Study Guide #3

This exam will be multiple choice, true/false and a few matching. It will cover the lectures and in-class videos since the last exam and the documentary “Inside Job.” It will also include the following readings:

PR! A Social History of Spin Chapter 16 “Engineering Consent,”

A Brief History of Neoliberalism: Introduction, Chapters 1 and 2,

Reading “Globalization and the Power of the Image.”

1. Theories of Power

a. Historically: definition, assumptions, theory construction. According to traditional theories of power, what are the means by which the powerful dominate society?

b. Two theories of power: theory of the power elite and class domination theory.

c. Postmodern critiques of the traditional theories of power: Baudrillard, Foucault and Ewen.

Terms: elite, command positions, trunk decisions, manufacture consent, upper class, social class, economic class, interlocking directorates, power networks, candidate selection process, special interest process, policy planning process, opinion shaping process, hyper reality, normalization, knowledge/power, American Exceptionalism, myth of peaceful and inevitable progress.

2. Mass media, power, and the social construction of “unreality.”

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

b. Corporate-owned “news/journalism”: concentration of ownership, profit, expansion, cost reduction strategies, dependency.

c. Local news as “advertainment”: violence, natural disaster, disease, personalities.

d. Social construction of “unreality”: Hurricane Katrina

Terms: press conferences/ briefings, press releases, “experts”, investigative journalism, balance, think tank, VNRs, GNRs, centralized sources, shared service agreements, consumer, public relations firms, press releases “if it bleeds, it leads.”.

3. Neoliberalism

a. Process: natural, inevitable, utopian, evolutionary.

b. Theoretical components of neoliberalism: free market theory, Friedman’s shock therapy theory, and its political philosophy.

c. Policies and practices: privatization, deregulation, elimination of social services, free trade agreements, developmental loans, austerity, military force.

d. Social construction of neoliberalism: colonialism, ideology, “unfree” trade agreements, inescapable debt, increasing inequality.

Terms: TINA, SAPs, IMF, World Bank, WTO, NAFTA,GATT, austerity, intellectual property rights, financial liberalization, social evolution, colonialism, economic imperialism.