

PASS MOCK EXAM – *FOR PRACTICE ONLY*

Course: COMM2101A

Facilitator: Levy Stamatov

Dates and locations of mock exam take-up:

Saturday, December 7 | 10:30am-11:30am | University Centre 280

Wednesday, December 11 | 10:30am-11:30am | Mackenzie Building

IMPORTANT:

It is **most beneficial** to you to write this mock midterm **UNDER EXAM CONDITIONS**. This means:

- Complete the midterm in 2 hour(s).
- Work on your own.
- Keep your notes and textbook closed.
- Attempt every question.

After the time limit, go back over your work with a different colour or on a separate piece of paper and try to do the questions you are unsure of. Record your ideas in the margins to remind yourself of what you were thinking when you take it up at PASS.

The purpose of this mock exam is to give you practice answering questions in a timed setting and to help you to gauge which aspects of the course content you know well and which are in need of further development and review. Use this mock exam as a ***learning tool*** in preparing for the actual exam.

Please note:

- Come to the PASS session with your mock exam complete. There, you can work with other students to review your work.
- Often, there is not enough time to review the entire exam in the PASS session. Decide which questions you most want to review – the Facilitator may ask students to vote on which questions they want to discuss.
- Facilitators do not bring copies of the mock exam to the session. Please print out and complete the exam before you attend.
- **Facilitators do not produce or distribute an answer key for mock exams.** Facilitators help students to work together to compare and assess the answers they have. If you are not able to attend the PASS session, you can work alone or with others in the class.

Good Luck writing the Mock Midterm!!

Part A: Identify the most correct answer. Be sure to read the questions carefully.

1. The purpose of theory is to:

- a) Predict
- b) Describe
- c) Reform
- d) All of the above

2. Theory emerges from:

- a) Finding new knowledge
- b) Adapting existing theory
- c) Reacting to something
- d) All of the above

3. Communication Studies:

- a) Is a theoretical framework
- b) Draws on theoretical work from other disciplines
- c) Is a concept
- d) Is a recipe book of delicious French food like baguettes and croissants.

4. How many levels are there for communication analysis:

- a) 1
- b) 2
- c) 3
- d) 4

5. Which one of the following is NOT a level of communication analysis:

- a) Intra individual
- b) Inter personal
- c) Macro-scopic/Societal
- d) Extra personal

6. A theory is:

- a) An idea or set of ideas held by a specific group of academics
- b) An idea or set of ideas that is intended to explain something
- c) A lens through which we understand a particular phenomenon, constituted by a set of concepts and their interrelationships.
- d) Both b and c

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7. Dialectical Materialism is:

- a) A Marxist philosophy that holds the process of change influences and is influenced by the material world and how we think and interact with the material world.
- b) A Marxist idea that there is an ongoing process of change that subscribes to a set of laws/principles.
- c) A Marxist idea that affirms the material world is real and nature or matter is primary.
- d) A philosophy held by Dallas Smythe that holds the process of change influences and is influenced by the material world and how we think and interact with the material world.

8. The goal of Marxism is:

- a) To achieve a great community
- b) To show how multiple, seemingly unconnected facts of social life evolved and are ultimately defined by class antagonism
- c) To uncover totalitarian control in mass culture and encourage change/action
- d) None of the above

9. Marxism arose out of:

- a) The industrial revolution, modernity, and the resulting inequality
- b) The emergence and development of urbanization and immigration in America
- c) The aftermath of the Nazis' totalitarian control during World War 2
- d) All of the above

10. Base is to Superstructure as:

- a) False needs is to Commodity Fetishism
- b) The Proletariat is to the Bourgeoisie
- c) Both a and b
- d) Mode of production and the social order enforcing it is to the remainder of society, culture, technology, and institutions

11. The idea that the Proletariat have no relationship to their production or control over their labour is called:

- a) Communism/Socialism
- b) De-labourization
- c) Alienation
- d) Capitalization

12. For Marx, labour is:

- a) Something that shouldn't exist.
- b) A creative, liberating, productive force.

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- c) A key to freedom when rightly owned/controlled.
- d) All of the above.
- e) B and C.

13. Which of the following is NOT a critique of Marxism:

- a) There is not specific direction as to how a “good society” would be structured
- b) There is not reflection on “socialism” as a potential ideology
- c) There is too much rigidity between the separation of Bourgeoisie and Proletariat
- d) There is only a focus on economic forces in class relationships, ignoring issues such as gender and race

14. In his early study of media consumptions and involvement in the communication policy process, Dallas Smythe focused on the following question(s):

- a) Who gets what (scarce) goods of communication when, how, and where
- b) Who takes what action in order to provide (scarce) goods of communication
- c) Who controls the influx of communication goods
- d) Both a and b

15. Hegemony:

- a) Is a creative, liberating, productive force
- b) Refers to how subordinate groups accept the ideas, values and leadership of the dominant group because concessions are made by dominant to subordinate groups
- c) Refers to how dominant groups accept the ideas, values and leadership of the subordinate group because concessions are made by subordinate to dominant groups
- d) All of the above

16. The goal of the Chicago School is to:

- a) Show how multiple, seemingly unconnected facts of social life evolved and are ultimately defined by class antagonism
- b) Understand the media’s role of people’s understanding
- c) Identify the modern means through which individuals collectively determine their societal future
- d) Achieve the great/organic community

17. Which of the following is NOT the context of the Chicago School:

- a) The emergence and development of urbanization and immigration in America
- b) The growth of community newspapers and transportation systems
- c) The closing of the frontier
- d) None of the above

18. Charles Cooley’s theory of the Looking Glass Self can generally be understood as:

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- a) You are what I think you think you are
- b) I am what I am
- c) I am what I think you think I am
- d) I am what you say I am

19. According to John Dewey, communication is central to the development of:

- a) Self
- b) Community
- c) Democracy
- d) All of the above

20. According to Harold Blumer, the theory of Symbolic Interactionism:

- a) Affirms we act towards others based on existing meanings we have
- b) Affirms language is the symbolic means through which we create meanings
- c) Affirms thought is how we assign meaning to language within the contexts we're engaged in
- d) All of the above

21. According to Robert Park, communication makes possible the unity of social groups through:

- a) Understanding
- b) Dialogue
- c) Competition
- d) Both a and c

22. According to Cooley, modern communications media is essential for the structure of new communities but must be:

- a) Expressive, swift, diffuse, a permanent record
- b) Expressive, swift, diffuse, space-biased
- c) Time-biased, space-biased, diffuse, a permanent record
- d) Relational, swift, diffuse, a permanent record

23. According to Horkheimer and Adorno, dialectic of enlightenment refers to:

- a) How rational understanding was meant to replace authoritarianism but science/technology became authority and thus was a failure
- b) How rational understanding successfully replaced authoritarianism, paving the way for societal eventual freedom
- c) A historical period that transitioned from truth being associated to Gods to truth in human reason
- d) A debate between two sides

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24. The Frankfurt School attempts to:

- a) Uncover totalitarian control
- b) Shed light on the emergence and proliferation of mass culture and reification of capitalism in the culture industry
- c) Both a and b
- d) Achieve a better democracy

25. False Needs are to True Needs as:

- a) Being independent is to being free
- b) Having an iPhone is to being free
- c) Having an iPhone is to having clothes to wear
- d) Both a and b

26. The notion that the consumer worships the money that they paid for the cultural experience more than the cultural experience itself refers to the concept of:

- a) Culture industry
- b) False needs
- c) Commodity fetishism
- d) All of the above

27. In "Work of Art," Walter Benjamin:

- a) Assesses the effects of mass production and consumption and technology on works of art
- b) Argues art originally had "aura" that is weakened through mass production
- c) Argues mass production allows masses to participate in reception of works of art
- d) All of the above

28. Which of the following is a criticism of the Frankfurt School:

- a) They do not consider ways that consumers may appropriate culture
- b) The way they express their ideas is very dense and obscure
- c) Mass culture is not as homogenous as the Frankfurt School says
- d) All of the above

29. The Frankfurt School emerged:

- a) Out of the concern for the rise and acceptance of Fascism in Europe in the 1930s
- b) Amidst the civilian protests and uprisings in America occurring in the 1960s
- c) From the propaganda studies occurring after the end the Second World War
- d) None of the above

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30. According to Habermas, communicative reason:

- a) Allows equal time for individuals to speak
- b) Seeks to persuade the other to your point of view
- c) Seeks common understanding of issues
- d) None of the above

31. Success of a public sphere depends on:

- a) Open access, autonomy, communicative reason, quality of participation
- b) Open access, autonomy, equal ability for input, quality of participation
- c) Ideal speech situation, autonomy, equal ability for input, communicative reason
- d) Validity claims, truth, structural transformation, quality of participation

32. The public sphere:

- a) Existed in 18C bourgeois society and was facilitated through media
- b) Has been corrupted by advertising and publicity and is now colonized by the system world
- c) Is an area where people can come together to talk about matters of personal interest
- d) All of the above
- e) Both A and b

33. Habermas' book "Theory of Communicative Action" (1984/1987) argued:

- a) Public consensus directs what happens in society
- b) Instituting an ideal speech situation in the media and social discourse will start the process of re-developing a moral, progressive society
- c) Communicative reason should be replaced with instrumental reason
- d) All of the above

34. According to Habermas, communicative action is:

- a) Equated with the life world
- b) Equated with the private sphere
- c) The practice of rational, critical debate that allows for consensus to be achieved
- d) Both a and b

35. The goal of Habermas' research is to:

- a) Identify the means through which individuals can collectively determine their societal future
- b) Fulfill the promise of modernity (reason, order, progress, technology)
- c) Achieve a better democracy
- d) Both a and b

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36. Salience is:

- a) A picture in our heads
- b) That which makes an issue more noticeable
- c) What is prioritized on the political agenda
- d) None of the above

37. Agenda setting is:

- a) A process that prioritizes issues on the political, public, and media agenda
- b) That which makes an issue more noticeable
- c) How individuals understand issues
- d) None of the above

38. Framing, according to Goffman:

- a) Explains why media spin issues in certain ways
- b) Explains what constitutes our cultural belief systems and what doesn't
- c) Explains what media tells us to think about
- d) All of the above

39. Media framing:

- a) Is constructed through communicator, text, receiver, and culture
- b) Is a central organizing theme that directs understanding of the story
- c) Tells us what to think about
- d) All of the above

40. If comparing agenda setting vs. framing, you could say:

- a) Agenda setting tells us what to pay attention to; framing tells us how to act or behave
- b) Agenda setting tells us how to think about things; framing tells us what to think about
- c) Agenda setting tells us what to think about; framing tells us how to think about things
- d) Agenda setting tells us how to act or behave; framing tells us what to pay attention to

41. According to Robert Entman, frames operate by:

- a) Defining problems
- b) Diagnosing causes
- c) Making moral judgments
- d) All of the above

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42. Which of the following is NOT a location of framing processes:

- a) Communicator
- b) Text
- c) Message
- d) Culture

43. The goal(s) of the Columbia School is/are to:

- a) Understand the effects of media on audiences
- b) Understand media audiences
- c) Both a and b
- d) Conduct administrative research in response to the new instruments of mass persuasion (i.e.: tv, radio, etc.)

44. Paul Lazarsfeld is a seminal Columbia School theorist because he:

- a) Used math theories to analyze communication technologies
- b) Applied mathematical analysis to empirically study mass communication
- c) Explored the theoretical connections between communication and math
- d) Discovered a mathematical formula that aided in verifying statistical accuracy in social studies research

45. Administrative research:

- a) Critically explores the impact of communication on society
- b) Analyzes the best way to research mass communication
- c) Serves the interests of specific organizations
- d) Ensures proper checks and balances are in place to ensure ethical research is conducted

46. The two-step flow model argues:

- a) Most people receive their understanding of media content through the interpretations of opinion leaders
- b) Opinion leaders are the only ones that consume media
- c) People are unable to fully understand issues without consulting experts
- d) All of the above

47. Direct effects:

- a) Can be associated with the Magic Bullet/Hypodermic Needle theory
- b) Proposes the information that's presented in media directly influences the receiver straight and full
- c) Was set up as a "straw man" by the Columbia School scholars to contrast the findings of the Two-Step Model
- d) All of the above

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48. Indirect effects argues:

- a) Few people change their mind due to media
- b) Media effects people over time and through repetition
- c) Media goes through intermediaries
- d) None of the above

49. Harold Lasswell believes propaganda:

- a) Was the manipulation of symbols to reflect social attitudes
- b) Was the manipulation of symbols to manage social attitudes
- c) Was the manipulation of symbols to predict social attitudes
- d) Was inherently bad

50. Political communication:

- a) Studies communication political actors, media, and citizens
- b) Studies communication between media, citizens, and society at large
- c) Studies the private lives of political actors and citizens
- d) All of the above

51. Voting cognition studies:

- a) Argues that many people do not fully inform/educate themselves in elections
- b) Explores the symbolic “shortcuts” that people use to make voting decisions
- c) Was researched by Anthony Downs and Karl Popkin
- d) All of the above

52. The goal of political communication studies is:

- a) Enact a better democracy
- b) Build a great community
- c) Reveal the systemic inequalities in the political process
- d) Revert journalism from lap dog back to watch dog

53. Heuristics:

- a) Stems from voter apathy
- b) Are manipulated by politicians to help them get elected
- c) Refers to shortcuts used to reach conclusions
- d) Both b and c

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54. Which of the following is NOT a stream of research in political communication studies:

- a) Civic engagement
- b) Speech writing
- c) New media
- d) Voting studies

55. True or false: Political communication is a field of study that describes the intervening processes by which political actors, media, and citizens prioritize issues to become salient.

- a) True
- b) False

56. Which of the following statements is NOT true:

- a) Print is time biased, speech is space biased communication
- b) Staples thesis was concerned about the impact of staples (fur, lumber, oil) on the relationship of the Canadian economy with more advanced economies
- c) Time bias culture tends to be based in the sacred, mythica, and moral
- d) Harold Innis believed that underlining any media form is a staple

57. Why did John F. Kennedy win the 1960 debate:

- a) He didn't - Nixon did because he was a great orator and used the radio to its fullest
- b) He understood the medium of TV, wore makeup, looked relaxed and addresses the audience instead of Nixon
- c) He was the more experienced candidate with better policies for America at the time
- d) He had more sex appeal

58. Which of the following statements is true:

- a) Hot media is high definition, cool media is low resolution
- b) Hot media contains a lot of information, cool media requires minimal participation from audiences
- c) Hot media is low resolution, cool media is high definition
- d) Hot media is tribalizes, cool media detribalizes

59. The "global village" refers to:

- a) Social media's ability to connect friends in real time
- b) How everyone in a community needs to feel connected to each other
- c) Media's ability to move us away from individualism and "retribalize" us
- d) All of the above

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60. According to the Toronto School, technology:

- a) Is anything that aids human interaction
- b) Consists of two parts: techne (knowledge) and logos (doing)
- c) Extends our senses
- d) All of the above

61. Marshall McLuhan's famous claim "the medium is the message" argues

- a) The medium contains its own message which is independent of the content
- b) The medium contains its own message that changes based on content
- c) The message of a medium never changes
- d) Both a and c

62. Time-biased media:

- a) Is light and portable
- b) Can be transported over vast distances
- c) Has a short lifespan
- d) None of the above

63. The Goal/Purpose of Feminist Theory is:

- a) Achieve a better democracy.
- b) Build a great community.
- c) Shed light on the significance of sexual perspectives in modes of thought and offer a challenge to the masculine bias.
- d) Shed light on the significance of sexual perspectives in modes of thought and offer a challenge to Capitalism's influence on femininity.

64. First wave feminism wanted:

- a) Suffrage or attaining the vote for women
- b) Economic equality for women
- c) To show that there is a diversity among women and that difference groups are oppressed in different ways
- d) All of the above

64. Symbolic Annihilation refers to the:

- a) Hyper-sexualization of women in the media
- b) Absence, condemnation and trivialization of women in the media
- c) Ability for women to reverse their oppression through the use of communication
- d) Absence of communication about women in theory

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65. Which is NOT a dualism that promotes men as standard:

- a) Male/female
- b) Human/logic
- c) Reason/emotion
- d) Mind/body

66. Post-modern feminists believe:

- a) Women are better than men
- b) "Masculine" is not a performance
- c) That biological sex determines gender
- d) That gender is socially constructed

67. The Male Gaze refers to:

- a) How men are presented in the media in a way that aligns with dominant male gender constructs
- b) How women are presented in the media in a way that aligns with gynocentric desires
- c) How women are presented in the media in a way that targets the desires of the heterosexual man
- d) How men are presented in the media in a way that targets the desires of the homosexual male

68. Which one of the following is NOT a critique/limitation of Feminist Theory:

- a) The assumption that women are oppressed is not applicable in today's society because gender equality has been achieved.
- b) The ideology is gynocentric/only from a woman's perspective.
- c) The assumption that women are oppressed is a self-fulfilling prophecy.
- d) The natural differences between men and women are ignored.
- e) None of the above. These are all critiques/limitations of Feminist Theory.

69. In cultural studies, the audience is

- a) Passive
- b) Active
- c) Individuals that have agency to create and change the meaning of texts
- d) Both a and c
- e) Both b and c

70. The founder of the Centre for Contemporary Cultural Studies (CCCS) was:

- a) Raymond Williams
- b) Richard Hoggart
- c) Stuart Hall
- d) All of the above

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71. The three ways a messages meaning can be decoded are:

- a) Negotiated, oppositional, constructed
- b) Dominant-preferred, negotiated, oppositional
- c) Dominant-preferred, oppositional, constructed
- d) Negotiated, oppositional, present

72. The term polysemic means:

- a) Multiple meanings
- b) Multiple scenes
- c) Five meanings
- d) Pluralistic

73. What led to the emergence of cultural studies:

- a) The lack of research surrounding different cultural dialects in communication studies
- b) The lack of Marxist values in scholarly communication studies
- c) The lack of research surrounding popular and mainstream cultural products and how they produce meaning for their audiences
- d) The lack of research surrounding elite cultural products and their educational influence

74. According to Cultural Studies scholars, culture:

- a) Is the bricks and mortar of commonplace understanding
- b) Is ordinary
- c) Should not be contained in an elitist definition
- d) All of the above

75. The term canon refers to:

- a) A signifying system that produces meaning
- b) The ordinary nature of culture
- c) Established "most important works" that tends to have an elitist view of cultural productions.
- e) All of the above

Part B: Match the quote to the theorist. The following excerpts are taken solely from the assigned readings.

76. "It is easy to see that the duality of the sexes, like any duality, gives rise to conflict. And doubtless the winner will receive the status of absolute. But why should the man have won from the start?"

- a) Stuart Hall
- b) Jürgen Habermas
- c) Simone de Beauvoir

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d) Walter Lippmann

77. “We are trying to make the concept of “communication” do too much work for us. The concept, in its present state, is overburdened and thus exhibits strain within itself and within the field which uses it.”

a) Frank E. X. Dance

b) Dallas Walker Smythe

c) Max Horkheimer

d) Theodor W. Adorno

78. “In a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message.”

a) Jürgen Habermas

b) Stuart Hall

c) Marshall McLuhan

d) Harold D. Lasswell

79. “For consumers the use value of art, its essence, is a fetish, and the fetish – the social valuation which they mistake for the merit of works of art – becomes the only use value, the only quality they enjoy.”

a) Max Horkheimer and Theodor W. Adorno

b) Karl Marx

c) Elihu Katz

d) George Herbert Mead and Herbert Blumer

80. “A culture can never be reduced to its artifacts while it is being lived...A culture is not only a body of intellectual and imaginative work; it is also and essentially a whole way of life.”

a) John Dewey

b) Raymond Williams

c) Stuart Hall

d) Karl Lazesfeld

81. “[The policy on the allocation of goods and services] refers not to the physical availability but to the social policy that determines equality or in-equality in the distribution of goods and services as between individuals.”

a) Dallas Smythe

b) Simone de Beauvoir

c) Robert Entman

d) All of the above

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82. “The ideas of the ruling class are in every epoch the ruling ideas: i.e., the class which is the ruling *material* force of society is at the same time its ruling *intellectual* force.”

- a) Walter Lippman
- b) Karl Marx and Friedrich Engels
- c) Both A and B
- d) None of the above

83. “The public sphere as a sphere which mediates between state and society, in which the public organizes itself as the bearer on public opinion, accords with the principle of the public sphere...”

- a) Karl Marx and Friedrich Engels
- b) John Dewey
- c) Harold Lasswell
- d) Jürgen Habermas

84. “But having friends or not having them is not the whole story of the influence of interpersonal relations on mass media communications. Equally important for understanding communications behavior (and behavior in general) are the opinions, attitudes and values –the norms– of the *particular* friends and family members who constitute one’s interpersonal relations.”

- a) Harold Innis
- b) Marshall McLuhan
- c) Simone de Beauvoir
- d) Elihu Katz and Paul Lazarsfeld

85. “[The individual] is learning to see with his mind vast portions of the world that he could never see, touch, smell or remember. Gradually he makes for himself a trustworthy picture inside his head of the world beyond his reach.”

- a) Walter Lippman
- b) Karl Marx
- c) Theodor Adorno
- d) John Dewey

86. “Propaganda is the management of collective attitudes by the manipulation of significant symbols.”

- a) Harold Lasswell
- b) Harold Innis
- c) John Dewey
- d) Karl Marx

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87. "The idea of democracy is a wider and fuller idea than can be exemplified in the state even at its best. To be realized it must affect all modes of human association, the family, the school, industry, religion."

- a) Harold Innis
- b) Jürgen Habermas
- c) John Dewey
- d) Simone de Beauvoir

BEST OF LUCK ON THE REAL FINAL!!!!

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