**Mass Communication Study Guide for Final**

\*\* This is just a general guide for the exams. There may be a very limited number of questions from our textbook, but are not listed here.

\*\* In another word, you’ll need to understand the terms and concepts that appear in this study guide.

Chapter 13 Advertising

1. Definition: 4 elements
2. The evolution of advertising industry
   1. Good understanding of brands (when and why)
   2. Good understanding of the relationship between advertising and magazines and radio (how did they support each other during early years and any trends or changes)
   3. General understanding: Advertising and regulation
   4. Advertising and television: \*\* read the textbook: spot commercial sales and UPS
   5. Hard sell vs. soft sell
3. General understanding: Criticism and Defenses of advertising
4. General understanding: Trends in advertising
   1. Convergence: Internet advertising
   2. Audiences (has the audience changed over the time? How did the industry respond?)
   3. Define Hypercommercialism

Chapter 14 Media effects and theory

Good understanding of the following mass media theories

a. . hypodermic needle theory

* 1. Social cognitive theory
  2. cultivation analysis
  3. Uses and gratifications

\*\* be able to explain those theories in about a few sentences. If I give you examples, you know how to use the theories to explain the examples.

Chapter 15 Media Law and Ethics

a. Understand the relationship between democracy and free speech

b. Understand the First Amendment and the philosophical basis and principles

c. Understand what is protected and what is not protected

d. Understand social responsibility theory

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Chapter 16

Global media

* 1. Origin of the global media
  2. Early British media
  3. Four models of media systems (what are they, representative media systems)

(when you read the textbook, focus on the British media system and Chinese media system)

* 1. Globalization: General understanding of Cultural Imperialism and ways that governments of other countries use to prevent Cultural Imperialism.

e. McLuhan’s idea in the global media context, arguments for and against one common culture