Test Bank for Mass Communication Living in a Media World 6th Hanson

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Chapter 2

Test Bank

Multiple Choice

1. National Security Agency whistleblower Edward Snowden leaked his collection of classified documents to journalist Glenn Greenwald because _____.
a. Snowden didn't want anyone to know he was the source of the documents
b. Snowden wanted to have a responsible journalist cover the story, not just dump a large collection of documents on an anonymous Web site.
c. Greenwald could be counted on to write the most sensationalistic stories based on the information
d. it was very important to Snowden that he give the documents to a British reporter rather than an American reporter.
Ans: b
Answer Location: Opening vignette
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Comprehension
Difficulty Level: Easy

2. Fears that media messages would have strong, direct effects on individuals grew out of propaganda campaigns during which of the following conflicts?
a. the U.S. Civil War
b. World War I
c. the Vietnam War
d. the Persian Gulf War
Ans: b
Answer Location: Propaganda and the Direct Effects Model

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Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Knowledge
Difficulty Level: Easy

3. Godwin's Law argues that online discussions that go on long enough eventually _____.
a. die out for lack of interest
b. reach a reasonable conclusion based on a wide range of viewpoints
c. are reduced to threats of violence
d. end comparing people to Hitler or Nazis
Ans: d
Answer Location: The Messages in Propaganda
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Knowledge
Difficulty Level: Easy

4. Research on opinion leaders conducted in the 1940s provide an example of _____.
a. Secret 1—The media are essential components of our lives
b. Secret 3—Everything from the margin moves to the center
c. Secret 5—All media are social
d. Secret 7—There is no "they"
Ans: c
Answer Location: Voter Studies and the Limited Effects Model
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Comprehension
Difficulty Level: Medium

5. Which of the following is not a key principle of the critical/cultural model?
a. You can't make sense out of ideas if you take them out of their historical context.

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b. People want to see themselves as holding a majority opinion and will therefore remain silent if they perceive that they hold a minority opinion.
c. Researchers cannot separate facts from the values attached to them and the circumstances from which these facts emerged.
d. You can't fool me. These are all principles of the critical/cultural model.
Ans: b
Answer Location: The Importance of Meaning and the Critical/Cultural Model
Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.
Cognitive Domain: Knowledge
Difficulty Level: Easy

6. An important consequence of the critical/cultural model is that researchers pay more attention to _____.
a. how meaning is created within society
b. the effect that watching television advertising has on children's toy preferences
c. how the rise of mobile devices has changed how teens communicate with each other
d. how electronic documents differ from paper documents
Ans: a
Answer Location: The Importance of Meaning and the Critical/Cultural Model
Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.
Cognitive Domain: Comprehension
Difficulty Level: Medium

7. Critical theory arose from a group of scholars known as the _____.
a. Marxist Group
b. Frankfurt School
c. Paris School
d. Feminist Group
Ans: b
Answer Location: The Importance of Meaning and the Critical/Cultural Model
Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.

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Cognitive Domain: Knowledge
Difficulty Level: Easy

8. A study that attempts to explain why a radio program about the death of an attractive young woman is more popular with audiences than one about a male soldier who deserts his unit on the battlefield would be an example of _____.
a. critical theory
b. structural/functionalism
c. uses and gratifications
d. two-step flow
Ans: a
Answer Location: The Importance of Meaning and the Critical/Cultural Model
Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.
Cognitive Domain: Comprehension
Difficulty Level: Medium

9. Which of the following best describes the findings of the People's Choice study from 1940?
a. Audiences receive strong, direct effects from media campaign messages.
b. Audiences are unaffected by media campaign messages.
c. Audiences are indirectly affected by media campaign messages.
d. Audiences actively use the media to construct their view of the world.
Ans: c
Answer Location: The People's Choice
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Comprehension
Difficulty Level: Medium

10. The critical/cultural model assumes which of the following?
a. Audiences receive strong, direct effects from media campaign messages.
b. Audiences are unaffected by media campaign messages.

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c. Audiences are indirectly affected by media campaign messages.

d. Audiences actively use the media to construct their view of the world.

Ans: d

Answer Location: The Importance of Meaning and the Critical/Cultural Model

Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.

Cognitive Domain: Comprehension

Difficulty Level: Medium

11. Correlation is accomplished by persuasive communication through which of the following?

a. editorializing

b. commentary

c. advertising

d. all of the above

Ans: d

Answer Location: Correlation of Different Elements of Society

Learning Objective: 2-4: Explain eight major communication theories and their uses.

Cognitive Domain: Comprehension

Difficulty Level: Medium

12. The central change that Edward Snowden's and WikiLeaks' release of national security documents represents is _____.

a. arresting people is easier than stopping the flow of information

b. messages can now move around the world easily, even when governments would like to censor them

c. electronic documents are becoming more powerful that paper documents

d. all of the above

Ans: d

Answer Location: Opening vignette

Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.

Cognitive Domain: Analysis

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Difficulty Level: Hard

13. A media scholar is looking at why so many Americans are watching *The Big Bang Theory* on television. What kind of effects is this scholar looking for?
a. message effects
b. media effects
c. ownership effects
d. active audience effects
Ans: d
Answer Location: Active Audience Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Application
Difficulty Level: Medium

14. A media scholar is trying to find out if children who watch *Sesame Street* do better in second grade than children who watch *Dora the Explorer*. What kind of effects is he looking for?
a. message effects
b. media effects
c. ownership effects
d. active audience effects
Ans: a
Answer Location: Message Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Application
Difficulty Level: Medium

15. A media scholar is trying to find out whether Internet or television political ads are more persuasive. What kind of effects is he looking for?
a. message effects
b. media effects
c. ownership effects

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d. active audience effects

Ans: b

Answer Location: Effects of the Media in Our Lives

Learning Objective: 2-3: Name four types of effects the mass media can have.

Cognitive Domain: Application

Difficulty Level: Medium

16. A media scholar is trying to find out if the editorial focus of a newspaper changed after it was purchased by a large media conglomerate. What kind of effects is he looking for?

a. message effects

b. media effects

c. ownership effects

d. active audience effects

Ans: c

Answer Location: Ownership Effects

Learning Objective: 2-3: Name four types of effects the mass media can have.

Cognitive Domain: Application

Difficulty Level: Medium

17. Each cast of *American Idol* becomes famous after appearing on the show for a season. This is an example of the _____ function of the media.

a. surveillance/status conferral

b. correlation of different elements in society

c. socialization and transmission of culture

d. entertainment

Ans: a

Answer Location: Surveillance of the Environment

Learning Objective: 2-4: Explain eight major communication theories and their uses.

Cognitive Domain: Application

Difficulty Level: Medium

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18. A study that looks whether press coverage of budget deficits made audiences talk more about government spending would be an example of which of the following?

a. agenda setting

b. uses and gratifications theory

c. social learning

d. spiral of silence

Ans: a

Answer Location: Agenda Setting

Learning Objective: 2-4: Explain eight major communication theories and their uses.

Cognitive Domain: Application

Difficulty Level: Medium

19. A study that looks at why teenagers like to go to horror movies like *Hostel* or *Saw* would be an example of which of the following?

a. agenda setting

b. uses and gratifications theory

c. social learning

d. mean world syndrome

Ans: b

Answer Location: Uses and Gratifications Theory

Learning Objective: 2-4: Explain eight major communication theories and their uses.

Cognitive Domain: Application

Difficulty Level: Medium

20. A study that looks at how children acquire new behaviors by watching movies on television would be an example of which of the following?

a. uses and gratifications theory

b. symbolic interactionism

c. media logic

d. social learning

Ans: d

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Answer Location: Social Learning
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Application
Difficulty Level: Medium

21. The documentary *An Inconvenient Truth* makes the case that we have a global warming problem. Regardless of the merit of the arguments in the film, it has convinced many people that there is a global warming problem and they will then act on that belief. You could explain this using which of the following?
a. cultivation analysis
b. uses and gratifications theory
c. symbolic interactionism
d. media logic
Ans: c
Answer Location: Symbolic Interactionism
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Application
Difficulty Level: Medium

22. A newspaper runs stories that suggest that most people in the country support cutting taxes. After reading the stories, people who support raising taxes tend to keep quiet because they think their neighbors all support tax cuts. This would be an example of which of the following?
a. agenda setting
b. spiral of silence
c. social learning
d. symbolic interactionism
Ans: b
Answer Location: Spiral of Silence
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Application
Difficulty Level: Medium

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23. When an activist group stages an event in a way that facilitates its being covered by the local television station, they are making use of which of the following?
a. media logic
b. cultivation analysis
c. mean world syndrome
d. agenda setting
Ans: a
Answer Location: Media Logic
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Application
Difficulty Level: Medium

24. Martha watches quite a bit of television, including a lot of crime dramas. She believes that the city she lives in has a much higher crime rate than it actually does. You could explain this using which of the following?
a. uses and gratifications theory
b. mean world syndrome
c. social learning
d. media logic
Ans: b
Answer Location: Cultivation Analysis
Learning Objective: 2-5: Explain how the mean world syndrome addresses the effects of consuming large amounts of violent media.
Cognitive Domain: Application
Difficulty Level: Medium

25. The theoretical orientation that argues that watching large amounts of television can create a worldview that is at odds with reality is which of the following?
a. uses and gratifications theory
b. social learning

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c. symbolic interactionism

d. cultivation analysis

Ans: d

Answer Location: Cultivation Analysis

Learning Objective: 2-4: Explain eight major communication theories and their uses.

Cognitive Domain: Application

Difficulty Level: Medium

True/Flase

1. National Security Agency whistleblower Edward Snowden had to smuggle all of the secret documents he stole out of the office in a series of boxes filled with paper files.

Ans: F

Answer Location: Opening vignette

Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.

Cognitive Domain: Knowledge

Difficulty Level: Easy

2. Canadian economist Harold Innis argues that any given medium has a bias of lasting a long time or of being easy to distribute.

Ans: T

Answer Location: Opening vignette

Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.

Cognitive Domain: Knowledge

Difficulty Level: Easy

3. Cable news channels are as likely to report about crime affecting poor African American women and girls as they are about crime affecting wealthy white women and girls.

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Ans: F
Answer Location: The Importance of Meaning and the Critical/Cultural Model
Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.
Cognitive Domain: Knowledge
Difficulty Level: Easy

4. Prior to the nineteenth century, most people in Europe and North America lived in homogeneous communities.
Ans: T
Answer Location: Rise of Mass Society
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Knowledge
Difficulty Level: Easy

5. The direct effects model of media effects presumes that messages have a direct and predictable effect on audience members exposed to the message.
Ans: T
Answer Location: Propaganda and the Direct Effects Model
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Knowledge
Difficulty Level: Easy

6. The indirect effects model recognizes that people will react differently to media messages because they have different backgrounds, needs, attitudes, and values.
Ans: T
Answer Location: Propaganda and the Direct Effects Model
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Knowledge

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Difficulty Level: Easy

7. Current research supports the fears media critics had in the World War I era of powerful, direct effects of the mass media.
Ans: F
Answer Location: The Importance of Meaning and the Critical/Cultural Model
Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.
Cognitive Domain: Comprehension
Difficulty Level: Medium

8. The People's Choice study found that voters use information from the media instead of information from family members to make up their minds during elections.
Ans: F
Answer Location: The People's Choice
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Knowledge
Difficulty Level: Easy

9. The critical/cultural approach to mass communication research looks at how meaning is created in society.
Ans: T
Answer Location: The Importance of Meaning and the Critical/Cultural Model
Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.
Cognitive Domain: Knowledge
Difficulty Level: Easy

10. Research explaining why the disappearances of wealthy white women generates more news stories than the disappearances of poor women of color would be within the direct effects model.
Ans: F
Answer Location: The Importance of Meaning and the Critical/Cultural Model

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Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.
Cognitive Domain: Application
Difficulty Level: Medium

11. People who need to talk about the news at work are no more likely to learn from the media than are people who watch the news to be entertained.
Ans: F
Answer Location: Cognitive Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Comprehension
Difficulty Level: Medium

12. The channel used to transmit a message can change the meaning of the message.
Ans: T
Answer Location: Medium Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Comprehension
Difficulty Level: Medium

13. Media theorist Marshall McLuhan argued for "medium neutrality"—the medium used to communicate did not change how a message is received.
Ans: F
Answer Location: Medium Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Knowledge
Difficulty Level: Easy

14. Joshua Meyrowitz argues that a major effect of transmitting news through print is segregating audiences by education, age, class, and gender.
Ans: T
Answer Location: Medium Effects

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Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Knowledge
Difficulty Level: Easy

15. Psychographics means using psychics to predict which candidates will be elected.
Ans: F
Answer Location: Active Audience Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Knowledge
Difficulty Level: Easy

16. Journalists tend to be somewhat more liberal politically than the public at large.
Ans: T
Answer Location: Active Audience Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Knowledge
Difficulty Level: Easy

17. The people who own the news media tend to be somewhat more conservative politically than the public at large.
Ans: T
Answer Location: Active Audience Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Knowledge
Difficulty Level: Easy

Essay

1. Who are opinion leaders?

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Ans: Opinion leaders are influential community members who have lived in the area for some time and who hold influence on what people will do in the long run.
Answer Location: The People's Choice
Learning Objective: 2-1: Discuss the history and development of our understanding of media effects.
Cognitive Domain: Comprehension
Difficulty Level: Medium

2. Provide an example of a cognitive effect of the media.
Ans: Cognitive effects are generally short-term learning of information (such as studying for an exam). These can range from serious to trivial.
Answer Location: Cognitive Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Application
Difficulty Level: Medium

3. Briefly describe the difference between an attitudinal effect and a behavioral effect of the media.
Ans: An attitudinal effect is a change in feeling about a product and is relatively easy to produce. A behavioral effect is getting a person to take action (such as buying a product) and is much more difficult to accomplish.
Answer Location: Message Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.
Cognitive Domain: Comprehension
Difficulty Level: Medium

4. Provide an example of a psychological effect of the media.
Ans: Psychological effects can include fear, joy, revulsion, happiness, amusement, or arousal, among others.
Answer Location: Psychological Effects
Learning Objective: 2-3: Name four types of effects the mass media can have.

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Cognitive Domain: Comprehension
Difficulty Level: Medium

5. When we learn about the world through the media, we are engaging in _____.
Ans: Surveillance
Answer Location: Surveillance of the Environment
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Comprehension
Difficulty Level: Medium

6. When starlets are famous for being famous, they have often had their reputations built by the _____ function of the media.
Ans: Status conferral
Answer Location: Surveillance of the Environment
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Comprehension
Difficulty Level: Medium

7. The mass media engage in status conferral in a number of ways. List two.
Ans: Through role models in entertainment programming; through goals and desires presented in media content; through citizenship values presented in the news; through advertisements for products that may not be useful to us until we are older.
Answer Location: Surveillance of the Environment
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Application
Difficulty Level: Medium

8. What is agenda setting?
Ans: Agenda setting is when the media don't so much tell the public what to think but rather what to think about.
Answer Location: Agenda Setting

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Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Comprehension
Difficulty Level: Medium

9. According to uses and gratifications theory, why would a young man watch a romantic comedy movie that he wasn't interested in with his girlfriend?
Ans: See the list of gratifications in the textbook on page 39.
Answer Location: Uses and Gratifications Theory
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Application
Difficulty Level: Medium

10. The following statement, "If men define situations as real, they are real in their consequences," is a central principle of _____.
Ans: Symbolic interactionism
Answer Location: Symbolic Interactionism
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Comprehension
Difficulty Level: Medium

11. What is the mean world syndrome?
Ans: The mean world syndrome is the perception of many heavy viewers of violent television programs that the world is a more dangerous and violent place than it actually is.
Answer Location: Cultivation Analysis
Learning Objective: 2-5: Explain how the mean world syndrome addresses the effects of consuming large amounts of violent media.
Cognitive Domain: Application
Difficulty Level: Medium

12. In a brief essay, define the spiral of silence theory, explain where it came from, and provide an example of how it might work in the world of social media.

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Ans: The spiral of silence theory says that people want to see themselves as holding a majority opinion and will remain silent if they think they hold a minority opinion. This tends to make the minority opinion appear to be even smaller than it already is. A study by the Pew Foundation in 2014 found that people were less likely to discuss a controversial political issue on social media than they were in public.
Answer Location: Spiral of Silence
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Application
Difficulty Level: Medium

13. In a brief essay, explain what media logic is and provide an example of it in use.
Ans: Media logic is an approach to studying the mass media that says that the forms the media use to present the world become the forms we use to perceive the world and create media messages. Provide an example of how someone uses media formats in order to attract media attention.
Answer Location: Media Logic
Learning Objective: 2-4: Explain eight major communication theories and their uses.
Cognitive Domain: Application
Difficulty Level: Medium

14. In a brief essay, use the ideas from critical theory to explain why critics were concerned about the lack of toys featuring Rey, the female lead in the movie *Star Wars: The Force Awakens*.
Ans: Critical theory addresses he connection between ideas and values. A scholar using critical theory might argue the idea that the fact that a princess is an appropriate kind of movie toy to make featuring a female character but not a space pilot/warrior shows that big media companies such as Disney are promoting the idea that girls should aspire to being rescued rather than doing the rescuing.
Answer Location: Where are the Rey *Star Wars* toys?
Learning Objective: 2-2: Explain how the critical theory model differs from the effects models.
Cognitive Domain: Analysis

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Difficulty Level: Hard

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