

Exam 2 (Take-home)

Write your answers in a separate document. Make sure you include the question number that you are answering with each answer. **Read directions carefully. Some questions are mandatory and some are optional.**

Short Response

Answers can be up to 1 complete sentence in length.

Mandatory Questions

You must answer all of these questions.

1. * What is most important difference between the Daguerreotype and the Calotype process from a consumer perspective?
2. * Which three broadcast television networks were considered the “big three” in the US? How long were they dominant and how did that affect US culture?
3. * What was the “fairness doctrine” and how does it impact US mass media today?

Free Choice Questions

Choose 4 of the following questions to answer. There are no extra points for answering more questions. If more than the required number of questions are answered, I will grade them in order and stop grading when I reach the required number.

4. How are mechanical television and electric television similar to and different from one another? Include specific details about each technology in your response.
5. What was the major difference between Thomas Edison’s kinetoscope and the movie-showing technologies that replaced it?
6. What was the original name for what we now call “radio waves” when they were first discovered?
7. Why did the FCC reverse course on the CBS color system so quickly and replace it with the RCA system?
8. Contrast the Maxwell process and the Autochrome process.
9. Which portion of the electromagnetic spectrum did the FCC have difficulty managing effectively? Which technologies did this impact and how did it affect them?

Long Response

Answers should be 1 well-developed paragraph in length (3-6 complete sentences).

Mandatory Questions

You must answer all of these questions.

10. * Who developed the earliest radio stations and networks? Why did they develop them? What eventually happened to those networks?
11. * Describe the difference between using film and using magnetic tape in the television industry. Provide examples of two different types of television programming that were impacted significantly by the availability of magnetic tape recording. Discuss how they were impacted and the effect on US culture.

Free Choice Questions

Choose 3 of the following questions to answer. There are no extra points for answering more questions. If more than the required number of questions are answered, I will grade them in order and stop grading when I reach the required number.

12. Name the two major technologies for adding sound to movies. Describe each of them, including their advantages and disadvantages. Contrast these technologies, and explain their impact on mass communication.
13. Name and describe each of the key motivating factors for the relocation of the US film industry from the East to California.
14. Discuss the rise and fall of the video rental industry in the US.
15. Define the term “appointment media.” Describe the development and disappearance of “appointment media” in mass communication.
16. Choose three major television show formats. Describe their origin and provide examples of each.

Essay Response

*Answers should be 2-3 pages in length, and will typically consist of 4-7 well-developed paragraphs. Each paragraph should be written in complete sentences. **Research is expected and is not cheating. Plagiarism, however, is not acceptable. Your response should be written entirely in your own words (no quotations) and should include citations and references.***

Free Choice Questions

Choose 2 of the following questions to answer.

17. Describe the Hays code and its impact on the film industry in the US, and by extension its relationship to US culture.
18. Trace the development of the use of the electromagnetic spectrum (beyond visible light) for mass communication from their first use up to the 1970s. Choose the 4 innovations in that history that you believe are most important. Explain each innovation, and justify each choice by explaining its impact on mass communication and American society as a whole.
19. Describe the impact of World War I, World War II, Vietnam, and the Persian Gulf War on the development of mass communication in the US. In what ways did these conflicts aid the development of mass communication as we know it today? In what ways did they hinder it? How did media coverage of these wars shape and respond to public opinion?