Study Guide #2

1. Mass Media as a Social Problem: socialization and social control.

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

b. Function of press in a democracy/what would a democratic press cover?

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

d. Corporate news as “infotainment”: violence, natural disaster, militainment.

e. Terms: news briefings, press conferences, “experts”, investigative journalism, balance, think tank, VNRs, GNRs, centralized source, militainment.

2. Advertising.

a. Function of advertising: profit, identity construction, norms, social roles, values,

“keeping up with the Joneses.”

b. History of advertising: social factors, assumptions, technology, means.

c. Where is advertising? Types of television advertising and examples.

d. Consequences of advertising: wish list, consumer consciousness, household debt, credit card debt, foreclosures, repossessions.

3. Inequality in health and health care.

a. America’s health: life expectancy, infant mortality, mortality rates, “unhealthful social factors,” and inequality in health.

b. Public health approach: prevention, social changes that have and would improve the health of Americans. What powerful groups would resist the above changes?

c. How expensive is health care in America? How does it rate globally? The three tiered structure of health care in America.

d. Who controls the production and distribution of health care? What are their “interests”? How do they pursue their interests? HMOs, pharmaceutical corporations, private hospitals.

Terms: boutique, gatekeeping, medlining, front group, trade group, lobbying, campaign financing, DTCs.

4. Corporate University

a. “Crisis of Democracy”: What was the crisis of democracy according to Huntington, why was the university a problem, and what were the solutions?

b. What are the ways in which Huntington’s plan to passify students and depoliticize the University have been implemented?

5. Inequality and education:

a. The function and structure of public education in America.

b. No Child Left Behind as a solution, origin, goals, means, contradictions.

c. Inequality and consequences: funding, socialization, excluded knowledge, teachers, resources, safety etc.

d. Terms: tracking, ability grouping, standardized testing, Rodriguez v. San Antonio, property tax, foundations, The Houston Miracle, school choice.