Test Bank for Understanding Media and Culture An Introduction to Mass Communication Version 2 0 2nd Lule

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Understanding Media and Culture **by Jack Lule**

Chapter 2: Media Effects

Section 1: Mass Media and Its Messages

Multiple Choice

1. The manipulation of information to influence public opinion is:
   a. bullying
   b. persuasion
   c. propaganda
   d. free speech
   e. bad

   c; Easy

2. Propaganda can be disseminated by:
   a. newspaper
   b. flyers
   c. television
   d. radio
   e. all of the above

   e; Easy

3. Some studies have shown a correlation between media consumption and:
   a. laughter
   b. college acceptance
   c. sleeping
   d. violence
   e. voter registration

   d; Easy

4. Portrayal of a cultural group in a certain way is called:
   a. ignorant
   b. stereotyping
   c. fictional
   d. advertising
   e. compulsive

   b; Easy

5. New media is this form of communication:
   a. analog
   b. fast
   c. digital
   d. private
   e. mass

   c; Easy

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6. For Plato, only this kind of communication can produce the truth:
   a. dialogue
   b. writing
   c. email
   d. monologue
   e. propaganda

   a; Easy

7. Cyberbalkanization refers to the way media consumers:
   a. communicate
   b. try to persuade others
   c. write emails
   d. watch television
   e. filter information

   e; Easy

8. The migration of information across media platforms is called:
   a. convergence
   b. convenience
   c. confusion
   d. confluence
   e. conservation

   a; Easy

True/False

1. Media consumers may sometimes trust false media reports because they validate their own preconceptions.

   True: Easy

2. Rumors in the media are never based on fear.

   False; Easy

3. Thanks to new media, consumers now view all types of media as participatory.

   True; Easy

Fill in the Blanks

1. Media messages can range from overt _____to vague expressions of cultural _____.

   Statements; values; Moderate

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2. Media has intense power in our society because of our _____.

   Emotional reaction; Moderate

3. Being able to read and write using new media technologies is called _____.

   Digital literacy; Moderate

Short Answer

1. Whether propaganda has a positive or negative effect on society and culture depends on what?

   Answer: The motivations of those who are reading, listening, or watching**; Easy**

2. In what way does the media act like a "super peer" to children?

   Answer: Through movies, television, music, and magazines, the media can provide sexual information that parents might be hesitant to discuss with them**; Moderate**

3. Describe how search engines contribute to the way that information is interpreted.

   Answer: People searching the Internet for factual articles on a topic will get access to articles on that topic that may not be factual, but are taken that way because of the person's goal**; Hard**

Essay

1. Describe how the media has historically portrayed cultural stereotypes by giving several specific examples. Discuss your thoughts about how the media might currently be marginalizing certain cultural groups.

   Answer: Answers will vary but will include reference to showing women and African Americans in submissive and domestic roles such as Mrs. Cleaver on *Leave It To Beaver* or the Cream of Wheat chef. A current example of cultural stereotyping in the media might be the portrayal of gay men as flamboyant characters who only pay attention to fashion and home decorating**; Moderate**

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Chapter 2: Media Effects

Section 2: Media Effects Theories

Multiple Choice

1. The people who first studied the effects of mass media on society were:
   a. reporters
   b. electrical engineers
   c. educators
   d. politicians
   e. behavioral scientists

   e; Easy

2. War of the Worlds was a good example of:
   a. direct effects theory
   b. journalism
   c. scientific writing
   d. entertainment
   e. a and d

   a; Moderate

3. The person with utopian views in the 1960s about the ways media could transform our lives was:
   a. Walt Disney
   b. Marshall McLuhan
   c. Steve Jobs
   d. Bill Gates
   e. Mr. Rogers

   b; Easy

4. When critics claim that a particular media outlet has an agenda, they are drawing on this theory.
   a. gratification
   b. agenda-setting
   c. symbolic interactionism
   d. spiral of silence
   e. media logic

   b; Easy

5. The salience of an issue means its
   a. validity
   b. relative interest
   c. reliability
   d. relative complexity

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e. relative importance

b; Easy

6. Common motives for media consumption include:
   a. relaxation
   b. arousal
   c. entertainment
   d. social interaction
   e. all of the above

e; Easy

7. Media creates and uses cultural symbols to affect an individual's sense of self through:
   a. focus groups
   b. advertising
   c. brainwashing
   d. interactivity
   e. first class mail

b; Easy

8. Which things probably don't share symbolic meaning?
   a. George Clooney and Hollywood
   b. Harley Davidson and an American flag
   c. chocolate pudding and a toadstool
   d. babies and puppies
   e. Buddha and a waterfall

c; Easy

9. The most repetitive and consistent messages of a particular medium are described in:
   a. media logic
   b. symbolic interaction
   c. cultivation analysis
   d. uses and gratification theory
   e. spiral of silence

c; Moderate

10. The stabilizing influences of family and peer groups affect children's television viewing and the way they:
    a. do their homework
    b. answer the telephone
    c. sleep at night
    d. process media messages
    e. make friendships

d; Moderate

True/False

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1. The Direct Effect Model has never been discredited by another study.

   False; Easy

2. Tweeting with friends while watching a TV show is an example of the uses and gratification theory.

   True; Easy

3. An individual who watches a great deal of television may come to view the world as more violent and dangerous than it actually is.

   True; Easy

Fill in the Blanks

1. Assuming that audiences would passively accept media messages and would exhibit predictable reactions in response to those messages is the _____.

   Direct effect theory; Moderate

2. Symbolic interactionism states that the self is derived from and develops through _____.

   Human interaction; Moderate

3. A theory stating that common media formats and styles serve as a way of perceiving the world is called _____.

   Media logic; Moderate

4. In a cultivation analysis, someone who watches a great deal of television may form a picture of _____ that does not correspond to actual life.

   Reality; Moderate

Short Answer

1. Which media theory does the rise of public opinion against smoking reflect, and why?

   Answer: It shows the agenda-setting theory because mass media made smoking a prominent issue of public, not just personal, concern**; Easy**

2. Name several reasons why people use the Internet.

   Answer: for entertainment, to find information, to communicate, for self-expression**; Easy**

3. How is the spiral of silence related to the mass media's maintenance of dominant opinions?

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Answer: Because dominant opinions prevail in media, people who hold a minority opinion silence themselves to prevent social isolation**; Moderate**

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Section 3: Methods of Researching Media Effects

Multiple Choice

1. Which of the following is not a research method?
   a. survey
   b. rhetorical analysis
   c. telemarketing
   d. archival research
   e. focus group

   c; Easy

2. Which of the following are ways to track down the March 2, 1989 issue of *TIME Magazine*?
   a. go to a library
   b. go to the *TIME* website
   c. Google that date and title
   d. visit your grandmother's attic
   e. all of the above

   e; Easy

3. Archives, in general, are compilations of:
   a. old newspaper clipping only
   b. news on microfilm
   c. information not currently in use
   d. the most current news
   e. b and c

   c; Easy

4. An analytical survey attempts to find:
   a. the current state of things
   b. answers to specific questions
   c. names, dates, places
   d. why a particular situation exists
   e. public opinions

   d; Moderate

5. Researchers gain a better understanding of the messages that mass media sends through:
   a. social role analysis
   b. reading Entertainment Weekly
   c. watching The Daily Show
   d. focus groups
   e. listening to NPR

   a; Easy

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6. The anthropological research tool where study participants are directly asked questions is a
   a. short answer
   b. questionnaire
   c. private interview
   d. depth interview
   e. focus group

   d; Moderate

7. Media styles include:
   a. composition
   b. use of metaphors
   c. form
   d. presentation
   e. all of the above

   e; Moderate

8. A procedure that involves exposing a test group to a media experience and then measuring the effects of the experience is called a(n):
   a. experiment
   b. commercial
   c. lab test
   d. inconvenience
   e. game

   a; Easy

True/False

1. Content analysis is one of the most expensive forms of research.

   False; Easy

2. Rhetorical analysis reveals the messages not apparent in a strict reading of content.

   True; Moderate

3. In participant observation, researchers try to become part of the group they are studying.

   True; Easy

Fill in the Blanks

1. Contemporary research methods are greatly varied and can range from analyzing old _____ to performing controlled _____.

   Newspapers; experiments; Easy

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2. Through content analysis, researchers hope to understand both the people who _____the content and the people who_____ it.

   Created; consumed; Moderate

3. Conducting a _____ _____ is an effective way to obtain group opinion on media.

   Focus group; Moderate

Short Answer

1. Name a way in which resources such as the Internet Archive (*www.archive.net*) can help a person doing an Internet content analysis.

   Answer: A website like that gives the researcher access to information on websites that have been deleted**; Easy**

2. Describe the difference between open-ended and closed-end questions.

   Answer: Open-ended questions require the participant to generate answers in their own words, while closed-ended questions force the participant to select an answer from a list**; Moderate**

3. How did studying *World of Warcraft* give researchers insight on group dynamics?

   Answer: By actually playing the online role-playing game, they found that there was a true sense of culture and unwritten rules amongst the players**; Moderate**

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Section 4: Media Studies Controversies

Multiple Choice

1. Which is not true about an active audience?
   a. fully aware of the message
   b. makes informed decisions
   c. accepts the message as it is
   d. interacts with the media
   e. discusses what they see/hear

   c; Easy

2. Passive media consumers are more likely to:
   a. not question what they read, see, or hear
   b. question what they read, see, or hear
   c. not care what they read, see, or hear
   d. not understand what they read, see, or hear
   e. a and d

   a; Easy

3. The uses and gratifications theory assumes:
   a. people like the media
   b. the media performs a function in people's lives
   c. people are satisfied with the media
   d. the media does not perform a function in people's lives
   e. people could easily give up the media

   b; Easy

4. The allegation that media consistently favors one political position is called:
   a. media consideration
   b. media politics
   c. media corruption
   d. media blitz
   e. media bias

   e; Easy

5. Media decency is a political issue because:
   a. the Congressional hearings are televised
   b. the government has regulatory power over media
   c. the politicians watch a lot of television
   d. there are two sides of the issue
   e. the government runs the media

   b; Moderate

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6. In the 2008 presidential race, there were allegations that the media had a
   a. liberal bias
   b. conservative bias
   c. equitable focus
   d. bad attitude
   e. reaction to public opinion

   a; Moderate

7. *Adventures of Huckleberry Finn* was banned from schools because of:
   a. religious reasons
   b. mean characters
   c. scary plot
   d. bad grammar
   e. ethnic slurs

   e**; Easy**

8. The belief that violence means different things to different subgroups works against:
   a. spiral of silence theory
   b. agenda-setting theory
   c. cultivation analysis theory
   d. uses and gratification theory
   e. passive audiences

   c; Moderate

True/False

1. Truth and objectivity are always at the core of discussions about media theories and research.

False; Easy

2. It is sometimes difficult to tell if the media is responding to public desire for coverage of an issue or if it is pushing an issue on its own agenda.

   True; Easy

3. Media studies involving violence, pornography, and profanity are inherently politically charge

   True; Easy

Fill in the Blank

1. Not all media studies theorists agree that audiences are either _____ or _____.

   Passive; active; Easy

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2. People sitting silently watching a sitcom is an example of a _____.

   Passive audience; Easy

Short Answer

1. How is the spiral of silence theory contradicted by nonconformists?

   Answer: Nonconformists are not worried about being different than others in their particular cultural group; **Easy**

2. Broad claims in a cultivation analysis can be problematic because of this.

   Answer: Different people understand media messages in varying ways; **Moderate**

Essay

1. Discuss the impact of media studies and FCC restrictions on media consolidation.

   Answer: Answers will vary but will include reference to the fact that studies are done to look at the effect consolidation has on the content of local media outlets and to compare it with that of conglomerate-owned outlets. Not all the studies are used however. Recently the FCC has loosened its restrictions and companies have been allowed to purchase multiple media outlets in the same city**; Hard**

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