Quiz 1

1. According to Edward Bernays, what was the biggest problem facing “civilization” and what was its solution?

2.According to Ewen, in the early Twentieth century, middle class Americans feared two things?

1. b.

3. According to Ewen, what was the response of the middle class to these threats?

4. What were the assumptions of progressive publicists concerning the possibility of social reform?

a.

b.

5. The association of progress with \_\_\_\_\_\_\_\_ was a reality that raised questions about modern industrial society for many throughout the world.

6. The trend toward middle class spectatorship was fueled by the rise of what mass media?

a. b.

7. Walter Lippmann believed that \_\_\_\_\_\_\_\_\_\_ would provide foundational stability for the nation state.

8. Gustave Le Bon thought what event demonstrated the fate of civilization if control was left in the hands of the masses?

9. According to Le Bon, what was the main characteristic of the crowd?

10. According to Tarde, what was the main characteristic of the public?

11. Tarde thought that the \_\_\_\_\_\_\_\_\_\_ could serve as an instrument of power to organize and control the public.

12. Ivy Lee was hired to do damage control for a company owned by which of the “robber barons”?

13. In the pages that you read, the idea of truth changed, from Truth to “truth” Briefly explain and provide a quote as an example of each.