Study Guide Exam #2

This exam will cover all lectures, in-class videos and reading assignments since the last exam.

1. Mass Media as a Social Problem

a. Mass media and the Modern Cave: time spent viewing, socialization, social control, profit.

b. Ownership: concentration, size, shared monopoly, interlocking directorates, shared ownership, vertical and horizontal integration, synergy, trend.

c. Media and democracy: function of free press/journalism in a democracy.

d. Corporate-owned “news/journalism”: profit, expansion, cost reduction strategies, dependency.

e. Local news: violence, natural disaster, disease, celebrities

f. Advertising: emergence, development, saturation of cultural space, types/examples.

Terms: socialization, social role, norm, press conferences/ briefings, press releases, “experts”, investigative journalism, balance, think tank, VNRs, GNRs, centralized sources, shared service agreements, consumer, public relations firms, press releases, Telecommunications Act of 1996, interlocking directorates, shared ownership, shared monopoly, FCC, “if it bleeds, it leads,” system of exchange.

2. Education and the Crisis of Democracy

a. Academically Adrift: report on higher education (students, faculty, administration), K-12 and No Child Left Behind and Race to the Top.

b. Huntington/Powell and the “Crisis of Democracy”: the university as a subversive institution, solutions, SDSU as example.

c. Inequality and education: funding, resources, teachers, segregation, consequences.

Terms: No Child Left Behind, Race to the Top, standardized testing, credentialism, FTES, vocational training, apathy, subversive, business model, output efficiency, online courses, Rodriguez v San Antonio, banking method, legitimation crisis, socialization, knowledge base, flush theory, meritocracy, gatekeeper.

3. Health and the Health Care System.

a. America’s health: infant mortality, life expectancy, mortality rate, communicable

diseases, obesity, class, race, gender.

b. U.S. health care system: components (private and public), cost, comparison, and three tiered

structure, means for managing costs.

c. “Health Cure” vs public health: health cure approach and its assumptions, public health

approach and its assumptions.

Terms: Medicare, Medicaid, Veterans Administration, HMOs, pharmaceutical corporations,

private hospitals, boutique, gatekeeping, medlining, front group, PHARMA, lobbying,

campaign financing, DTCs, deductibles, co-pays, exclusions, “black market,” “cosmeseuticals.”