Study Guide Exam #2

1. Mass Media:

a. Definition, examples, viewing habits, function, power.

b. Concentration of ownership: areas, trend, legislation, intergration.

b. Terms: vertical and horizontal integration, synergy, Telecommunications Act of 1996,

shared monopolies, shared ownership, interlocking directorates,

2. Mass Media: News

a. Function of press in a democracy

b. Function of corporate owned advertising sponsored press.

c. TV news as entertainment

c. Terms: VNRs, GVNRs, teasers, balance/objectivity, centralized sources, if it bleeds it leads.

3. Mass Media: Entertainment

a. Entertainment television as economic exchange: owners, customers, products.

b. The structure of entertainment television: function, threats, production

c. Terms: flow, hook, pod, bumper, teaser, package, wrapper.

4. Mass Media: advertising

a. History: social factors, assumptions, 1920s, 1950s, advertising and power, targets.

c. Types of advertisements and examples

d. Terms: Keeping up with the Joneses, New Joneses, DTCs, wish list, consumer consciousness, gospel of mass consumption, Creel Commission.

5. Gender

a. Definition: sex vs gender, cross cultural comparisons.

b. Gender socialization: parents, play, toys, media, education.

c. Gender segregation: work, home, divorce, income gap

d. Violence and social control: spousal abuse, sexual assault.

e. Terms: pink collar, patriarchy, glass ceiling, rule of thumb, doctrine of separate (two) spheres, doctrine of coverture, conservation of energy

6. Race

a. Colonialism and race

b. Theory of race: biological determinism..

c. Race as a justification for genocide, slave trade, slavery, segregation, manifest destiny, Nazism.

d. Race matters: surveys, inequality, life chances..

e.Terms: racism, discrimination, Dred Scott, Plessy vs Ferguson, environmental racism, crainiometry,

prejudice, institutional racism, Requirement of 1512.

7. Globalization

a. US as world model: goals and means.

b. “Another story”: irony, goals, means and consequences.

c. Terms: structural adjustment, World Bank, IMF, free trade, privatization, NAFTA,