Exam #2

1.(m/c) All of the following are the real function(s) of corporate owned advertising sponsored media EXCEPT:

a. profit b. socialization c. social control

d. inform the public about what they need to know to exercise their role as citizens. e. none are exceptions

2.(m/c) Which of the following is(are) true about corporate media in the U.S.?

a. all areas of the media are becoming more highly concentrated.

b. major media companies have no interlocking boards of directors.

c. all areas of the media are dominated by shared monopolies d. a and c e. all of above

3.(m/c) All of the following are true about Time-Turner-Warner-AOL EXCEPT:

a. it produces films b. it owns television channels c. it owns magazines

d. it owns a cable system e. none are exceptions

4.(m/c) The corporate owned advertising media is an institution that socializes individuals into

which of the following?

a. social role of consumer b. social norm of high level continuous consumption

c. to value freedom as the ability to choose between products d. a and b e. all of above

5.(m/c) Which of the following are examples of the modern cave?

a. the average adult by age 65 will have watched nine years of television commercials.

b. the average eighteen year old male has spent thousands of hours playing video games.

c. the average college student spends more time with social media than studying.

d. c and b e. all of above

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

a. inform the public b. separate truth from falsehood c. entertain viewers

d. advocate for the people e. none are exceptions

7.(m/c) Corporate news has done all of the following to increase its profitability EXCEPT:

a. expand domestically b. expand globally. c. cut costs by firing reporters.

d. open news agencies around the world to better report on global affairs e. none are exceptions

8.(t/f) The Daily Show episode we viewed in class discovered investigative journalism was only being done by CNN.

9.(m/c) Cost cutting measures have made corporate news/journalism dependent upon?

a. press conferences/press releases b. investigative journalism c. centralized sources

d. a and c e. all of above

10.(m/c) Public relations firms produce fake news stories and send them to television news directors who then use them as news without telling viewers their source. These are called: a. VNRs b. GNRs

11..(m/c) Which of the following were true about the Nayirah story?

a. her first name b. her family was in Kuwait so she couldn’t reveal her last name for fear of reprisal.

c. she saw Iraqi soldiers taking babies out of incubators and throwing them on the ground.

d. a and b e. all of above

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

a. violent crime b. natural disasters c. celebrities d. our vital needs e. none are exceptions

13.(t/f) Because Americans are so highly educated, the grade level of the language used by candidates in political debates is much higher, for example, than it was in the Lincoln/Douglas debates of the nineteenth century.

14.(m/c) Which of the following were true about media coverage of the “Wedding of the Decade, of the Century”!, according to the Daily Show?

a. It covered the wedding of Prince Andrew and Kate.

b. “Journalists” remained in the same place all day and learned nothing about the wedding.

c. Speculations about the costs of the wedding were based on “guesses.” d. b and c e. all of above

15.(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 public.

16.(t/f) Native advertising is advertising disguised as news.

17.(m/c) In the Last Week Tonight segment on native advertising, what website(s) did John Oliver say was heavily dependent on native advertising?

a. Facebook b. Twitter c. Buzzfeed d. Upworthy e. all of above

18.(m/c) In the same segment, Oliver cited an article in the New York Times that was really an advertisement for a television show. What was the TV show?

a. Modern Family b. Orange is the New Black c. House of Cards d. Game of Thrones

19.(m/c) According to Academically Adrift, faculty think which of the following is most important?

a. research b. student evaluations c. teaching d. service to university e. student success

20.(m/c) As an institution of social control, the educational system works in which of the following ways?

a. It socializes students into the norms of obedience and respect for authority.

b. It acts as a knowledge filter.

c. It reproduces social inequality because of unequal funding. d. a and c e. all of above

21.(m/c) According to Academically Adrift, all of the following are true about the students surveyed EXCEPT:

a. they had a narrow knowledge base. b. they lacked critical thinking skills.

c. they lacked complex reasoning skills. d. they viewed a degree as a means to a job.

e. none are exceptions

22.(t/f) In the 70s, Samuel Huntington wrote a report for the Trilateral Commission called “Crisis of Democracy.” In the report, he claimed that too little citizen participation was causing a crisis in U.S. democracy.

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

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

e. none are exceptions

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

a. encourage more popular participation. b. the reassertion of undemocratic authority by the elite.

c. the need to cultivate passivity and defeatism in certain groups, e.g., students.

d. the need to control media. e. none are exceptions

25.(m/c) The goal of the powerful in relation to education, according to Huntington, should be to:

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

c. pacify the students so that they would be apathetic d. a and b e. all of above

26.(m/c) Which of the following are reasons that Huntington identified the university as a subversive institution?

a. Students were taught subversive ideas. b. Students were partying instead of learning.

c. Professors criticized social institutions. d. a and c e. all of above

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

a. University should function like any for-profit corporation.

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

c. Education is a production process and the most important factor is FTES d. a and b e. all of above

28.(t/f) The banking method is the main method of teaching in the U.S.: the teacher deposits the knowledge through lectures and assignments, the students passively accepts the deposit, then the teacher asks for a withdrawal, the exam, and the students regurgitate the teacher’s deposit.

29.(t/f) According to the text, order and control of classrooms, not teaching, are the primary goals of both teachers and administrators in K-12.

30.(t/f) According to the text, socio-economic status has no effect upon an individual’s success in school, because success depends entirely on individual effort.

31.(m/c) According to the text, which of the following are problems with local control of schools in the U.S.?

a. Differences in the local tax base of school districts lead to inequality in funding.

b. Local school boards do not represent the population; the business and professional sectors are overrepresented.

c. Religious views of the majority of the local board may become part of the curriculum.

d. a and b e. all of above

32.(t/f) According to the text, girls are out achieving boys in per cent graduating from high school, in receiving bachelor’s and master’s degrees, and this is why women now make as much as men at every level of educational attainment.

33.(m/c) According to the text, which of the following is (are) true about inequality in funding?

a. wealthier districts fund schools at a higher rate than poorer districts.

b. poorer schools have fewer computers and underpaid teachers with less teaching experience.

c. poorer schools with predominately minority enrollment have decaying infrastructure. d. a and b e. all of above

34.(m/c) According to the text, all of the following is (are) true about segregation in American schools EXCEPT:

a. it no longer exists since the passage of Brown v Board of Education.

b. on average white students attend public schools that are 80% white

c. on average black students attend public schools that are nearly 90% non-white.

d. progress in desegregation in American schools has reversed because of racially segregated neighborhoods

e. none are exceptions

35.(t/f) According to the text, tracking, also called ability grouping, is the way to guarantee that every child has an equal opportunity to be successful in school.

36.(t/f) According to Last Week Tonight, student debt in the U.S. now exceeds all other forms of debt.

37.(t/f) According to Last Week Tonight, one of the main causes of increasing student debt is for-profit universities who have only thirteen per cent of the students but account for a third of all student loans.

38(t/f) According to Last Week Tonight, the cost of going to a for-profit university is high because they spend a disproportionately high amount of money on faculty salaries, so they can provide high quality education.

39.(m/c) According to Last Week tonight, which of the following is (are) true about for-profit colleges?

a. one used a poster of torture from a movie to emphasize how recruiters should use the pain points of potential students.

b. one gave nursing degrees to students who were never in a hospital.

c. Ashford University tried to recruit wounded veterans, some with brain injuries, to get their VA benefits.

1. a and c e. all of above

40.(t/f) The Obama administration successfully got legislation passed to regulate for-profit universities more strictly.

41.(t/f) According to the text, the U.S. has lower infant mortality rates and higher life expectancy than any other industrialized country.

42.(m/c) A public health approach to health care tries to identify and correct the social and environmental causes of disease with the goal of **preventing** disease. All of the following are examples of a public health approach EXCEPT: a. sewage treatment b. improved medical technology for diagnosing illness

c. water treatment d. safety standards for food e. none are exceptions

43.(m/c) Some private hospitals in the U.S. now have luxury wings which have all of the following EXCEPT:

a. luxury accommodation suites b. butlers c. five star meals including lobster

d. marble baths e. none are exceptions

44.(m/c) Drug companies want which of the following?

a. public funding (government subsidies) for research and development. b. patent extensions

c. government regulation of drug prices for seniors. d. a and b e. all of above

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

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

c. offering specialists in all areas. d. exclusion of care because it is labeled experimental

e. none are exceptions

46.(m/c) According to the text, all of the following are reasons that the health care system in the U.S. is the most expensive in the world EXCEPT:

a. it is driven by profit. b. it is inefficient c. the wide and costly use of prescription drugs

d. self-referring doctors who order unnecessary tests from which they profit e. none are exceptions

47.(m/c) For-profit hospitals engage in all of the following practices to increase profit EXCEPT:

a. purchase non-profit hospitals and then cut services and increase prices.

b. avoid buying, building or operating hospitals in poor areas.

c. open emergency rooms, burn units and neo-natal units because they are absolutely necessary.

d. transfer poor patients to public hospitals e. none are exceptions

48.(m/c) According to the text, the poor face serious problems with their health and health care. Which of the following are examples?

a. Many physicians refuse to treat those poor that are covered by Medicaid.

b. When treated, the poor receive inferior care.

c. The poor are subject to environmental and social conditions which increase their risk of illness.

d. a and b e. all of above

49.(m/c) All of the following are examples of the problems that African Americans confront in terms of health and health care EXCEPT:

a. lower life expectancy than whites. b. lower infant mortality rate than whites.

c. more likely than whites to get heart disease before the age of 65.

d. more likely than whites to get cancer e. none are exceptions

50 (m/c) All of the following are examples of the problems of women in terms of health and health care EXCEPT:

a. they are more likely not to have medical care.

b. uninsured women are more likely to receive breast cancer screening because screening is covered by Medicaid.

c. women have traditionally been excluded from federally funded research on disease, for example,

research on heart disease.

d. less money has been spent on research for health care issues related to women. e. none are exceptions.

51.(t/f) The pharmaceutical industry spends more on marketing to health providers, especially doctors, than it does on direct to consumer advertising.

52.(t/f) Of the ten largest pharmaceutical companies, the majority spend more on advertising and marketing than on research and development.

53.(m/c) According to the Last Week Tonight segment on the pharmaceutical industry, all of the following are job requirements for pharmaceutical sales reps EXCEPT:

a. young b. attractive c. scientific background d. nice personality e. none are exceptions

54.(m/c) According to the same segment, all of the following are examples of “incentives” the pharmaceutical industry offers doctors to get them to prescribe their drugs?

a. daily free lunch to the doctor’s office staff. b. paying doctors for speeches they never give

c. paying doctors to be “thought leaders,” d. a and c e. all of above

55.(t/f) The majority of the large pharmaceutical corporations have paid large civil penalties for pushing dangerous drugs for medical problems for which they have no therapeutic value.

56.(t/f) The “magic bean” Dr. Oz claimed would lead to weight loss had no effect on weight loss and lab tests suggested it could cause diabetes.

57.(m/c) The nutritional supplement industry claims it is overregulated. Which of the following are examples of overregulation?

a..all supplements must be pre-approved by FDA before they are marketed.

b.all supplements must have their health claims verified by FDA approved scientific studies.

c.all supplements must have their safety claims verified by the FTC.

d. all of above e. none of above

58.(m/c) According to Last Week Tonight, all of the following are reasons that the profits of the nutritional supplement industry have gone from $4 billion in 1993 to $32 billion in 2012 EXCEPT:

a. supplements have been so beneficial with few really harmful side effects.

b. campaign financing c. lobbying d. advertising e. all of above

59.(t/f) Dr. Oz’s recommendations are so influential there is even a term for it, the “Dr. Oz Effect.”

60.(m/c) The corporation whose commercial we watched in class that “loves” healthy food, works with farmers, and wants to have a “conversation about food” is:

a. Tyson b. Monsanto c. Hormel d. Kashi e. General Mills