

## MIDTERM EXAM PART ONE

I will choose 30 questions out of the following. You will have 40 minutes to answer. There is only one correct answer for each question. (2 points each; 60 points total):  
Please scroll down for the SECOND PART OF THE EXAM.

The term *mass media* is defined as

- A. culture industries.
- B. channels of communication.
- C. industries that produce and distribute songs, movies, and Internet services.
- D. industries that deliver novels, newspapers, and other cultural products to large numbers of people.
- E. all of the above.

What incredibly important event in the history of the Western world occurred in the fifteenth century?

- A. The discovery of Greek historian Hesiod's lost cuneiforms
- B. The invention of the printing press
- C. Columbus's discovery of the Galapagos Islands
- D. The crude beginnings of a stock market
- E. Nikola Tesla's "discovery" of electromagnetic waves

An example of *media convergence* is

- A. images, texts, and sounds that are converted into electronic signals.
- B. downloading an episode of the TV show *Glee* to your iPod.
- C. media managers who filter media before we receive it.
- D. any form of popular culture that is mass marketed by the media.
- E. none of the above.

Along with the Industrial Revolution, advertising was central to \_\_\_\_\_.

- A. creating and maintaining the U.S. consumer culture
- B. the development of the garment and fashion industry
- C. building American financial institutions
- D. the emergence of Wall Street
- E. building a positive image of America around the world

Jamie always votes Democrat and calls himself a liberal. When Jamie watches television news, he checks out MSNBC and programs like *The Rachel Maddow Show* first; he feels comfortable with its on-air personalities and overall political views. His choice is an example of a cultural phenomenon known as \_\_\_\_\_.

- A. high culture
- B. selective exposure
- C. "The No Spin Zone"
- D. morality-based reinforcement
- E. a value-centered, acculturated experience

The word *broadcasting*

A. is actually an expression developed by the first utility companies as part of \_\_\_\_\_ Franklin Roosevelt's PICN rule.

- B. is an agricultural term.
- C. is a corruption of *braechtchaestang*—an Old English word meaning "static from the air."
- D. is an automotive term.
- E. has its origins in the practice of dentistry.

One could correctly say that wireless radio telegraphy

- A. was influenced by powerful electromagnetic sunspots from 1910 to 1912.
- B. was seen as practical technology after the sinking of the *Titanic* in 1912.
- C. and the radiation it caused led to the discovery of the first X-ray.
- D. was the key technology that got the United States into World War I.
- E. was the brainchild of Brigadier General David Sarnoff, the president of RCA/NBC.

What did movies need to become a mass medium?

- A. real "film actors" and a great script
- B. a director and producer
- C. the "studio system" and a back lot
- D. a narrative structure and the suspension of disbelief
- E. a combination of disbelief and suspension of the narrative structure

What are the three basic economic divisions of the movie industry?

- A. production, distribution, and exhibition

- B. actor, writer, and director
- C. writer, director, and producer
- D. studio, film, and box office
- E. investors, studio, and local theaters

Which one of the following included musical numbers and brief dialogue and is generally considered the first talkie?

- A. *Don Juan* (Warner Brothers, 1926)
- B. *The Jazz Singer* (Warner Brothers, 1927)
- C. *The Singing Fool* (Warner Brothers, 1928)
- D. *Lights of New York* (Warner Brothers, 1928)
- E. *You Ain't Heard Nothin' Yet* (Warner Brothers, 1929)

What's the difference between a story and a discourse?

- A. The story is how the narrative is told; the discourse is what happens to whom.
- B. The story is what happens to whom; the discourse is how the story is told.
- C. The story is the narrative; the discourse is the dialogue that is spoken.
- D. The discourse is the narrative; the spoken dialogue is the story.
- E. The story is the character; the discourse is how the characters talk to each other.

*Genre* is a French word meaning "kind" or "sort." Why have movie genres?

- A. Because genres helped separate movies from newsreels
- B. Because a film needs a certain kind of music to be effective, and the composer needs time to arrange and conduct a movie score
- C. Because investors demand them and studios are built upon them
- D. Because actors demand them and production teams are built around them
- E. Because genres provide models that can be imitated, and preexisting categories are easier to promote

What do the following directors have in common: Spielberg, Lucas, Soderbergh, Scorsese, Tarantino, Coppola, and Hitchcock?

- A. Each is said to be very difficult to work for.
- B. Each is considered an *auteur*.
- C. Each is also a former president of SAG.
- D. Each is also a screenwriter.
- E. Each only directs film noir movies.

You're the president of Paramount Pictures and you've just released *Transformers 3: This Time It's Personal*. It is not doing as well as the first two *Transformers* films did at the box office, but you're certain the studio will recover its \$200-million investment and make a tidy profit because

- A. half the money a movie makes comes through video/DVD rentals and sales.
- B. pay cable and television is a big revenue source for the movie after its feature run.
- C. it has a chance to pick up revenue in many worldwide movie markets.
- D. it will bring in a lot of money just on product placement and merchandizing alone.
- E. all of the above

You're a Hollywood writer in 1950, and you wrote a very funny comedy about how a rich coal company stole land from the Winnebago tribe and how the Native Americans got it back. The movie was clearly satire, but to your surprise you're brought before HUAC. Why?

- A. Because you are seen as a Communist agitator
- B. Because your movie made fun of rich people
- C. Because your movie was sympathetic to Indians
- D. Because your movie insulted the "American system"
- E. All of the above

E.S. Porter, one of Thomas Edison's employees, is credited with assembling America's first narrative film. Name the film and the other "first" in that movie as well.

- A. *The Adventures of Superman* and the special effect of flying
- B. *The Cabinet of Dr. Caligari* and the use of fake blood and gore
- C. *The Life of an American Fireman* and the close-up
- D. *King Kong* and clay animation
- E. *Seasons of the Moon* and first use of the "zoomar" lens

The first daily papers in the American colonies

- A. either were considered "scandal sheets" or provided dated, albeit legitimate, news.
- B. only offered society news and religious writings.
- C. were either political or commercial.
- D. were rotogravures, or stories about sport fishing off the coast of New England.
- E. all of the above

By 1827, newspapers cost about six cents per copy, so only the wealthy and educated could afford them. But three things changed to make newspapers more democratic:

- A. a higher newspaper tax on the rich, more sports stories, and more celebrity news.
- B. the steam-powered press, cheaper paper, and increased literacy.
- C. the printing press, movable type, and Gutenberg.
- D. a lower stamp price, color photographs, and more coverage of cultural events.
- E. the development of newsstands, the newspaper boy, and home delivery.

In 1848, what company did a consortium of six newspapers form to turn “fresh news” into a commodity that could be moved all about the country?

- A. Reuters
- B. The Associated Press
- C. United Press International
- D. Knight-Ridder News Services
- E. the United Associated Press System

“Yellow Journalism” flourished in the in the mid- to late 1890s in both the Hearst and Pulitzer papers. This kind of journalism

- A. originally came from Europe, but was reconfigured for American audiences.
- B. was printed on yellowish paper every Friday afternoon as a special “late edition.”
- C. should not be confused with “interpretive journalism.”
- D. is characterized by sensation, crime, focus on celebrity and political scandals, more photos, larger type, and investigative reporting.
- E. viciously attacked the voting records of politicians, who called it “cowardly,” hence the “yellow” appellation, as in “yellow-bellied.”

Which factors contributed to the decline of newspaper chains in the late 2000s?

- A. Loss of advertising revenue
- B. Declining readership, particularly amongst those under 30
- C. The overleveraging of newspaper companies
- D. All of the above

There certainly is enough news worldwide to justify printing a big newspaper every day, but U.S. newspapers don’t work that way. In the U.S., news is provincial, ethnocentric, and concerned with celebrity and trivia. Why?

- A. People only want news that directly relates to them.
- B. Newspapers have contractual advertising agreements to honor.
- C. Newspapers provide too many jobs to go part time.
- D. It’s a “cultural comfort” thing, like having food you like.

A new form of reporting has recently caught on: \_\_\_\_\_ involves amateur journalists disseminating news information via the Web or by sending content to mainstream organizations.

- A. people’s media
- B. citizen journalism
- C. democratic reporting
- D. new journalism
- E. “gotcha” journalism

Twentieth-century journalists Tom Wolfe, Truman Capote, Joan Didion, Hunter Thompson, and Anna Quindlen could all be considered practitioners of \_\_\_\_\_.

- A. precision journalism
- B. advocacy journalism
- C. literary journalism
- D. bias-free journalism

Why was the Postal Act of 1879 so important to magazines?

- A. Cheaper postage meant magazines were equal to newspapers when delivered by mail.
- B. It wasn’t important; it almost drove magazines out of business with higher postage rates. The act was repealed in 1880.
- C. It took magazine distribution out of private hands and placed it in the public domain.
- D. It took magazine distribution out of the public domain and placed it in private hands.
- E. It caused newspaper delivery to be *more* expensive than magazine delivery.

Movable type was invented in \_\_\_\_\_.

- A. Germany in the year 1450
- B. Italy in the year 1475
- C. China in the year 1000
- D. Korea in the year 1250

E. Rome in the year 1420

The social and cultural transformations ushered in by printing and books allowed \_\_\_\_\_.

- A. people to differentiate themselves as individuals
- B. social identities to break free of political or religious hegemony and the habits of family, social class, or communities
- C. individuals to challenge traditional wisdom and customs
- D. all of the above

In 2007, Amazon released \_\_\_\_\_, a device for reading e-books that contributed to the medium becoming the fastest-growing segment of the book industry by 2009.

- A. the Nook
- B. the Kindle
- C. the Reader
- D. the Librarian

It's 1910 and you want to open a bookstore in New York City. Many of your friends say you'll lose your shirt because most of the immigrants pouring into NYC are illiterate. What do you do?

- A. You *don't* open. You wait a few years for the immigrants to become literate, then open.
- B. You *do* open. Many immigrants will use your books to acclimate to the English language and American culture.
- C. You *don't* open. You realize immigrants are drawn to nickelodeons and motion pictures, not books, to learn English and American culture!
- D. You *do* open. But instead of books, you sell multilanguage newspapers.
- E. Both A and C

In 1948, only 1 percent of American households had a television. By the early 1960s, almost \_\_\_\_ of homes had television sets.

- A. 70 percent
- B. 80 percent
- C. 90 percent
- D. 50 percent

By the late 1950s, television distanced itself from the influence of radio and established its own identity.

Two things that contributed to this were

- A. a change in TV's ad structure and the quiz-show scandals.
- B. the *Amos 'n' Andy* show leaving radio for TV and the debut of the *NBC Today Show*.
- C. more TV sets being manufactured and more advertising.
- D. Sarnoff "stealing" all of CBS's well-known talent and the quick acceptance of professional wrestling on TV.
- E. clearer pictures and better programming.

One of the first great successes of the situation comedy genre was \_\_\_\_\_.

- A. *Your Show of Shows*
- B. *The Beverly Hillbillies*
- C. *Saturday Night Live*
- D. *I Love Lucy*

Reality television shows like *Survivor* and *Jersey Shore* continue to be produced by broadcast networks and cable alike because

- A. they tell compelling stories that enrich viewers' lives.
- B. they are cheaper to produce than scripted dramas.
- C. the people on the show are unique individuals we don't see in everyday life.
- D. their family-friendly content never offends advertisers.

\_\_\_\_\_ began as a late Victorian-era form of polemical investigative reporting that often included personal risk to reporters such as Ida Tarbell and Upton Sinclair.

- A. Interviewing
- B. Muckraking
- C. "Gotcha" reporting
- D. Ambush reporting
- E. Guerilla reporting

What nineteenth century method of communication separated media messages from transportation and made information into a commodity?

- A. ship-to-shore radio
- B. offset analog press
- C. Alexander Graham Bell's carbon telephone
- D. the telegraph

E. electromagnetic direct current television

The invention of the printing press moved the world from an oral culture to a manuscript culture within

- A. the average person's lifetime (then about thirty to thirty-five years).
- B. two generations—about sixty or seventy years.
- C. about two hundred years.
- D. about four hundred years.
- E. a little less than a thousand years.

What was one effect of the late 1950s quiz-show scandals on early network broadcasting?

- A. The rise of automobile advertising on the East Coast
- B. The introduction of inexpensive color television sets
- C. The return of board games being played at home
- D. The rise in popularity of Swanson TV dinners
- E. The prevention of sponsors from owning and creating their own shows

When they lobbied the government to obtain licenses as full-power FM stations, US community radios pointed to \_\_\_\_\_ as one of their competitors.

- A. news talk shows
- B. Clear Channel
- C. iTunes
- D. NPR

Despite only having an audience of a little over 1 million viewers (in a nation of over 300 million citizens), \_\_\_\_\_ is said to be a main news source for eighteen- to twenty-nine-year-olds.

- A. CNN's *360 with Anderson Cooper*
- B. MSNBC's *Nightly News Roundup*
- C. Comedy Central's *The Daily Show with Jon Stewart*
- D. Fox News Network's *O'Reilly Factor*

The must-carry rules affirmed by the FCC in 1965 benefited

- A. cable companies, because the rules forced local stations to carry cable stations.
- B. the government, because the rules taxed cable companies more than broadcast stations.
- C. broadcast stations, because the rules forced cable operators to carry all local television broadcasts.
- D. law-abiding citizens, because the rules forced them to subscribe to cable.

Which one of the following is NOT defined by sociologists as a function of mass media:

- 1. Setting the Agenda
- 2. Entertain
- 3. Inform
- 4. Surveillance
- 5. Linkage
- 6. Social Withdraw

In 1972, the FCC required cable systems to carry *access channels*—channels dedicated to local education, government, and the public—in the top hundred television markets. As it turned out,

- A. cable providers got around this by showing PSAs every fifteen minutes, equaling the amount of airtime of a dedicated channel.
- B. large-market operators had separate channels for each subject area, but in smaller markets one channel was shared.
- C. the requirement was revoked the following year after protest.
- D. the cable companies only allowed these channels to air after 11 P.M. and early Sunday mornings when general audiences were not expected to watch.

Niche marketing allows cable channels to target specific audience segments (or demographics). This specific type of advertiser-luring programming is also called

- A. networking.
- B. narrowcasting.
- C. marketing.
- D. broadcasting.

Music Television, or MTV, began as a channel that broadcast only music videos. Now, the channel has been criticized for producing what type of shows?

- A. Reality programming that appeals to the lowest common denominator
- B. News programs that make defamatory accusations about the government
- C. Original programming that plagiarizes the offerings on network TV
- D. None of the above

“Hard news” stories are usually written in a style that puts the most important information in the first sentence of the paragraph, followed by quotes and lesser details in descending order. This way of organizing and writing news is called

- A. the HN, or hard-news style.
- B. the AP, or Associated Press style.
- C. the BT, or bow tie (sometimes called the hourglass) style.
- D. the IP, or inverted-pyramid style.
- E. the HP, or hierarchical-pinnacle style.

The word *magazine* is from the \_\_\_\_\_ word \_\_\_\_\_, which means “\_\_\_\_\_.”

- A. Polish / *mangazon* / hothouse
- B. French / *magasin* / storehouse
- C. German / *magaschrueden* / little house
- D. Russian / *magticheski* / house of secrets

Who did early American magazines address?

- A. small, literate middle-class audience
- B. generic audiences
- C. large, working-class audience
- D. women
- E. traders

\_\_\_\_\_ drove *American Magazine* out of business by \_\_\_\_\_.

- A. Benjamin Franklin / using his privileged position as postmaster
- B. Thomas Jefferson / enforcing the first American Sedition Act as president
- C. George Washington / pulling all his investment capital out of it
- D. Alexander Hamilton / suing it for “slandorous libels” against him and his law firm
- E. John Adams / enraging the moral guardians by saying it was too sexy a publication

*Life* magazine was arguably the most influential general-interest magazine in the nation from the 1930s to the 1960s. Why?

- A. Because of how it covered world affairs
- B. Because of its in-depth coverage of sports and entertainment celebrities
- C. Because of the photojournalism it included
- D. Because of the so-called swimsuit issue that later moved to *Sports Illustrated*
- E. Because it targeted teenagers, emphasizing clothes, music, and what was “cool”

The oldest medium of mass communication is \_\_\_\_\_.

- A. the telegraph
- B. ancient cave paintings
- C. the book
- D. Sumerian runes
- E. smoke signals or any other indexical sign, like semaphores
- E. Both A and C

You have a chance to work in either trade paperback book sales (mostly sold in bookstores) or mass-market paperback book sales (sold everywhere and the largest segment of the industry in terms of units sold). You decide to work in \_\_\_\_\_ because you want to make the most money you can.

- A. mass-market paperback book sales
- B. trade paperback book sales

What is a goal of the cross-platform convergence strategy used by media companies?

- A. to better manage resources and maximize profits
- B. to use fewer employees to generate multiple versions of the same story
- C. to hire local employees to run operations in foreign countries
- D. both B and C
- E. both A and B

What does the concept of "option time" refer to?

- A. a procedure whereby advertisers paid a network a set fee per hour for an option to control programming.
- B. a procedure whereby a radio network paid an affiliate station a set fee per hour for an option to control programming and advertising on that station.
- C. a procedure whereby an affiliate station paid a network a set fee per hour for an option to control programming and advertising on that station.

What does "uses and gratification theory" study?

- A. what people do with media.
- B. the contents of media.
- C. the effects of commercials on audiences.

D. what media do to people.

What type of audience community radios usually serve?

- A. football fans
- B. activists
- C. ethnic minorities
- D. intellectuals

Why was the impact of the quiz-show scandals enormous?

- A. the sponsors' pressure on TV executives to rig the programs and the subsequent fraud put an end of any major sponsors might have in creating television content.
- B. the scandals provided the first indication that TV images could be manipulated
- C. the scandals magnified the separation between the privileged few and the general public, a division between the high and low cultures that would keep quiz shows out of prime time for forty years.
- D. all of the above.

According to J. Carey, communication is

- A. a symbolic process whereby reality is transmitted
- B. a symbolic process whereby reality is produced, maintained, repaired, and transformed
- C. a process whereby a sender conveys a message to another person
- D. a symbolic process whereby a receiver decodes a message

Magazines were slow to develop in America. Why?

- A. The costs of subscribing were high.
- B. Before 1800s' most ordinary people didn't go to school.
- C. People spread in a huge land area and it was difficult to deliver magazines.
- D. Mail was expensive.
- E. All of the above.

**SECOND PART OF THE EXAM. I will choose 4 questions out of the following. You will have to answer in a precise and concise manner (10 points each; 40 points total):**

1. What are the functions of mass media according to macro-analysis sociologists?
2. What are the differences between face to face communication and mass communication?
3. What are the key technological breakthroughs that accompanied the transition to the print and electronic eras? Why were these changes significant?
4. What is "Uses and Gratifications Theory" and why is it significant?
5. What does it mean that we live in the age of convergence?
6. What distinguishes the manuscript culture of the Middle Ages from oral and print eras in communication?
7. Why was the printing press such an important revolutionary invention?
8. What are the main ways in which digital technologies have changed the publishing industry?
9. What are the limitations of a press that serves only partisan interests? Why did the earliest papers appeal mainly to privileged readers?
10. How did newspapers emerged as a mass medium during the penny press era? How did content changes make this happen?
11. What are the main features of yellow journalism?
12. What are the characteristics of objective journalism? Why did it develop?
13. What is newspapers role in a democracy?
14. What were the differences between earliest magazines and newspapers?
15. What happened in the nineteenth-century in America that contributed to the development of magazines?
16. What triggered to move toward magazine specialization?
17. Why did some of the major general-interest magazines fail in the twentieth century?
18. How does advertising affect what gets published in the editorial side of magazines?
19. What contribution did nickelodeons make to film history?
20. Why did Hollywood end up as a the center of film production?
21. How does vertical integration (production, distribution, exhibition) work in the film industry?
22. Why are genres and directors important to the film industry?
23. Marconi saw wireless telegraphy as a point-to-point communication. When did it move to a one-to-many communication tool? And what is the difference with a many to many communication tool?
24. How did the radio networks develop?

25. How did music on radio change in the 1950s?
26. Why are there so many radio formats today?
27. What has been the main effect of Telecommunications Acts of 1996 on radio stations ownership?
28. What is the relevance of localism to debates about ownership in radio?
29. How did sponsorship of network programs change during the 1950s?
30. Why did it take forty years for the networks to put a quiz show - *Who wants to be a millionaire* - back on the air in prime time?
31. What are the differences among sketch, situation and domestic comedy on television?
32. Why did the anthology drama fade as a network programming staple?
33. How did cable pose a challenge to broadcasting and how did the FCC respond to cable's early developments?
34. How did the Telecommunications Act of 1996 change the economic shape and future of the cable industry?
35. How have CNN and MTV influenced culture worldwide?