Exam #2

1.(m/c) Domhoff’s theory of power is:

a. pluralism b. state autonomy c. elite d. class domination

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Match the following component of the policy-planning network to its correct definition.

2. think tanks a. tax-free institutions created to give grants to both individuals and non-profit organizations.

3. foundations b. nonprofit organizations that provide settings for experts in various academic disciplines.

4. policy discussion groups c. organizations that bring together experts from government and big business around general issues and problems.

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Match the following power network to its means of operation.

5. candidate selection process a. operates through large campaign donations

6. special interest process b. operates through lobbying

7. policy planning process c. operates through public relations firms

8. opinion shaping process d. operates through donations from foundations

9.(t/f) According to Domhoff’s theory, an upper class which is both an economic class and social class rules America.

10.(t/f) According to Domhoff, those in power rule primarily by controlling the political system.

Match the power network to its primary function.

11. candidate selection process a. influence decision making

12. special interest process b. control elections

13. policy planning process c. manufacture consent

14. opinion shaping process d. develop legislation

15.(t/f) Domhoff argues that power indicators (who governs? who wins? who benefits?) provide empirical support for his argument that a class rules America.

16.(m/c) The mass media functions as an institution of socialization in all of the following ways EXCEPT:

a. socializes individuals into the primary social role of consumer

b. socializes individuals into social norm of high level of continuous consumption

c. socializes individuals to value materialism

d. socializes individuals into life goal: success in consuming e. none are exceptions

17.(m/c) The mass media functions as an institution of social control in all of the following ways EXCEPT:

a. filters information and ideas b. reinforces conventional wisdoms

c. guarantees Americans are at home at night

d. keeps American in a cycle of work debt spend through socialization e. none are exceptions

18.(m/c) All of the following are true about the Committee on Public Information EXCEPT:

a. it was formed to manufacture the consent of the American people to support WWI.

b. it was called the “world’s greatest adventure in advertising.”

c. it was called the “house of truth.”

d. it demonstrated that the power of the media to shape and control public discourse was more powerful than the coercive power of the state. e. none are exceptions

19.(m/c) All of the following are techniques developed by Edward Bernays that public relations firms and governments use to “create the truth” EXCEPT:

a. front groups b. “independent” experts c. focus groups

d. media events e. none are exceptions

20.(t/f) Ownership of all media is becoming more concentrated.

21.(m/c) All of the following are examples of or causes for increasing concentration in the ownership of media EXCEPT:

a. legislation like the Telecommunications Act of 1996 b. interlocking directorates

c. shared monopolies d. synergy e. none are exceptions

22.(t/f) Nayira was the daughter of Kuwaiti parents trapped in Kuwait after the Iraqi invasion, therefore her last name needed to be withheld for her family’s safety.

23.(t/f) Nayira’s story was told in Congress and told under oath.

24.(t/f) The story that Nayira told, babies being taken out of incubators, was based on a PR firms research with focus groups.

25.(t/f) Nayira’s story had an significant impact in changing U.S. public opinion about the first Gulf War.

26.(m/c) Your professor argues which of the following about corporate owned advertising supported news?

a. Its function is profit and its means of gaining profit is an economic transaction between the owners of the media corporations and the advertisers.

b. One of the goals of corporate owned advertising supported media is expansion.

c. The corporate owned advertising supported media distracts American citizens from what is important and stupefies them.

d. a and c e. all of above

27.(m/c) All of the following are cost cutting measures undertaken by the media as it becomes further concentrated EXCEPT:

a. fire reporters and staff b. eliminate investigative reports c. more and shorter stories

d. extensive coverage of foreign news e. none are exceptions

28.(m/c) The corporate owned advertising news is dependent on all of the following EXCEPT:

a. centralized sources b. GNRs c. VNRs d. Press briefings e. none are exceptions

29.(t/f) Public relations firms have a phone number that journalist can call to get the opinion of an expert on an issue; it is called “dial an expert.”

30.(t/f) According to your professor, National Public Radio is an exception in U.S. mainstream news media and further, he says, listening to NPR is the best way to be informed about domestic and foreign affairs.

31.(m/c) The new norm in journalism is “balance” where “journalists” allow both sides to speak on an issue (and NO I don’t think this is the best way to be informed!). All of the following were given as reasons or examples why this is not the best way to be informed EXCEPT:

a. An animal rights demonstration at Sea World.

b. There may be more than two sides.

c. Two people yelling at each other does not inform us.

d. We would never know whether global warming was “fact or fiction.”

e. none are exceptions

32.(t/f) The average length of a news story is under one minute.

33.(t/f) The hook for a television news show is usually violence; this follows the principle “If it bleeds, it leads.”

34.(m/c) Television news loves a disaster; from the point of view of the news the best disaster to cover is a:

a. tornado b. fire c. hurricane e. earthquake

35.(m/c) In the last campaign, most Americans remained uninformed about the issues that were important to them because the media covered all of the following EXCEPT:

a. the horse race b. strategies and tactics of the candidates

c. Obama “paling around with terrorists” d. important issues e. none are exceptions

36.(m/c) The Daily Show demonstrated how the corporate owned advertising media acts as public relations for large corporations when it showed scenes from which business channel?

a. Bloomberg News b. Fox News c. CNBC

37.(t/f) The newspaper coverage of Hurricane Katrina reflected the same journalistic failures as television news coverage, hyping unsupported claims of violence while ignoring the plight of the victims.

38.(t/f) In a news segment of Fox News, New Orleans was characterized as the “wild west” but the segment did not provide any corroboration for this characterization.

39.(t/f) On the spot reporters, including Geraldo Rivera, refuted the claims of violence, rape and roving gangs. However, the “talking heads” ignored those reports and continued to “report” on violence.

40.(m/c) After the Katrina disaster, all of the following were proven to be false EXCEPT:

a. sniper activity in New Orleans during the Hurricane Katrina crisis.

b. murders in the Superdome

c. widespread looting in New Orleans during Hurricane Katrina.

d. police in white suburb firing over the heads of victims of the storm in order to keep them out of the suburb. e. none are exception

41.(t/f) Your professor argues that advertising’s function within the constellation of power is to create a psychology of consumption.

42.(m/c) The consumer consciousness is politically passive and easily controlled for all of the following reasons EXCEPT:

a. organizes life around and preoccupied with consuming.

b. confuses needs with wants

c. deemphasizes citizenship (actively taking part in shaping the collective life of the community) and emphasizes consumerism.

d. entrapped in life cycle of work-debt-spend e. none are exceptions

43.(m/c) The “world’s greatest adventure in advertising” refers to the:

a. Committee on Public Information b. Gospel of Mass Consumption

44.(m/c) Which of the following are true about the Gospel of Mass Consumption?

a. The goal was to mass produce consumers.

b. The assumption was that people could be manipulated by appeals to their unconscious.

c. The meaning of the word “consumption” had to be changed.

d. a and b e. all of above

45.(t/f) The target audience of television advertising in the 1950s was the middle class and the “world” represented in the advertisements was middle class.

46.(m/c) Currently, the amount of advertising time for one hour of prime time television is:

a. 10 minutes b. 15 minutes c. 20 minutes d. 25 minutes

47.(t/f) Currently, the “world” within television commercials is most often the upper class.

48.(m/c) All of the following are examples of the success of advertising as the “art of making people want things” EXCEPT:

a. the majority of people surveyed are always looking forward to buying something.

b. over a quarter of people surveyed dream about things they want.

c. the “wish list” of those surveyed reflect the life style of the upper class.

d. the income expectations for happiness of those surveyed demonstrate that wants have become needs. e. none are exceptions

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

a. wrapper/package b. package/wrapper

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Match the following advertising/entertainment term with its definition.

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

51. flow announcements

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

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

54. hook d. short news flash during the day

e. the last scenes of TV entertainment before the commercial

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55. (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

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Match the following commercial to its type

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

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

58. funny/stupid c. Virginia Slims, cell phones, Dunkin Hines

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

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

61.(m/c) “Direct to consumer” drug commercials like the Celebex, Vioxx, and Ambien commercials are:

a. legal in only two industrial countries b. frequently misleading about benefits

c. frequently understate negative side effects d. b and c e. all of above

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

a. The O.C. b. Channel One c. Real Life d. The Simpsons

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

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

64.(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

65.(m/c) The main comedic theme in the episode of “Friends” that we watched in class was:

a. Rachel and Joey falling in love. b. Rachel and Ross having sex.

c. Chandler hiring Monica a housekeeper who Monica believed was stealing from her.

d. Sean Penn breaking up with Phoebe’s twin and calling Phoebe. e. none of the above

66.(m/c) In 1975 Samuel Huntington wrote a paper called “Crisis of Democracy”; in the paper he 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.

e. none are exceptions

67.(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. cultivating passivity in the population d. reestablish legitimacy through manufacture of consent

e. none are exceptions

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

a. It taught students democratic ideas and ideals.

b. It taught students the necessity of challenging injustice.

c. It provides participants for the social movements of the 1960s.

d. a and c e. all of above

69.(m/c) The goal according to Huntington should be to:

a. depoliticize the university b. transform the university into a vocational institution

c. pacify the students d. a and b e. all of above

70.(m/c) Applying the business model to the University meant which of the following ?

a. University should function like any business within a free market economy.

b. The degree is a product that the University/owner sold to student/consumers.

c. Education is a production process, the mass production of degrees d. a and b e. all of above

71.(m/c) Which of the following are consequences of SDSU structuring itself as a research institution?

a. Faculty hiring is determined by potential research grants.

b. Faculty promotion is determined by research grants.

c. The application of the Berkeley model to teaching. d. a and b e. all of above

72.(m/c) All of the following are consequences of the application of the business model to and the structuring of SDSU as a research institution EXCEPT:

a. larger classes b. fewer classes c. suppressed classes

d. fewer faculty e. none are exceptions

73.(t/f) According to an SDSU faculty member, clickers are an important educational technology.

74.(t/f) According to one of the Vice Presidents at SDSU, there should be only one class offered for every course, because if students really want it, they will find a way to take it.

75.(t/f) Someone commented that the best form of censorship was to create an illiterate society. According to your professor, another way of censorship (without censorship) is to socialize students into thinking that reading (literature, philosophy, history) is irrelevant to their lives, then they will “freely” choose not to read.