Study Guide #3

1. Media Theory.

a. Function of media theory: socialization and social control.

b. Mass media and power: Plato’s Allegory of the Cave, Creel Commission, advertising, television and the American Dream.

c. Structure of media in the U.S and its influence on news.

Terms: shared monopoly, interlocking directorates, synergy, horizontal and vertical integration, VNRs, GNRs, “if it bleeds, it leads,” shared ownership, gospel of mass consumption, dream machine

2. Theories of Globalization

a. Globalization theory (“world is flat”): thesis, system characteristics, consequences.

b. Neo-colonial theory: thesis, characteristics, power structure, goals, means.

c. World Systems theory: subject, explanatory goal, structure of the world system, its division of labor, and function of its component parts.

d. McDonaldization theory: influence, model, characteristics, irrationality.

Terms: global village, telos, NAFTA, GATT, FTAA, CAFTA, WTO, NAFTA CH11, core, semi-periphery, periphery, external zone, Third World elites, developmental loans, structural adjustment plans, export processing zones, maldevelopment, planet of slums, rationalization, export crops.

3. Women’s Liberation Movement and Feminist Social Theory

a. Origin, issues, and successes of the women’s liberation movement.

b. What is the goal of feminist social theory? What are the four questions that feminist theory tries to answer?

c. Liberal feminism: level of analysis, focus, institutionalization of patriarchy, means for change, success.

d. Socialist feminism: focus, relation to Marx, how do they define the situation beyond Marxism, goals, means.

e. Radical feminism: thesis, argument, function of patriarchy, main means of maintaining patriarchy, strategies, and solutions.

Terms: Betty Friedan, Feminine Mystique, Declaration of Sentiments, Convention on the Elimination of All Forms of Discrimination Against Women, gender socialization, gender division of labor, second shift, rule of thumb, material conditions

Possible essay questions:

According to neo-colonial theory, why has the “first world” historically supported dictators in the “third world?

Explain structural adjustment plans and why they benefit the “first world.”