Quiz 1

1.(m/c) According to PR!, in the early twentieth century, middle class Americans feared which of the following?

a. rapid social change b. growing inequality in wealth and power

c. the “other,” immigrants d. b and c e. all of above

2.(t/f) According to PR!, progressive publicists believed that the public was rational and that social reform was possible by revealing the facts and then critically analyzing them.

3.m/c) According to PR!, the association of progress with \_\_\_\_\_\_\_\_ was a reality that raised questions about modern industrial society for many throughout the world.

a. technology b. class c. poverty d. consumption e. equality

4.(m/c) According to PR!, the trend toward middle class spectatorship was initially fueled by the rise of what mass media?

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

5.(t/f) Walter Lippmann believed that the social sciences could be used, not to help create an Enlightenment utopia, but to maintain social order by controlling the masses.

6.(m/c) Gustave Le Bon thought the \_\_\_\_\_\_\_\_\_\_demonstrated the fate of civilization if control was left in the hands of the masses?

a. French Revolution b. Paris Commune c. American Revolution

d. Great Uprising e. Zoot Suit Riots

7.(m/c) Gabriel Tarde thought that because the public was becoming an abstraction \_\_\_\_\_\_\_\_\_\_\_could serve as an instrument of power to organize and control the public.

a. education b. religion c. mass media d. military e. family

8.(t/f) According to PR!, public relations emerged as an industry in early twentieth century American society to both protect private wealth and to control the public.

9.(m/c) Ivy Lee was hired to do damage control for a company owned by which of the “robber barons”?

a. Gould b. Morgan c. Vanderbilt d. Carnegie e. Rockefeller

10.(m/c) The above robber baron and his company were responsible for which of the following?

a. Haymarket Massacre b. Ludlow Massacre c. Triangle Shirtwaist fire

d. Bloody Matewan e. Paris Commune Massacre