Exam #2

1.(m/c) The function of corporate owned advertising sponsored media is:

a. profit b. socialization c. social control d. a and b e. all of above

2.(t/f) The trend in all U.S. media, except newspaper ownership, 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. Viacom d. Time-Turner-Warner-AOL e. none are exceptions

4.(m/c) All of the following are characteristics of increased concentration in media ownership EXCEPT:

a. shared monopoly b. shared ownership c. interlocking directorates

d. increased diversity in media ownership e. none are exceptions

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

a. inform the public b. seek the truth c. advocate for the people d. entertainment e. none are exceptions

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

a. press conferences b. investigative journalism c. VNRs and GNRs d. a and c e. all of above

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

a. violence b. natural disasters c. celebrities d. workers’ vital needs e. none are exceptions

8.(m/c) Which of the following are examples of news as entertainment from the Daily Show?

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

c. Reporter canoeing in inches deep “flood” water. d. a and b e. all of above

9.(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 American public.

10.(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.

11.(m/c) About \_\_\_% of Americans receive most or all of their information from television and corporate media websites:

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

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

13.(m/c) According to Second Thoughts, in “television land” 64% of all characters are involved with violent crime, but in the reality based world only \_\_\_\_\_ are involved in violent crime.

a. 1% b. 5% c. 11% d. 20% e. 33%

14.(t/f) More Americans die each year of occupational related diseases and unsafe working conditions than are murdered.

15.(m/c) Even when corporations know that their product is killing and injuring people, they do not necessarily recall it. They use a method called cost/benefit analysis to determine:

a. how much it would cost to recall the product

b. how much it would cost to keep it on the market and pay out damages to victims.

c. their moral responsibility to recall the product d. a and b e. all of above

16.(t/f) The reason corporate crime is not covered by the media is because it does not cause as much harm (deaths and injuries) as street crime (murder, robbery).

17.(m/c) Which of the following corporations was convicted of committing forty-three crimes?:

a. General Electric b. Wal&Mart c. General Motors d. IBM e. Microsoft

18.(m/c) Corporations have been involved in all of the following crimes EXCEPT:

a. funded paramilitary groups like Kill and Go in Nigeria. b. used forced and slave labor

c. supported militaries that have committed ethnic cleansing to benefit the corporation.

d. knowingly polluted the environment of third world countries. e. none are exceptions

19.(m/c) All of the following are reasons corporate crime does not have the same stigma as “street crime” EXCEPT:

a. the media does not cover it the same way.

b. politicians serve corporate interests and thus they do not emphasize corporate crime as a political issue.

c. corporations have the financial resources to fight the criminal label, either through advertising or with corporate lawyers.

d. corporate crime doesn’t take as high a toll - death and cost- on American society. e. none are exceptions

20.(m/c) Which of the following are examples of the response of politicians to corporate crime?

a. pass tort reform legislation b. limit funding of regulatory agencies

c. limit enforcement capacity of regulatory agencies d. a and c e. all of above

21.(m/c) Early advertising assumed all of the following EXCEPT:

a. people were rational b. people had needs c. advertisements should be informative

d. advertisements needed to be truthful e. none are exceptions

22.(t/f) Advertisers in the 1920s were influenced by Sigmund Freud’s theory of the unconscious.

23.(m/c) One advertiser referred to which of the following as the “worlds greatest adventure in advertising”? a. Gospel of Mass Consumption b. Committee on Public Information

24.(m/c) Currently one hour of prime time television has approximately \_\_\_\_ minutes of commercials.

a. 10 b. 15 c. 20 d. 30

25. (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

26.(t/f) The non-coverage of the “Wedding of the Century” was Chelsea Clinton’s wedding.

27.(m/c) The customers of the corporate owned media are the \_\_\_\_\_\_\_.

a. viewers b. advertisers

28.(m/c) “Direct to consumer” drug commercials are legal in only two countries the U.S. and \_\_\_\_\_\_\_\_\_\_\_. a. France b. New Zealand c. Indonesia

29.(m/c) The television show that reaches the largest teen audience is:

a. The O.C. b. Channel One c. Jersey Shore d. Gossip Girl

30.(m/c) Advertisers believe that children can be “branded” as young as:

a. 1 b. 2 c. 3 d. 4

31. (m/c) All of the following are advertising and promotional means used by McDonalds to target children EXCEPT:

a. Ronald McDonald b. McDonald Lands c. toys d. special meals e. none are exceptions

32.(m/c) According to Supersize Me, the fattest state in America is:

a. Mississippi b. Virginia c. Illinois d. Montana e. Texas

33.(m/c) All of the following were the consequences of the McDonald’s diet for Morgan Spurlock EXCEPT

a. elevated blood pressure b. increased cholesterol c. decreased sexual stamina

d. liver dysfunction e. none are exceptions

34.(m/c) Fast food, soda, and candy companies spend \_\_\_\_\_\_\_\_ times the amount that fresh fruit and vegetable companies spend on advertising. a. 10 b. 25 c. 50 d. 100

35.(m/c) Only \_\_\_\_\_\_\_\_\_ has mandatory physical education.

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

36. (m/c) According to “Supersize Me,” each day one in \_\_\_\_\_\_ Americans eats at a fast food restaurant.

a. two b. three c. four d. five e. ten

37.(m/c) Gorski, the lover of Big Macs, was celebrating his \_\_\_\_\_\_ Big Mac.

a. 12,000th b. 15,000th c. 19,000th d. 21,000th e. 23,000th

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

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

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

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

41.(m/c) In Super Size Me, one of the children being shown pictures mistook a picture of Jesus for \_\_\_\_\_\_\_\_\_\_.

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

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

43.(m/c) According to “Supersize Me,” \_\_\_\_\_\_% of America’s adult population are overweight and obese.

a. 25 b. 33 c. 50 d. 60 e. 73

44.(t/f) According to the U.S. Supreme Court ruling Rodriguez v San Antonio, the U.S. Constitution guarantees equality of education.

45.(m/c) Both Bush and Obama’s education policy are characterized by which of the following

a. standardized testing b. vocational training c. credentialism d. b and c e. all of the above

46.(m/c) All of the following are consequences for underfunded schools and their students EXCEPT:

a. less qualified teachers b. inadequate resources c. larger classes d. elimination of extracurricular activities

e. none are exceptions

47.(t/f) In the 70s, Samuel Huntington wrote an essay called “The Crisis of Democracy.” In the essay, he argued that too much citizen participation, not too little, was causing a crisis in U.S. democracy.

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

d. social movements for progressive social change which threatened the status quo.

e. none are exceptions

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

a. encourage more popular participation. b. reassertion of undemocratic authority.

c. cultivate passivity and defeatism in certain groups, e.g., women.

d. control media and eduation

e. none are exceptions

50.(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

51.(m/c)) Which of the following are reasons that Huntington identified the university as one of the institutions responsible for the crisis?

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

c. It was the home of “value-oriented intellectuals.” d. a and b e. all of above

52.(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

53.(m/c) Which of the following is nota **social** **factor** that contributes to the poor health of Americans?

a. working more hours b. more hours commuting c. lack of exercise d. poor diet

e. genetic disposition to disease

54.(m/c) The US 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) All of the following are true about the American health care system EXCEPT:

a. over 50 million Americans have no health care.

b. over 50 million Americans are underinsured.

c. a “black market” in health care exists for the poor, and “boutique” health care exists for the rich.

d. it is the main cause of bankruptcy in the U.S.

e. none are exceptions

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

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

c. not offering specialists in certain areas. d. exclusion of care because it is labeled experimental

e. none are exceptions

57.(m/c) The health care industry does all of the following in pursuit of its interests EXCEPT:

a. contributes to politicians’ campaigns through bundling and PACs

b. spends millions of dollars on lobbying. c. funds trade groups like PHARMA

d. creates front groups like Citizens for Better Medicare e. none are exceptions

58.(m/c) The \_\_\_\_\_\_\_\_\_\_ theory was developed by legal scholars to justify giving corporations the same rights as human beings. a. artificial entity b. natural entity

59.(m/c) All of the following are true in regard to corporate rights of free speech EXCEPT:

a. corporate advertising is protected under the First Amendment by the ruling that advertising increases the amount of information the public will have.

b. corporations have the right of negative free speech; they can limit the amount of information the public can have.

c. non-factual corporate advertising is protected because it increases the information available to the public.

d. the biggest defender of corporate free speech is the American Civil Liberties Union

e. none are exceptions

60.(m/c) According to Gangs, the corporate crime wave of 2001 and 2002 was mainly caused by:

a. stock options for CEOs b. deregulation c. personal greed

61.(m/c) According to Gangs, the biggest problem that arose from the corporate crime wave was:

a. the unsolved problem of personal corruption. b. continued failure to regulate corporate behavior.

c. overwhelming corporate power on government.

62.(t/f) According to Gangs, going to war in Iraq was as much a corporate decision as a political one, because many of the high level officials in the Bush administration were tied to defense contractors who stood to make large profits from the war..

63.(m/c) Which of the following does Second Thoughts give as examples of the relation between higher rates of mortality of the poor and health care?  
a. The poor are less likely to have health care because they can not afford it.

b. The poor receive poorer quality health care when they do receive it.

c. The poor are more likely to contract illness and disease.

d. a and c e. all of above

64.(m/c) According to Second Thoughts, the poor are more likely to experience what are called negative life events. Which of the following are examples?

a. The poor are twice as likely to be murdered, raped, or assaulted.

b. The children of the poor are more likely to die in a fire.

c. The poor are more likely to experience psychological problems, depression, low self-esteem.

d. a and b e. all of above

65.(m/c) According to Second Thoughts, poverty serves a “positive function” in all of the following ways EXCEPT”

a. the poor constitute a pool of cheap labor. b. the poor do undesirable jobs

c. the poor are a market for damaged and/or out of date goods.

d. the poor are scapegoats, someone to blame when things go wrong. e. none are exceptions

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Match the corporate crime to the example of the corporate criminal that was given in class.

Crime Criminal

47. Knowingly selling dangerous and defective products a. Monsanto, GE

48. Knowingly exposing workers to dangerous and b. Ford and Merck

hazardous conditions

49. Knowingly polluting the environment c. WR Grace, John Mansville

50. Human rights violations d. Shell, ChevronTexaco

51. Corporate fraud e. Blue Cross, Columbia/HCA \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_