Study Guide Exam:1 (Summer ‘07)

1. Introduction to Sociology

a. Terms: sociological imagination, conventional wisdom, social patterns, social context, social structure, culture, institutions, stratification, social status, master status, ascribed status, achieved status, class, gender, social role, norms, material and non-material culture, role strain, role conflict, and socialization.

b. The Titanic and The Allegory of the Cave as metaphors for society.

2. The Individual and Society

a. Genocide: definition, participants, social causes (social environment, legitimation, authorization, institutionalization).

b. Night: an example of institutionalization and dehumanization.

b. Terms: Judenfrage, religious anti-semitism, racial anti-semitism, lying world, scapegoating, dehumanization, Einsaztgruppen, killing centers, Police Battalions.

3. 1950s: Dream

a. The “American Dream” and the “Conventional Wisdoms.”

b. Fordism and the suburbs.

c. Television and social change.

d. Terms: nuclear family, campanionate marriage, romantic love, norms of homogamy, endogamy, socioeconomic status, doctrine of two spheres, suburbanization, white flight, drive-ins, planned and dynamic obsolescence, conspicuous consumption, pop culture, meritocracy.

4. 1950s: Other side

a. Realities: poverty, racial inequality, conformity, power elite, large corporations, counter culture, nuclear war, subversion.

b. Cold War and its consequences.

e. Terms: Great Fear, McCarthyism, redlining, GI Bill, New City Lines, HUAC, Plessy v Ferguson, loyalty oaths, detention camps, MAD, Miltown, red lists, military industrial complex.

6. Fast Food Nation:

a. Fast food culture: cultural landscape, dollars spent, customers.

a. Consequences for American society becoming a fast food nation.

i. economy: work and concentration of ownership

ii. health and diet

iii. food production

iv. political system

b. The Founding Fathers: birthplace, social landscape, and social conditions.

c. McDonald brothers and Fordism; Speedee Service.

Note: In Fast Food Nation you will only be tested on the Introduction and Chapter 1. And in Ruane, “Second Thoughts. . .” you will be tested on the Introduction and Essays 4 and 17.

Study Guide: Exam #2 (Summer ‘07)

1. 1950s: Emergence of contemporary Society and Culture

a. Institutional transformation: economy, political, family.

b. System of stratification and transformation of social roles.

c. Cultural transformation: norms, values, pop culture.

d. Counter culture: Beat Generation

2. Social Change: 1960s

a. Causes of social change and examples.

b. Social Movements: Definition and anatomy.

c. Movements of the 1960s and social change (consequences).

d. Terms: grassroots, Astroturf, COINTELPRO

3. Anti-Vietnam War Movement and its characteristics.

a. US government’s “war story.”

b. The “ war story” from the Pentagon Papers.

c. Terms: pacification, Gulf of Tonkin Resolution, body counts, “five o’clock follies,” “hearts and minds,” attrition, Vietnamization, napalm, Agent Orange, free fire zones, search and destroy missions, My Lai, Tiger force, strategic hamlets.

d. COINTELPRO: targets, methods.

4. Systems of stratification.

a. Characteristics of class and caste systems of stratification.

b. Characteristics of the American class system, our conventional wisdom regarding it, and the sociological theory that justifies it.

c. Concentration of wealth and income in America, trend, comparisons.

d. Terms: upward mobility, shared monopolies, interlocking directorates, mergers, downsizing.

5. Poverty.

a. Conventional wisdom about the poor in America.

b. Reality of poverty in America: poverty line or threshold, system of welfare, cycle of poverty.

6. Economy.

a. Definition and function of economy.

b. Characteristics of free market economy.

c. Characteristics of U.S. economy.

d. Terms: free enterprise, lassez-faire, shared ownership, interlocking directorates,

mergers, shared monopolies, offshoring, downsizing, automation, merers.

7. Political System

a. Function, examples.

b. Democracy: assumptions, structure.

c. U.S. democracy: campaign financing, lobbying, 527 groups, “town hall meetings,

photo ops, Buckley vs Valeo

Study Guide: Exam #2

1. Mass Media.

a. Concentration of ownership: extent, trend, time spent, socialization, and social control.

b. Corporate owned advertising sponsored news: the “look”, length of stories, content, dependence, experts/sources.

c. Terms: shared monopoly, interlocking directorates, vertical integration, horizontal integration, synergy, VNRs, GNRs, “balance,” “objectivity,” wrapper, “if it bleeds . . .

2. Mass media.

a. Function of television entertainment and the system of economic exchange.

b. How is entertainment TV structured to fulfill its function?

c.Terms: hook, pod, flow, bumper, teaser, package, wrapper.

3. Mass media.

a. Function of advertising: social control and socialization

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

c. Where is advertising?

d. Types of television advertising and examples

d. Consequences of advertising: wish list, consumer consciousness, “dreams.”

4. Race

a. Social construction of race: colonialism, racial scientists, biological determinism.

b. Race as a justification for slavery, oppression, segregation, genocide.

c. Race matters: infant mortality, poverty, hunger, disease.

d. Institutional racism: economy, education, health care, criminal justice.

d. Terms: affirmative action, discrimination, institutional racism, prejudice, race, personal racism, stereotype.

5. Gender.

a. Social construction of gender: gender personality traits, gender behavior.

a. Gender socialization: means, consequences.

c. Gender segregation: types of jobs, work, home.

d. Terms: patriarchy, second shift, pink collar jobs, glass ceiling, patriarchy, sexism.

6. Global Dynamics.

a. Globalization. Story, institutions, means, goals.

b. Anti-globalization (neo-colonialism). Story, goals, means.

c. Terms: World Bank, IMF, WTO, NAFTA, GATT, structural adjustment, export crops, sweatshops.

7. Text and Readings:

a. Gender: “Gender, Power, and Harassment in the Military”, “Dilemmas of Desire,” and “The Architecture of Inequality: Sex and Gender.”

b. Race: “Civilizing the Indians” and “The Architecture of Inequality: Race and Ethnicity.”

c. Media: “The Crack Attack” and “Making Class Invisible.”

d. Global Dynamics: “These Dark Satanic Mills.”

6. Fast Food Nation

a. ”Your Trusted Friend”: methods used by McDonalds to target children.

b. “What’s In the Meat”: feedlots, meatpacking and disease, avoiding regulation.

c. “The Most Dangerous Job”: who works, types of jobs, conditions, consequences.

Quiz 2: Summer ‘07

1.(t/f) The demographic and political landscape of Colorado Springs is a result of a second “white flight.” This one consisted of white, middle class, conservative Californians moving to Colorado Springs.

2.(m/c) The largest private employer in Colorado today is the \_\_\_\_\_\_\_\_.

a. military b. aerospace industry c. computer industry d. fast food industry

3.(m/c) The perfect candidates for working at fast food restaurants have been \_\_\_\_\_\_\_; they make up two-thirds of the industry’s workforce.

a. housewives who need extra money b. recent immigrants

c. handicapped d. teenagers e. senior citizens

4.(t/f) Ranchers benefit from large corporations controlling the meat packing industry because it guarantees them a high profit for their cattle.

5.(m/c) A Beef Trust existed in the U.S. early in the Twentieth century, however it was gradually broken up until President \_\_\_\_\_\_\_\_\_\_\_ administration allowed

corporations to merge again and create a New Trust.

a. Nixon b. Ford c. Carter d. Reagan e. Bush

6.(t/f) The most widely sold food service item in the U.S. is:

a. hamburgers b. French fries c. processed chicken pieces

7.(m/c) All of the following are true about Chicken McNuggets EXCEPT:

a. they are made from reconstituted chicken held together with stabilizers.

b. they are made from a new breed of chicken with unusually large breasts.

c. they have twice as much fat per ounce as hamburger.

d. a and c

e. none are exceptions.

8.(m/c) Which of the following are consequences of the industrialization of the cattle raising and meat packing industry?

a. The elimination of high paying union jobs.

b. The creation of a poor immigrant workforce.

c. The creation of rural ghettos in the Midwest.

d. b and c e. all of the above

9.(m/c) All of the following are true about the Monfort feed lots EXCEPT:

a. they each can hold up to 100,000 cattle.

b. the cattle are given anabolic steroids and antibiotics.

c. each steer produces 50lbs of manure each day.

d. the manure is put in “lagoons” which creates lakes of feces.

e. none are exceptions

10.(m/c) Upton Sinclair wrote a book about the meatpacking industry; it was called:

a. The Jungle b. The Trust c. Grapes of Wrath d. The Industry

11.(m/c) Workers in the meatpacking industry lost their power for which of the following reasons?

a. concentration of ownership b. deskilling

c. industry moving to rural area d. a and b e. all of above

12.(t/f) Because most fast food is frozen and/or freeze dried, it has little or no taste. An entire industry, the flavor industry, emerged to create artificial flavors through chemistry for the fast food industry.

13.(m/c) All of the following are characteristics of work in the meat packing industry EXCEPT:

a. low turnover rate b. recruitment of workers from the third world

c. few benefits d. little or no labor organization e. none are exceptions

14.(t/f) The faster the disassembly line runs the greater the number of injuries; therefore the government has forced the meat packers to slow down their disassembly line..

15.(t/f) The Occupational Safety and Heath Administration (OSHA) is the regulatory agency responsible for ensuring safe working conditions. OSHA’s policy towards the meat packing industry of voluntary compliance with safety regulations has greatly reduced injuries in the industry.

Quiz #3: Summer ‘07

1.(m/c) According to Ruane, in surveys significant percent of white Americans believe each of the following EXCEPT:

a. black Americans have an equal chance of getting a good job, affordable housing, and a good education.

b. black Americans are lazier than whites.

c. black Americans need to overcome prejudice and work their way up like other minorities have done.

d. white Americans are discriminated against.

e. none of the above are exceptions

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following term with its definition

Term Definition

2. prejudice a. group that shares genetic heritage

3. discrimination b. belief of racial superiority

4. race c. judgment of individual based on group membership

5. racism d. unfavorable treatment of individual

based on group membership

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6.(m/c) Which of the following contradicts the conventional beliefs of

white Americans about black Americans?

a. Higher rate of refusal for home loans to black Americans, even if their

income is higher than white Americans

b. Consistent patterns of hiring discrimination towards black Americans

c. Black Americans disproportionately attend underfunded schools

d. b and c e. all of above

7.(m/c) According to Ruane, which of the following are limits to the biological understanding of race?

a. There could be as few as 3 and as many as 200 races.

b. There is no genetic marker for race in the human genome.

c. The biological understanding of race changes over time, place, and circumstance, therefore it is “social construction of reality”

d. a and b e. all of the above

8.(m/c) Which of the following social patterns indicate that race matters in America?.

a. black children are less likely to be covered by any type of health insurance.

b. black children are more likely to die before the age of one.

c. black Americans have a shorter life expectancy.

d. a and b e. all of the above

9.(m/c) Race is an\_\_\_\_\_\_\_\_\_\_\_\_ status.

a. ascribed b. achieved

10.(t/f) In a racially segregated society, race is a master status.

11.(m/c) In Night the Jewish community was deported from:

a. Warsaw, Poland b. Frankfurt, Germany c. Sighet, Hungary d. Chartres, France

12.(m/c) Which of the following groups participated in the organization and deportation of the Jews from Eliezer’s community ?

a. National police b. Nazis c. Jewish Council d. a and b e. all of above

13.(m/c) Eliezer, his family, and community arrived first at:

a. Buchenwald b. Treblinka c. Buna d. Auschwitz

14.(m/c) Which of the following groups survived the initial selection?

a. men and women 18-40 b. men 18-40 c. healthy men and women

15.(t/f) Children were being thrown into open pits and burned alive.

16.(t/f) According to Eliezer, first impressions of the Nazis that entered Sighet were reassuring. They were polite and likeable, one even brought candy to a lady he was staying with.

17.(t/f)) Eliezer believed that God had violated the Covenant with the Jewish people; Eliezer therefore began refusing to participate in rituals of worship.

18.(m/c) How many people were hung for the sabotage at the Buna concentration camp?

a. one b. two c. three d. four e. five

19.(m/c) Eliezer had to go to the hospital for which of the following reasons?

a. pneumonia b. broken leg c. appendicitis d. infected foot

20.(t/f)) One of the few examples of human kindness was towards the end of the book when the prisoners were being transported by open railroad cars

and kindly villagers through food to them.

Exam #1: Summer 07

1.(m/c) According to C. Wright Mills, the sociological imagination allows individuals to see the impact of which of the following on their lives?

a. social structure b. culture c. history d. social change

e. all of the above

2.(m/c) According to Mills, the above impact individual lives in which of the following ways?

a. shape what we know and think b. shape behavior

c. determine opportunity d. a and b e. all of above

3.(t/f) The sociological imagination challenges the conventional wisdom of individualism, that people are architects of their own lives.

4.(m/c) According to sociologists, all of the following are primary institutions in societies EXCEPT:

a. military b. economic c. political d. marriage and family

e. religion

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following sociological terms with their definition.

5. social status a. system by which society ranks individuals hierarchically

6. social norm b. individual’s social location with regard to, for example, wealth

7. stratification c. social rules or guidelines that direct behavior

8. social role d. expectations associated with a specific position in an institution

9. cultural value e. consensus on what is good and bad

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10.(m/c) Each of the following is an example of non-material culture EXCEPT:

a. ideas b. beliefs and values c. language d. rituals

e. television

11.(m/c) When the captain of the Titanic had to make a decision whether to increase the speed of the ship to break a record or proceed more slowly for the safety of the passengers, he was experiencing:

a. role strain b. role conflict

12.(m/c) When a woman has to choose between working more hours and spending time with her child, she is experiencing:

a. role strain b. role conflict

13. (m/c) The danger with unquestioningly accepting conventional wisdom, according to Ruane

is that:

a. they are at best partially true. b. they are limited to specific circumstances.

c. they ignore social patterns and social contexts d. all of the above

14.m/c) According to your professor all of the following are conventional wisdoms of American society EXCEPT?

a. equality of opportunity b. freedom c. nuclear family is foundation

of society d. welfare creates lazy people e. none are exceptions

15.(m/c) From the sociological perspective, all of the following would be social factors that cause soldiers to commit atrocities EXCEPT:

a. obeying orders. b. routinization c. dehumanization of the enemy

d. psychopathological behavior e. none are exceptions

16.(t/f) According to psychological studies and historical evidence, only psychopathic personalities participate in genocide.

17.(m/c) The final solution to the Jewish Question, extermination was necessary according to conventional wisdom because of:

a. Jewish religious beliefs b. racial characteristics of Jewish peopl

18.(m/c) The killing centers of the final solution were in what country?

a. Germany b. Austria c. Poland d. Hungary

19.(t/f) Ordinary Germans enlisted in Police Battalions and volunteered to go on “Jew hunts.”

20.(m/c) According to your professor, all of the following are social causes of genocide EXCEPT:

a. deteriorating social environment b. legitimation c. institutionalization

d. authorization e. none are exceptions

21.(m/c) All of the following in Night were means used to dehumanize the concentration camp prisoners?

a. shaving b. clothes c. identification number

d. treated and referred to as animals e. none are exceptions

22.(m/c) The central institution of the American dream was:

a. political b. economic c. religion d. marriage

23. (m/c) All of the following are social factors that influence who we fall in love with EXCEPT:

a, social status b. norms of homogamy c. endogamy

d. family or group pressure e. none of the above are exceptions

24.(t/f) According to studies people have a 50/50 chance of marrying someone who lives within walking distance of their home or job.

25.(t/f) Over ninety percent of all marriages join people who are no more than one social class apart.

26.(m/c) All of the following are expectations and obligations of the social role of married women in the 1950s EXCEPT:

a. emotional labor (keeping the family happy) b. housework

c. child bearing and raising d. sex e. job outside the house

27.(t/f) The idea of children being emotionally priceless and needing many years

of nuturing before adulthood has been consistent throughout the history of American society.

28.(t/f) Bill Levitt applied Fordism to home building and build 36 houses everyday without using any skilled carpenters.

29.(t/f) A social norm of the 1950s was early marriage, women averaged 19 and

men 21 years of age at marriage. This norm also included the expectation of children.

30. (m/c) \_\_\_\_\_\_\_% of those surveyed in the 1950s believed that it was

impossible to be happy unless married:

a. 50% b. 66% c. 75% d. 90% e. 95%

31.(m/c) The modern nuclear family did not become the dominant model until:

a. early nineteenth century b. late nineteeenth century c.1920s

d. 1950s e. 1970s

32.(m/c) All of the following elements of the new consumerism came to define the new nuclear family EXCEPT

a. television b. automobile c. lawn mowers d. credit cards e. microwave

33.(m/c) Achieving middle class status in the 1950s was made possible for over

half the population by what social factors?

a. Good paying blue and white collar jobs in the manufacturing sector.

b. Low cost homes relative to income.

c. Government support through the GI Bill and low interest FHA home loans.

d. a and c

e. all of the above

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The American dream and conventional wisdom of the 1950 (ideal culture)

contradict the reality of the times (real culture). Match ideal to real.

Ideal Real

34. Equality of opportunity a. tranquilizers

35. Freedom of thought b. racial segregation and discrimination

36. Happiness in women’s roles c. high rate of poverty

37. Egalitarian society d. McCarthyism

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

39. (m/c) What was the name of the front company that destroyed mass transit in 100 cities in the United States?

a. General Motors b. New City Lines c. Standard Oil d. Slate Industries

40.(m/c) The innovation of McDonalds in fast food is the result of applying what process to food production? Also who applied it to food production first and what is one of its results?

a. Fordism/Ray Kroc/efficiency b. Fordism/Henry Ford/standardization

c. Fordism/Dick and Mac McDonald/standardization d. none are exceptions

41.(m/c) America’s unquestioning belief in technology is reflected in all of the following EXCEPT:

a. atomic power would provide energy too cheap to meter.

b. antibiotics would end disease.

c. pesticides like DDT would put an end to hunger.

d. there would be suburbs on the moon.

e. none are exceptions

42.(m/c) Which of the following were given thought to be possible?

a. jet backpacks for every one so that they could fly.

b. flying cars c. atomic cars d. b and c e. all of above

43.(m/c) Television changed American society in all of the following ways EXCEPT:

a. ended the ritual of family dinners.

b. temporarily destroyed the movie industry.

c. made advertising one of the most dominant institutions in American society.

d. turned our democratic campaign process into political advertisements.

e. none are exceptions

44.(m/c) The first example of synergy was:

a. Davy Crocket b. Ronald McDonald c. Eisenhower

45.(m/c) All of the following were factors that led to the U.S. becoming a “car culture” EXCEPT:

a. destruction of mass transit. b. public voted for cars

c. Interstate Highway and Defense Act d. associating cars with freedom and independence

e. none are exceptions

46.(m/c) GM used which of the following strategies to keep consumers

continuously buying newer cars?

a. planned obsolescence b dynamic obsolescence c. car for every strata

d. a and b e. all of above

47.(m/c) The phrase “What is good for GM, is good for America” meant:

a. If corporations did well, workers would do well.

b. America was not a society divided between workers and owners.

c. Karl Marx was wrong concerning class conflict. d. all of above

48.(m/c) All of the following are examples of popular culture’s preoccupation with communist subversion EXCEPT:

a. movie: The Invasion of the Body Snatchers b. TV show: I Led Three Lives

c. comic strip: Captain America d. a and b e. none are exceptions

49.(m/c) The fear of nuclear war and threat of nuclear annihilation had all of the following consequences EXCEPT:

a. people moving to “safer” locations b. families building bomb shelters

c. people having nightmares d. people taking tranquilizers e. none are exceptions

50.(t/f) The fear of nuclear war and threat of nuclear annihilation was reflected in popular culture in both horror and science fiction films.

51.(t/f) The fear of nuclear war and threat of nuclear annihilation was institutionalized in a permanent war economy that sustained an arms race that created even more powerful weapons of annihilation.

52.(m/c) The U.S. government tried to lessen the fear of nuclear war in all of the following ways EXCEPT?

a. civil defense system. b. Burt the Turtle c. Atoms for Peace

d. propaganda films e. none are exceptions

53.(t/f) In four years of investigating Communist infiltration into the U.S. Government, Senator Joseph McCarthy discovered no Communists.

54. (m/c) All of the following are true regarding the U.S. government and the race to develop

nuclear weapons EXCEPT:

a. Exposure of American soldiers to nuclear weapons.

b. Exposure of Navajo miners and their families to nuclear radiation.

c. Exposure of the Shoshone Indians to nuclear fallout

d. Exposure of most Americans who lived during the time to fallout from above ground testing.

e. none are exceptions

55. (m/c) The House Committee on Un-American Activities investigation of communist infiltration in the movie industry

a. called “friendly” witnesses like John Wayne and Walt Disney.

b. called “unfriendly “ witnesses who were asked to name the names of possible communists.

c. forced the movie industry to establish a “black list.”

d. a and b e. all of the above

56.(m/c) According to Fast Food Nation, how many Americans eat at a fast food restaurant every day?

a. 1 in 2 b. 1 in 3 c. 1 in 4 d. 1 in 5

57.(m/c) According to Fast Food Nation, all of the following are true about McDonalds EXCEPT:

a. The company earns the majority of it profits from renting property, not selling food.

b. McDonald’s is a more recognizable brand worldwide than Coca Cola.

c. The Golden Arches are more widely recognized than the Christian cross.

d. a and b e. none are exceptions

58.(m/c) According to Fast Food Nation, all of the following are consequences of American society becoming a fast food nation EXCEPT:

a. It has given a handful of corporations control over the nation’s food supply.

b. It has been a major contributor to low wage service sector jobs.

c. It has contributed to the growing problem of obesity in children.

d. It has changed the entire process of food production.

e. None are exceptions

59.(m/c) The “founding father” who went from a single hot dog stand to a fast

food empire was:

a. Ray Kroc of McDonalds b. Dave Thomas of Wendy’s

c. Carl Karcher of Carl’s Jr.

60.(m/c) The new car culture led to drive-ins of all types. Which of the following

are examples of drive-ins that emerged in the 1950s?

a. drive-in restaurants with car hops b. drive-in movie theaters

c. drive-in churches d. a and b e. all of above

61.(t/f) The Ku Klux Klan controlled the city of Anaheim

62.(m/c) The fast food industry started in what state?

a. Texas b. New Hampshire c. California d. Illinois e. Colorado

63.(m/c) According to Fast Food Nation, which area of the economy produces

ninety per cent of Americas jobs?

a. fast food b. service c. manufacturing d. technology

64.(m/c) The “founding father” who went from a single hot dog stand to a fast

food empire was:

a. Ray Kroc of McDonalds b. Dave Thomas of Wendy’s

c. Carl Karcher of Carl’s Jr. d. Colonel Sanders of KFC e. all of the above

65.(m/c) The city that Schlosser exams as an example of the ways in which the fast food industry has shape the urban and suburban landscape is:

a. Los Angeles, CA b. Irvine, CA c. Colorado Springs, CO

d. Denver, CO e. Cheyenne, WY

Exam #2 (Summer ’07)

1.(m/c) All of the following are examples of transformations of the economy that occurred in the 1950s EXCEPT:

a. larger corporations b. emergence of service sector

c. increase in power of labor organizations

d. permanent war economy e. none are exceptions

2.(t/f) Television news emerged in the 1950s, but the news programs were only fifteen minutes.

3.(m/c) WWII changed American society in all of the following ways EXCEPT:

a. ended the Depression b. ended racial inequality c. created economic boom d. heightened expectations e. none are exceptions

4.(m/c) All of the following are examples of social movements of the 1960s EXCEPT

a. American Indian Movement b. Citizens for Better Medicare

c. Gay Rights Movement d. Feminism e. Environmental Movement

5.(m/c) All of the following are characteristics of a social movement EXCEPT:  
a. grassroots, a wide base of popular support.

b. goal, change social policies and/or institutions that are unjust.

c. rigid indoctrination of members so they won’t think for themselves.

d. tactics that are means for achieving goals. e. none are exceptions

6.(m/c) America’s first intervention in Vietnam was:

a. blowing up a café in Saigon in 1953. b. taking colonial soldiers back to Vietnam after WWII. c. signing the Atlantic Charter

d. installing Diem as prime minister.

7.(m/c) According to the U.S. government, the U.S. invaded Vietnam in order to:

a. defend democracy b. stop the domino effect

c. moral responsibility to help others d. b and c e. all of above

8.(m/c) Prior to its own direct military involvement in Vietnam, the U.S. supported which colonial country’s effort to regain control of Vietnam?

a. British b. Portugal c. French d. Belgium

9.(t/f) The U.S. media demonstrated its liberal bias by criticizing from the beginning the accuracy of the military’s body counts.

10.(m/c) According to the Pentagon Papers, the U.S. became involved in Vietnam for several reasons: Vietnam’s economic value, its strategic importance, and

a. in retaliation for an attack on a U.S. ship.

b. to eliminate a “rotten apple.”

c. to defend South Vietnam's democracy.

d. all of the above

11.(t/f) According to the Pentagon Papers, South Vietnam was essentially a construction of the U.S. and the government of South Vietnam could not have stayed in power without U.S. support.

12.(m/c) Killing the enemy, attrition, rather than winning battles was the early American military strategy of the war. According to U.S. military commanders, the enemy was identified in which of the following ways?

a. If they were running, they were the enemy.

b. If it was night, they were the enemy.

c. If they were dead, they were the enemy.

d. a and b e. all of above

13.(t/f) The U.S. dropped more bombs during the Vietnam war than were dropped by all sides in WWII and 90% of the bombs were dropped on South Vietnam.

14.(t/f) The U.S. lost the Vietnam war, but it could be considered a victory for U.S. global goals, because by imposing “maximum bleeding,” the U.S. sent a message to the rest of the countries of the world.

15.(m/c) All of the following were social causes of the widespread atrocities committed by US soldiers in Vietnam EXCEPT:

a. Dehumanization of the enemy.

b. Institutionalization through free fire zones and search and destroy missions.

c. Authorization d. individual psychopathology e. none are exceptions

16.(t/f) One of the tactics of “Pacification” was burning down Vietnamese villages and moving the villagers to “strategic hamlets.”

17.(m/c) According to the documentary Berkeley in the 60s, Pres. Lyndon Johnson ran on a peace platform in 1964.

18.(m/c) In order to destroy jungle cover and crops, the US sprayed 20 million gallons of herbicides on Vietnam. Over 11 million gallons were:

a. Agent Orange b. DDT c. Napalm d. none of he above

19 (t/f) A successful tactic of anti-Vietnam war protestors was interfering with ROTC recruitment.

20. (t/f) In the documentary Berkeley in the 60s, student anti-war protestors were shown successfully stopping a troop train.

21.(t/f) Soldiers protested the Vietnam war by going on “search and avoid” missions and fragging overenthusiastic officers.

22.(t/f) According to the Pentagon Papers, the U.S. government lied to get the American people to support U.S. military intervention in Vietnam.

23.(m/c) All of the following were tactics used by the anti-war movement to stop the “machinery of war” EXCEPT:

a. draft evasions b. destroying draft records

c. streaking, running naked at sporting events d. a and b e. all of above

24.(t/f) The FBI investigation of the National Guard shootings of Kent State students concluded that the Guardsmen only opened fire when they felt that their lives were threatened.

25.(m/c) A caste system of stratification is characterized by which of the following?

a. social mobility b. hierarchy c. ascribed status d. b and c e. all of above

26.(m/c) A class system of stratification is characterized by which of the following?

a. rigid hierarchy b. achieved status c. social mobility d. b and c

e. all of above

27.(m/c) Americans tend to accept the inequality of their class system because they accept which of the following conventional wisdoms?

a. Americans have equal opportunity.

b. In America anyone can be successful through hard work.

c. The educational system is a meritrocracy.

d. a and b e. all of the above

28.(m/c) All of the following are true about the American system of stratification EXCEPT:

a. wealth concentrated in the top 1% of Americans has almost doubled since the 1970s

b. concentration of wealth is greater than any of the other industrial countries.

c. since the mid-70s real income for 80% of American households has remained stagnant or declined.

d. there are still significant patterns of upward mobility in American society.

e. none are exceptions.

29.(t/f) According to Ruane, success in education depends on an individuals attitude and desire not the structure of the education institution.

30.(m/c) All of the following are results of higher educational attainment EXCEPT:

a. higher yearly incomes b. better health

c. higher lifetime incomes d. higher mortality rates

e. none are exceptions

31.(t/f) According to Ruane, college students are graduating with an increasing debt burden.

32.(t/f) According to the Supreme Court ruling in Rodriguez v San Antonio, equality of education is guaranteed by the Constitution.

33.(m/c) According to Ruane, since the Welfare Reform Act passed in the mid-1990s:

a. many women have been forced to take McJobs.

b. many women and children have lost their health care.

c. most of the women have worked their way out of poverty.

d. a and b e. all of the above

34.(t/f) According to your professor, in a democracy, it is important for citizens to realize that their first obligation is unquestioning obedience to their elected representatives, especially during war time.

35.(t/f) According to Ruane, sociological studies of tracking show that all tracked students benefit, therefore confirming the conventional wisdom that “education in American is the great equalizer.”

36.(m/c) All of the following are characteristics of capitalism EXCEPT:

a. equality b. private ownership c. lassez-faire

d. freely competitive marketplace e. none are exceptions

37.(m/c) Which of the following is true about the U.S. economy?

a. It is a small business economy.

b. High corporate profit benefits all Americans.

c. It is dominated by large corporations.

d. b and c e. all of above

38.(m/c) Corporations used the \_\_\_\_\_\_\_\_\_\_\_ Amendment to the U.S. Constitution as one means of increasing their power.

a. 13th b. 14th c. 15th d. 18th e. none are exceptions

39.(m/c) Employees from which of the following corporations were happy to see the California wildfires?

a. SDG&E b. Sempra c. Enron d. Bechtel e. Halliburton

40.(m/c) Prior to the Civil War and industrialization in America, corporations were constrained by all of the following EXCEPT:

a. They were chartered by a state for a specific purpose for a specific length of time.

b. There was a limit to the amount of their capitalization.

c. Their shareholders were liable. d. They could not own another corporation e. none are exceptions

41.(t/f) Corporations are legally “persons” within the meaning of the law.

42.(m/c) In the 1950s most jobs were tied to what sector of the economy:

a. agriculture b. manufacturing c. service

d. technology

43.(m/c) Currently, most jobs are created by what sector of the economy?

a. agriculture b. manufacturing c. service

d. technology

44. (m/c) All of the following are reasons for deindustrialization in the U.S. EXCEPT:

a. job flight b. downsizing c. automation

d. declining corporate profits of U.S. corporations e. mergers

45.(m/c) All of the following are characteristics of McJobs EXCEPT:

a. part-time or temporary b. no benefits c. job security

d. little room for advancement e. none are exceptions

46.(m/c) All of the following are examples of downward mobility EXCEPT:

a. avg worker working less hours b. increased foreclosures

c. decreased debt d. increased bankruptcies e. none are exceptions

47.(m/c) According to Ruane, which of the following are consequences of being disadvantaged (poor)?

a. lower infant mortality b. lower life expectancy

c. increase in negative life events d. b and c e. all of the above

48.(t/f) No Child Left Behind is based on the Texas educational system.

49.(t/f) An assumption of democratic political theory is that the people need strong leaders to govern them.

50.(m/c) According to the Daily Show, the “problem” with education in the Texas school system is:

a. emphasis on football b. unequal funding c. low test scores

d. sexy cheerleaders e. none of above

51.(m/c) The primary social role of the person in a democracy, according to our Founding Fathers, is:

a. parenthood b. consumer c. worker d. citizen

52.(m/c) All of the following are characteristics of a fake town hall meeting EXCEPT:

a. alliterative title b. correct people as background

c. spontaneous question and answers d. cynical use of language to deceive

e. none of the above are exceptions.

53.(m/c) According to the film *Bulworth* , which of the following ways does "big money" deform our democracy?

a. campaign financing b. lobbying c. ownership of mass media d. cost of political advertisements e. all of the above

54.(t/f) According to your professor, the establishment of an electoral process (voting) guarantees that a country is a democracy.

55.(m/c) The central lobbyist in the film *Bulworth* represented what industry?

a. telecommunications b. insurance c. oil d. automobile

56.(m/c) Which of the following are ways that politics as television undermine our democracy?

a. scripted debates b. use of photo opportunities

c. cost of campaigning d. a and b e. all of above

57.(t/f) The government gives the fast food industry a tax credit for every worker it hires from a low income family. The justification is that the industry is teaching them a job skill.

58.(m/c) According to FFN, automation is pursued in the fast food industry for all of the following reasons EXCEPT:

a. increase “throughput” b. meet goal of zero training

c. disempower worker d. easier for workers e. none of the above

59.(m/c) According to FFN, all of the following are consequences for teenagers that work more than twenty hours per week EXCEPT:

a. more likely to cut classes b. more likely to drop out of school

c. more likely to be a substance abuser d. less likely to get a college football scholarship e. none are exceptions

60.(m/c) According to FFN, the main reason(s) small ranchers are disappearing is:

a. death tax b. land prices c. consolidation in meat packing industry

d. health scares about beef e. oversupplies of cattle

61.(m/c) The few chicken processors remaining have moved their operations to the \_\_\_\_\_\_\_ where workers are poor, unions are weak, and farmers are desperate.

a. South b. West c. Rocky mountains d. Upper Great Plains

62.(m/c) Traders from what corporation are heard on tape saying “Burn baby, burn” about the California wildfires?

a. Enron b. SDG&E c. Mobil d. Westmed e. PG&E

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following industry to the specific “wealthfare” it has received, or desires to receive.

Industry Wealthfare

63. Fast Foods a. elimination of Clean Water Act

64. Mass Media b. Work Opportunity Tax Credit

65. Financial Industry c. Telecommunications Act of 1996

66. Extractive (coal mining) d. Bankruptcy Bill

67. Pharmaceutical e. Medicare Drug Bill \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Exam #3: Summer ‘07

1.(t/f) The trend in all areas of the mass media is for greater concentration of ownership.

2.t/f) Only 1% of newspapers in America have competition.

3.(m/c) The television is on an average of \_\_\_\_\_\_ hours per day in U.S. homes.

a. four b. five c. seven d. nine e. eleven

4.(t/f) The majority of time people spend with the mass media is spent with corporate owned advertising sponsored media.

5.(t/f) According to your professor, the mass media is the main institution socialization and social control in the U.S.

6.(m/c) The power of the mass media to shape behavior has been proven in practice. Which of the following are examples?

a. Committee on Public Information b. Gospel of Mass Consumption

c. Television advertising d. b and c e. all of above

7.(m/c) All of the following are examples of media concentration EXCEPT:

a. shared monopoly in television and film production.

b. shared ownership of media outlets.

c. interlocking directorates among media corporations.

d. none are exceptions

8.(t/f) The system of vertical and horizontal integration in the mass media is called synergy.

9.(m/c) According to your professor, all of the following are the real functions of corporate-owned, advertising-sponsored news EXCEPT:

a. make a profit b. entertainment c. propaganda

d. inform the public e. none are exceptions

10.(m/c) All of the following should be functions of the press in a democracy EXCEPT:

a. inform b. seek the truth c. entertainment

d. operate in the public interest e. none are exceptions

11.(t/f) One of the cost reduction measures in which corporations have engaged is eliminating investigative reports.

12.(m/c) All of the following are cost cutting measures which large corporations have undertaken in their news departments EXCEPT:

a. budget cuts b. firing reporters c. downsizing staff

d. closing bureaus e. none are exceptions

13. (m/c) Cost cutting measures have made corporate news dependent upon all of the following EXCEPT:

a. press conferences b. experts c. VNRs and GNRs d. investigative reports

d. none are exceptions

14.(m/c) All of the following dominate the content of news stories EXCEPT:

a. violence b. natural disasters c. personalities d. news that we need in order to make informed decisions e. none are exceptions

15.(m/c)All of the following are examples of news as entertainment from the Daily Show EXCEPT?

a. reporter getting shot with 50,000 volts.

b. reporters demonstrating how windy a hurricane is.

c. reporter canoeing in deep flood water. d. none are exceptions

16.(t/f) Because America has a liberal media, many more Democrats than Republicans are presented as sources for news shows.

17.(t/f) The news presents more experts and sources from labor and public interest and less from corporations and the government.

18.(m/c) Which of the following corporations is not one of the shared monopoly of television ownership?

a. Newscorp b. Disney c. Time-Turner-Warner d. GE e. Sony

19.(m/c) The majority of experts who speak on television “news” shows are from which of the following groups:

a. minorities b. women c. government, military, and corporate leaders.

d. labor unions e. all of the above

20.(t/f) The average news story is less than one minute, and in a local news broadcast total news time is ten minutes.

21.(t/f) Your professor believes that a “balanced” approach to news where both sides are represented is the best way to reach the truth about an issue.

22.(m/c) The main comedic theme in the episode of “Friends” that we watched in class was:

a. Rachel and Joey falling in love. b. Rachel and Ross having sex.

c. Chandler hiring Monica a housekeeper who Monica believed was stealing from her.

d. Sean Penn breaking up with Phoebe’s twin and calling Phoebe.

e. none of the above

23. (m/c) The television entertainment show is the \_\_\_\_\_\_\_\_\_\_\_\_\_ and the advertising is the \_\_\_\_\_\_\_\_\_\_.

a. wrapper/package b. package/wrapper

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following advertising/entertainment term with its definition.

24. pod a. group of commercials, promos, public service

25. flow announcements

26. bumper b. opening short segment of TV entertainment or news show

27. teaser c. the overall production goal of TV entertainment shows

28. hook d. short news flash during the day

e. the last scenes of TV entertainment before the commercia

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

29.(m/c) Currently one hour of prime time television has approximately:

a. 10 minutes of commercial b. 20 minutes of commercials c. 30 minutes of commercials

30.(m/c) The marketing of \_\_\_\_\_\_\_\_\_\_ in the 1950s demonstrated how successful association of values commercials could be.

a. Marlboro b. Ford Mustang c. Chevy Camaro d. Virginia Slims

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following commercial to its type

31. problem solving a. 7-Up Yours, AFLAC

32. association of values b. Rogaine, Viagra

33. funny/stupid c. Virginia Slims, SUVs, Dunkin Hines

34. high status d. Lexus, Tommy Hilfiger, Abercrombie and Fitch

35. low status e. Money Tree, King Stalman Bailbonds \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

36.(m/c) “Direct to consumer” drug commercials like the Celebex, Vioxx, and Ambien commercials are:

a. legal in only two countries b. frequently misleading about therapeutic benefits

c. frequently understate negative side effects d. all of above

37.(m/c) The television show that reaches the largest teen audience is:

a. The O.C. b. Channel One c. Real Life d. The Simpsons

38.(m/c) Advertisers believe that children can be “branded” as young as:

a. 1 b. 2 c. 3 d. 4

39. (m/c) All of the following are advertising and promotional means used by by McDonalds to target children EXCEPT:

a. Ronald McDonald b. McDonald Lands c. toys d. special meals

e. none are exceptions

40.(m/c) The explosion of advertising directed towards children occurred during what decade?

a. 1950s b. 1960s c. 1970s d. 1980s

e. 1990s

41. (m/c) All of the following are true about advertising and schools EXCEPT:

a. fast food ads on school buses. b. corporate-sponsored teaching material.

c. fast food in school cafeterias. d. b and c e. none are exceptions

42.(t/f) Sociologists believe that differences in the biology of the sexes is sufficient to explain the important differences between men and women.

43.(t/f) Cross cultural studies show that what it means to be masculine and feminine is

basically the same in all cultures.

44.(t/f) According to studies, elementary and junior high school teachers give more attention and praise to female students.

45.(t/f) Gender typing is maintained in children’s television shows because girls will watch male dominated shows, but boys will not watch girl dominated shows.

46.(m/c) All of the following are true about gender socialization EXCEPT:

a. the mother is the gatekeeper of gender socialization.

b. gender socialization begins before a child is born.

c. parents perceive and treat baby girls and baby boys differently.

d. playing and toys teach significantly different lessons in gender socialization.

e. none are exceptions.

47.(m/c) One of the consequences of gender socialization is gender segregation in the workplace. All of the following are examples of this EXCEPT:

a. Women make up more than 90% of the pink collar professions.

b. Women are underrepresented in the legal and medical professions, especially the higher paying sectors.

c. Women make up the majority of teachers, at all levels, including university professors.

d. Women occupy less than 5% of high level management positions.

e. None are exceptions

48.(m/c) Women’s average wage is approximately \_\_\_\_\_\_\_\_ per cent of men’s average wage.

a. 50% b. 66% c. 76% d. 83% e. 90%

49.(m/c) Women who work full-time still work a second shift at home; it is approximately \_\_\_\_\_ hours per week.

a. 13 b. 27 c. 30 d. 39

50.(t/f) The most dangerous place for a women is the home, because 1 in 3 women will be assaulted by her husband or domestic partner.

51.(t/f) Defendants accused of rape are convicted at a higher rate than defendants accused of all other violent crimes.

52.(m/c) According to Ruane, in surveys a significant percent of white Americans believe each of the following EXCEPT:

a. black Americans have an equal chance of getting a good job, affordable housing, and a good education.

b. black Americans are lazier than whites.

c. black Americans need to overcome prejudice and work their way up like other minorities have done.

d. Affirmative Action discriminates against white Americans.

e. noneare exceptions

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following term with its definition

Term Definition

53. prejudice a. group that shares genetic heritage

54. discrimination b. belief of racial superiority

55. race c. judgment of individual based on group membership

56. racism d. unfavorable treatment of individual

based on group membership

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

57.(m/c) Which of the following contradicts the conventional beliefs of

white Americans about black Americans?

a. Higher rate of refusal for home loans to black Americans, even if their

income is higher than white Americans.

b. Consistent patterns of hiring discrimination towards black Americans.

c. Underfunding predominantly black schools.

d. b and c e. all of above

58.(m/c) According to Ruane, which of the following are limits to the biological understanding of race?

a. There could be as few as 3 and as many as 200 races depending upon what characteristics were deemed significant.

b. There is no genetic marker for race in the human genome.

c. The biological understanding of race changes over time, place, and circumstance, therefore it is “social construction of reality”

d. a and b e. all of the above

59.(m/c) Which of the following social patterns indicate that race matters in America?.

a. black children are less likely to be covered by any type of health insurance.

b. black children are more likely to die before the age of one.

c. black Americans have a shorter life expectancy.

d. a and b e. all of the above

60.(m/c) Race is an\_\_\_\_\_\_\_\_\_\_\_\_ status.

a. ascribed b. achieved

61.(t/f) In a racially segregated society, race is a master status.

62.(m/c) According to Ruane, continuing residential segregation leads to:

a. limit in number of jobs available to black American.

b. limit in the types of jobs available to black Americans

c. segregation in education

d. racial bias in dealer related car loans e. all of the above

63.(t/f) IBP gave its staff prizes and bonuses for keeping injured and sick people working. They called this program “the safety award system.”

64.(t/f) The OSHA Reform Act introduced by a Colorado Republican would strengthen OSHA’s enforcement capabilities.

65.(m/c) All of the following are examples of the industrialization of cattle-raising and meat packing in the Midwest except:

a. low paying jobs turned into good paying jobs.

b. migrant industrial workforce of poor immigrants.

c. job conditions that lead to exceptionally high injury rates.

d. creation rural ghettos in the mid-west.

e. none are exceptions

58.(m/c) According to Fast Food Nation, the workers in the fast food industry are more likely to be \_\_\_\_\_\_\_\_\_ than the workers in any other industry.

a. poor b. minority c. adolescent d. none of the above

46.(m/c) According to FFN, which of the following groups of marginalized workers is the fast food industry dependent upon?

a. recent immigrants b. elderly c. handicapped d. a and be. all of above

51.(t/f) McDonald’s developed a new breed of chicken for its Chicken McNuggets, called “Mr. McDonald.” The new breed has unusually large breasts.

52.(m/c) Which of the following are true about McNuggets?

a. They are reconstituted chicken held together with stabilizers.

b. They get much of their flavor from beef additives.

c. They have more than twice as much fat per ounce as a hamburger.

d. a and c e. all of above

53.(t/f) The two Monfort, CO feedlots produce more excrement that the cities of Denver, Boston, Atlanta, and St. Louis combined and it is not treated but dumped into ponds.

55.(m/c) The book that led to regulation in the food industry was;

a. Fast Food Nation b. Dying to Eat c. The Jungle d. What’s the Matter with Kansas

56.(m/c) During what President’s administration to the concentration of ownership in the meat packing industry increase? a. Ford b. Carter c. Reagan d. Bush I e. Clinton

57.(m/c) According to FFN, all of the following are true about the new migrant workforce in

the meatpacking industry except

a. Turnover rate can be as high as 400 per cent and this benefits the industry.

b. In some plants almost two thirds of the workforce cannot speak.

c. Hourly wages at some plants are more than a third lower than they were 40 years ago.

d. Victims of political oppression and violence from Bosnia to Laos are recruited.

e. none of the above are exceptions

58.(m/c) The meat processor injury is the most dangerous job in the United States. The main reason is:

a. sharp knives b. worker fatigue c. worker carelessness d. speed of disassembly line

59.(m/c) The worst job in the meat packing industry is:

a. CEO, because of the pressure b. knocker c. sticker d. clean-up

60.(m/c) With working conditions for meatpacking workers getting worse and worse, the federal government agency in charge of regulating the industry did:

a. less to help the workers b. did more to help the workers

1.(m/c) The theory of biological determinism claims all of the following except:

a. people can be categorized by race according to certain shared physical characteristics, like skin color, hair, and bone structure.

b. racial traits are inherited.

c. physical characteristics associated with race can be correlated with other factors like intelligence, morality, and laziness.

d. There are superior races and inferior races. e. none of the above

2.(m/c) The racial theory of biological determinism was used by the US Supreme Court in which of the following rulings:

a. Dred Scott b. Plessy vs Ferguson c. Brown vs Board of Education d. a and b e. all of the above

3.(m/c) The racial theory of biological determinism has functioned in America to justify which of the following social practices?

a. Slave trade, slavery, genocide.

b. Eugenics laws that included forced sterilization of members of racial groups.

c. Laws against racially mixed marriages, miscegenation. d. a and b e. all of the above

4.(t/f) The Ku Klux Klan was a powerful political organization in many states into the 1920s. In fact President Warren G. Harding was initiated into the Klan in a ceremony in the White House.

Sociology 100: Exam #2

1.(t/f) The trend in all areas of the mass media is for greater concentration of ownership.

2.t/f) Only 1% of newspapers in America have competition.

3.(m/c) The television is on an average of \_\_\_\_\_\_ hours per day in U.S. homes.

a. four b. five c. seven d. nine e. eleven

4.(t/f) The majority of time people spend with the mass media is spent with corporate owned advertising sponsored media.

5.(t/f) According to your professor, the mass media is the main institution of socialization and social control in the U.S.

6.(m/c) The power of the mass media to shape behavior has been proven in practice. Which of the following are examples?

a. Committee on Public Information b. Gospel of Mass Consumption

c. Television advertising d. b and c e. all of above

7.(m/c) All of the following are examples of media concentration EXCEPT:

a. shared monopoly in television and film production.

b. shared ownership of media outlets.

c. interlocking directorates among media corporations.

d. none are exceptions

8.(t/f) The system of vertical and horizontal integration in the mass media is called synergy.

9.(m/c) According to your professor, all of the following are the real functions of corporate-owned, advertising-sponsored news EXCEPT:

a. make a profit b. entertainment c. propaganda

d. inform the public e. none are exceptions

10.(m/c) All of the following should be functions of the press in a democracy EXCEPT:

a. inform b. seek the truth c. entertainment

d. operate in the public interest e. none are exceptions

11.(t/f) One of the cost reduction measures in which corporations have engaged is eliminating investigative reports.

12.(m/c) All of the following are cost cutting measures which large corporations have undertaken in their news departments EXCEPT:

a. budget cuts b. firing reporters c. downsizing staff

d. closing bureaus e. none are exceptions

13. (m/c) Cost cutting measures have made corporate news dependent upon all of the following EXCEPT:

a. press conferences b. experts c. VNRs and GNRs d. investigative reports

d. none are exceptions

14.(m/c) All of the following dominate the content of news stories EXCEPT:

a. violence b. natural disasters c. personalities d. news that we need in order to make informed decisions e. none are exceptions

15.(m/c)All of the following are examples of news as entertainment from the Daily Show EXCEPT?

a. reporter getting shot with 50,000 volts.

b. reporters demonstrating how windy a hurricane is.

c. reporter canoeing in deep flood water. d. none are exceptions

16.(t/f) Because America has a liberal media, many more Democrats than Republicans are presented as sources for news shows.

17.(t/f) The news presents more experts and sources from labor and public interest and less from corporations and the government.

18.(m/c) Which of the following corporations is not one of the shared monopoly of television ownership?

a. Newscorp b. Disney c. Time-Turner-Warner d. GE e. Sony

19.(m/c) The majority of experts who speak on television “news” shows are from which of the following groups:

a. minorities b. women c. government, military, and corporate leaders.

d. labor unions e. all of the above

20.(t/f) The average news story is less than one minute, and in a local news broadcast total news time is ten minutes.

21.(t/f) Your professor believes that a “balanced” approach to news where both sides are represented is the best way to reach the truth about an issue.

22.(m/c) The main comedic theme in the episode of “Friends” that we watched in class was:

a. Rachel and Joey falling in love. b. Rachel and Ross having sex.

c. Chandler hiring Monica a housekeeper who Monica believed was stealing from her.

d. Sean Penn breaking up with Phoebe’s twin and calling Phoebe.

e. none of the above

23. (m/c) The television entertainment show is the \_\_\_\_\_\_\_\_\_\_\_\_\_ and the advertising is the \_\_\_\_\_\_\_\_\_\_.

a. wrapper/package b. package/wrapper

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following advertising/entertainment term with its definition.

24. pod a. group of commercials, promos, public service

25. flow announcements

26. bumper b. opening short segment of TV entertainment or news show

27. teaser c. the overall production goal of TV entertainment shows

28. hook d. short news flash during the day

e. the last scenes of TV entertainment before the commercia

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

29.(m/c) Currently one hour of prime time television has approximately:

a. 10 minutes of commercial b. 20 minutes of commercials c. 30 minutes of commercials

30.(m/c) The marketing of \_\_\_\_\_\_\_\_\_\_ in the 1950s demonstrated how successful association of values commercials could be.

a. Marlboro b. Ford Mustang c. Chevy Camaro d. Virginia Slims

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following commercial to its type

31. problem solving a. 7-Up Yours, AFLAC

32. association of values b. Rogaine, Viagra

33. funny/stupid c. Virginia Slims, SUVs, Dunkin Hines

34. high status d. Lexus, Tommy Hilfiger, Abercrombie and Fitch

35. low status e. Money Tree, King Stalman Bailbonds \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

36.(m/c) “Direct to consumer” drug commercials like the Celebex, Vioxx, and Ambien commercials are:

a. legal in only two countries b. frequently misleading about therapeutic benefits

c. frequently understate negative side effects d. all of above

37.(m/c) The television show that reaches the largest teen audience is:

a. The O.C. b. Channel One c. Real Life d. The Simpsons

38.(m/c) Advertisers believe that children can be “branded” as young as:

a. 1 b. 2 c. 3 d. 4

39. (m/c) All of the following are true about advertising and schools EXCEPT:

a. fast food ads on school buses. b. corporate-sponsored teaching material.

c. fast food in school cafeterias. d. b and c e. none are exceptions

40.(t/f) Sociologists believe that differences in the biology of the sexes is sufficient to explain the important differences between men and women.

41.(t/f) Cross cultural studies show that what it means to be masculine and feminine is

basically the same in all cultures.

42.(t/f) According to studies, elementary and junior high school teachers give more attention and praise to female students.

43.(m/c) All of the following are true about gender socialization EXCEPT:

a. the mother is the gatekeeper of gender socialization.

b. gender socialization begins before a child is born.

c. parents perceive and treat baby girls and baby boys differently.

d. playing and toys teach significantly different lessons in gender socialization.

e. none are exceptions.

44.(m/c) One of the consequences of gender socialization is gender segregation in the workplace. All of the following are examples of this EXCEPT:

a. Women make up more than 90% of the pink collar professions.

b. Women are underrepresented in the legal and medical professions, especially the higher paying sectors.

c. Women make up the majority of teachers, at all levels, including university professors.

d. Women occupy less than 5% of high level management positions.

e. None are exceptions

45.(m/c) Women’s average wage is approximately \_\_\_\_\_\_\_\_ per cent of men’s average wage.

a. 50% b. 66% c. 76% d. 83% e. 90%

46.(m/c) Women who work full-time still work a second shift at home; it is approximately \_\_\_\_\_ hours per week.

a. 13 b. 27 c. 30 d. 39

47.(t/f) The most dangerous place for a women is the home, because 1 in 3 women will be assaulted by her husband or domestic partner.

48.(t/f) Defendants accused of rape are convicted at a higher rate than defendants accused of all other violent crimes.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match the following term with its definition

Term Definition

49. prejudice a. group that shares genetic heritage

50. discrimination b. belief of racial superiority

51. race c. judgment of individual based on group membership

52. racism d. unfavorable treatment of individual

based on group membership

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

53.(m/c) The theory of biological determinism claims all of the following EXCEPT:

a. people can be categorized by race according to certain shared physical characteristics, like skin color, hair, and bone structure.

b. racial traits are inherited.

c. physical characteristics associated with race can be correlated with other factors like intelligence, morality, and laziness.

d. There are superior races and inferior races. e. none of the above

54.(m/c) Which of the following social patterns indicate that race matters in America?.

a. black children are less likely to be covered by any type of health insurance.

b. black children are more likely to die before the age of one.

c. black Americans have a shorter life expectancy.

d. a and b e. all of the above

55.(m/c) According to “Building Reality,” all of the following are true EXCEPT:

a. the media and politicians invented the crack cocaine epidemic.

b. there was no statitsitcal evidence supporting the claim of a crack coaine epidemic.

c. cocaine use among young people peaked years before the “epidemic.”

d. media coverage of the cocaine epidemic expanded as use declined.

e. none are exceptions.

56.(m/c) According to “Making Class Invisible,” all of the following are true about the media’s treatment of the poor EXCEPT:

a. the news media generally ignores the poor.

b. if the poor are shown in the media, they are cheats, addicts, or panhandlers.

c. the poor that are shown are usually white. d. none are exceptions.

57.(m/c) The function of Indian schools was which of the following?

a. “whiten” the Indian children.

b. teach the Indian children menial work.

c. socialize the Indian children into accepting the patriarchal nuclear family.

d. a and b e. all of above

58.(m/c) All of the following are true about the fire in “These Dark Satanic Mills” EXCEPT:

a. the building that burned met the country’s weak safety codes.

b. doors and some windows were locked.

c. flammable material was stacked throughout the building.

d. there were no sprinklers or fire alarms. e. none are exceptions.

59.(m/c) Which of the following are true about third world sweatshop labor?

a. few workers are paid the legal minimum wage of the country.

b. most workers are contract workers without rights or benefits.

c. the work involves being exposed to health hazards without proper equipment or information.

d. a and c e. all of the above

60.(m/c) Structural adjustment involves all of the following EXCEPT:

a. privatizing government-owned businesses.

b. charging user fees for education and health care.

c. privatizing government services.

d. establishing labor and environmental standards

e. none are exceptions

61.(t/f) Export Processing Zones benefit the country in general because of the “trickle down” effect of wages and taxes.

62.(m/c) Which of the following are goals of international trade agreements?

a. open third world markets to multi-national corporations.

b. establish free trade rules that all countries must follow.

c. establish labor and environmental standards that corporations must follow,

d. b and c e. all of above

2.(m/c) The racial theory of biological determinism was used by the US Supreme Court in which of the following rulings:

a. Dred Scott b. Plessy vs Ferguson c. Brown vs Board of Education d. a and b e. all of the above

3.(m/c) The racial theory of biological determinism has functioned in America to justify which of the following social practices?

a. Slave trade, slavery, genocide.

b. Eugenics laws that included forced sterilization of members of racial groups.

c. Laws against racially mixed marriages, miscegenation. d. a and b e. all of the above

4.(t/f) The Ku Klux Klan was a powerful political organization in many states into the 1920s. In fact President Warren G. Harding was initiated into the Klan in a ceremony in the White House.