Study Guide Exam #2

The second exam will include all lecture material and in-class videos since the last exam and through March 20th.

The exam will include the following readings from Second Thoughts:

“Children Are Our Most Precious Commodity”; “America is the Land of Equal Opportunity”; “Welfare is Ruining This Country”; “Education is the Great Equalizer”

“Love Knows No Reason”; “The Nuclear Family is the Backbone of American Society”

“Marriage is a Failing Institution”

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?

d. Terms: norm, value, social role, Creel Commission, Gospel of Mass Consumption, dream machine, “keeping up with the Joneses.”

3. Education and the Crisis of Democracy

a. Education: two sided institution.

b. Education 2012: No Child Left Behind, Race to the Top, assumptions, goals, means.

c. Universities: Administration, Faculty, Students

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