1. Domhoff

a. Understand power arrangements in Domhoff’s theory of power, i.e. who has the power? how they use it? who benefits? (Sources: Blackboard Document “Diagram 1”

and Chapter 8).

b. Know all the terms in the lecture that followed the first exam (Notes: “Diagram 1”)

c. Know what Domhoff means by domination, distributive power, and be able to answer questions concerning his criticism of alternative theories of power, especially pluralism (Chapter 8).

2. Constellation of Power and the Mass Media

a. Know the nature and function of the mass media within the constellation of power.

b. When was the power of the mass media discovered and how did Edward Bernays improve upon it (techniques of PR). How is the Nayira story an example of the power of the mass media?

c. Who owns the mass media? What are the trends in ownership? What are the causes?

3. Corporate Owned Advertising Sponsored News(COASN)

a. Understand how the COASN functions as an institution of distraction and stupification. b. What are its goals and strategies? These goals and strategies make it dependent on what? How do its goals and strategies make it an institution of propaganda?

c. How does the structure and content of COASN make it infotainment?

d. In what ways did the political coverage of the 2007-2008 political campaign guarantee that the public would not know anything about the issues? How was the COASN coverage of Hurricane Katrina an example of not informing us and misinforming us?

4. Power and Advertising

a. Know how advertising functions within the constellation of power (what is meant by producing subjectivity, how does advertising pacify and control the population?).

b. Be able to answer questions on the history of advertising, the ubiquity of advertising (it is everywhere), structure and types of advertising, and success (dreaming, wishing).

5. Power and Entertainment

a. What is the production goal of tv entertainment, how is it written, edited.

b. What is a hook, pod, bumper, teaser, package, wrapper?

6. Education and Power

a. According to Samuel Huntington what was the “crisis of democracy” and what was his solution?

b. According to Huntington, the University contributed to the “crisis.” Why did he say this and how was restructuring the University a solution to the problem?

c. How have the changes at SDSU reflected Huntington’s solution to the “crisis” and the restructuring of the University?