. flow announcements

63. bumper b. opening short segment of TV entertainment or news show

64. teaser c. the overall production goal of TV entertainment shows

65. hook d. short news flash during the day

e. the last scenes of TV entertainment before the commercial

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66.(m/c) Currently one hour of prime time television has approximately:

a. 10 minutes of commercial b. 20 minutes of commercials c. 30 minutes of commercials

67. (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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following commercial to its type

68. problem solving a. 7-Up Yours, AFLAC, Jack in the Box

69. association of values b. Rogaine, Viagra, Odor Eaters

70. funny/stupid c. Virginia Slims, SUVs, Dunkin Hines

71. high status d. Lexus, Tommy Hilfiger, Abercrombie and Fitch

72. low status e. Money Tree, King Stalman Bailbonds \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

73.(m/c) All of the following are structural adjustment guarantees for providing a positive environment for

Sweat shops EXCEPT:

a. low wages b. no unions c. no OSHA d. no environmental laws e. worker’s rights

74. (m/c) The reading "Satanic Mills," dealt mainly with a fire at the Kader sweatshop. This was located in what country?

a. Indonesia b. Guatemala c. Thailand d. Pakistan e. China

75.(m/c) Which of the following were conditions that contributed to the death toll of the Kader fire?

a. locked doors b. failure to meet government building codes

c. narrow stairways d. a and b e. all of the above