Study Guide Exam #2

The second exam will include all lecture material, in-class videos and on-line assignments since the last exam. The following chapters from the text will be included in the exam: Chapters 15, 16 and 17.

1. Mass Media as a Social Problem

a. Definition, function, and power.

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

c. Media and democracy: necessity of a free press and its function

d. Corporate-owned news: profit, expansion, cost reduction strategies, dependency and content.

e. Corporate news as “entertainment”: violence, natural disaster, militainment.

Terms: socialization, social role, norm, Gospel of Mass Consumption, news briefings, press conferences, “experts”, investigative journalism, balance, think tank, VNRs, GNRs, centralized sources, militainment, Creel Commission, consumer, public relations firms, press releases, Telecommunications Act of 1996, interlocking directorates, shared ownership

2. Mass Media and Advertising.

a. Function of advertising: socialization and social control.

b. Where is advertising? Types of advertising, characteristics and examples?

c. Success: wish list, dreaming, desiring, wants become needs, and targeting children.

d. Terms: norm, value, social role, Creel Commission, Gospel of Mass Consumption, dream machine, “keeping up with the Joneses,” “new Joneses,” consumer utopia, social construction of consumerism, hyperreality, parable, DTCs.

3. Education and the Crisis of Democracy

a. Education: function, assumptions, structure, the present.

b. Historical and social forces at work shaping education: social movements.

c. University and the “Crisis of Democracy”: Social movements of 1960s, crisis of democracy according to Huntington, university a problem as a subversive institution, “solutions.”

d. Inequality and education: funding, consequences.

e. Terms: No Child Left Behind, Race to the Top, standardized testing, credentialism, FTES, vocational training, lunch counter sit-ins, freedom rides, draft card burning, apathy, subversive, business model, output efficiency, distance learning, Rodriguez v San Antonio, banking method, legitimation crisis, socialization, knowledge base, banking method, flush theory, meritocracy, gatekeeper.

4. Health care.

a. Health care: type, cost, comparison, and three tiered structure

b. Who controls the production and distribution of health care? What are their “interests”? How do they pursue their interests?

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.