

PEER ASSISTED STUDY SESSIONS

Facil: Chelsea

Course: COMM2100

Mock Exam

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Office Hour: Wednesdays 3-4

Multiple Choice: (50 marks)

1. What is the significance of the “flaneur” to the work of Walter Benjamin?
 - a. It is the term he used to talk about the power of media technologies to liberate images from their aura.
 - b. It is a concept used by CBS to characterize the reactions of radio listeners to certain kinds of programs.
 - c. It represents a way of moving through a city that violates efforts to structure it.
 - d. A combination of A and C
 - e. A combination of A, B and C

2. What were the Feminists of the 1960s (like Van Zoonen) mainly concerned with?
 - a. Issues of sexual assault and street harassment
 - b. Attempts to systematize meaning
 - c. The oppression of women in liberal societies
 - d. A symbolic struggle over definitions of femininity and masculinity
 - e. A combination of C and D
 - f. A combination of B, C and D

3. Phaedrus is a story about _____.
 - a. Persuasion
 - b. Mass Media
 - c. Intimacy
 - d. Theory
 - e. Modernity

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4. How do communication scholars make use of ideas that derive from the writings of Karl Marx?
 - a. To study media concentration and ownership as a way of studying dominant ideologies
 - b. To study working conditions of media industry workers, like freelance writers, to study exploited labour
 - c. To study the history of free speech, as an illustration of the importance of class and the notion of “false consciousness”
 - d. A combination of A and B
 - e. A combination of B and C

5. Lasswell and Lazarsfeld’s theories mark what?
 - a. The beginning of the enforcement of norms
 - b. The beginning of the War of the Worlds crisis
 - c. The beginning of the move from studying behavior and effects to processes and functions
 - d. None of the above

6. What is the function of opinion leaders?
 - a. To perform a supplementary role in hypodermic needle theory
 - b. To influence the opinions and values of their peers
 - c. To be influenced by the media
 - d. A combination of A and C

7. What is the “hypodermic needle” theory?
 - a. An example of Pavlov’s dogs conditioning
 - b. A functionalist, sociological theory
 - c. A metaphor for how media injects values, information, etc.
 - d. Another way of describing the Narcotizing Dysfunction

8. Which of the following represent developments associated with modernity?
 - a. Industrialization and mass production
 - b. The abstraction of labour
 - c. A monarchical society
 - d. A combination of A and B
 - e. A combination of A, B and C

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9. Which of the following is true?
- a. For Habermas, educated people should come together to deliberate on the issues of the day
 - b. For Marx, the repression of sexual urges has had a serious effect on human behavior
 - c. For McLuhan, a public sphere is needed for a functional, democratic society to be effective.
 - d. A combination of A and C
10. John Stuart Mill was of the philosophy that:
- a. Media delivers a message into someone's mind much in the same way a massive metaphorical needle would
 - b. Communication serves the functions of surveillance, correlation and transmission
 - c. The few people who own and run media companies hold the power to sway public opinion
 - d. The truth cannot be found without a rich diversity of opinions
11. What does the term "anomie" mean?
- a. The incredible power of advertising
 - b. Normlessness
 - c. Atomization
 - d. Empirically-inductive
12. What sparked Lasswell's study of the effectiveness of propaganda?
- a. The television of the 1950s
 - b. The movies of the 1930s
 - c. The experience of the war
 - d. All of the above
 - e. A combination of A and B

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13. What is the biggest difference between structuralism and post-structuralism when considering communication?
- One advocates that meaning is systematic, while the other argues that meaning is subjective or difficult to systematize
 - One argues that television will be the downfall of radio, while the other argues that television is an example of culture industry
 - One tries to explain how meaning is made while the other argues that television is an example of culture industry
 - One wishes to keep things arbitrary and differential, while the other sees the importance of expressing individuality
 - A combination of A and D
 - A combination of A and C
14. Who would say that nothing in this world can be outside of language?
- Theodor Adorno
 - Karl Marx
 - Jacques Derrida
 - Paul Lazarsfeld
 - Marshall McLuhan
15. What does Derrida think of Levi-Strauss?
- He believes that Levi-Strauss doesn't go far enough with his theories of structure and language
 - He praises Levi-Strauss and gives whole lectures dedicated to him
 - He disagrees with Levi-Strauss' perspectives on capitalism
 - He believes Levi-Strauss is arbitrary
16. What does "polysemic" mean?
- A cultural ritual, like a wedding or funeral
 - Discourse, language or rhetoric
 - A critique of liberal institutions
 - Meaning many possible signs
 - The redefinition of social terms, such as masculinity and femininity

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17. According to scholars such as Innes, the owner of a newspaper or other media institution would be a representation of:
- Hegemony
 - A monopoly of knowledge
 - Dominant ideologies
 - Semiotics
 - The public sphere
18. Who formed a critique of L.A.'s "studio system"?
- Karl Marx
 - Paul Lazarsfeld
 - Horkheimer and Adorno
 - Marshall McLuhan
19. According to Walter Benjamin, what is the difference between the experience we have with a piece of art we see at a museum versus the copy we have on our mousepad or poster?
- The aura is diminished
 - It exemplifies the culture industry we live in
 - That the distinction between author and public has been diminished
 - A combination of A and B
 - A combination of A and C
20. Gustave LeBon believed crowds to:
- Have their own psychology
 - Manipulate people by playing on their base emotions
 - Make people lose their individual identity
 - A combination of B and C
 - A combination of A, B and C

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21. What was the most significant impact that the telegraph had on advancing communication?
- It started the culture industry in motion
 - It was a large contributing factor to the abstraction of labour
 - It separated communication from transportation effectively for the first time
 - It separated the message from the medium effectively for the first time
22. Who said it? “[Language] is a fund accumulated by the members of the community through the practice of speech, a grammatical system existing potentially in every brain, or more exactly in the brain of the a group of individuals; for the language is never complete in any single individual, but exists perfectly only in the collectivity”
- Claude Levi-Strauss
 - Jacques Derrida
 - Walter Benjamin
 - Adam Smith
23. What is manufactured happiness?
- Something created by the elite to keep the masses pacified
 - If manufactured happiness ceased to exist, the people would realize their true unhappiness and revolt
 - A key component to the culture industry
 - All of the above
 - A combination of A and C
24. Post WWII – what was the main function of the media?
- To bring people together and unite them
 - To make sense of the questions caused by the war
 - To be used as an outlet for propoganda and manipulate the masses
 - A combination of A and B
 - A combination of B and C

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25. According to Harold Innis, whoever controls the _____ controls the _____.
- Medium, message
 - Time, space
 - Staples, power
 - Trees, paper
 - Media, conversation
26. What makes a media time-biased or space-biased?
- Time-biased media will last a long time, but cannot easily be transported; space-biased media can be easily transported but has a short life-span
 - Time-biased media can be easily transported, but has a short life-span; space-biased media will last a long time, but cannot easily be transported
 - Time-biased media is also considered cold media, while space-biased media is also considered hot media
 - Time-biased media is also considered hot media, while space-biased media is also considered cold media
27. The key function of structuralism through a communications lens is to:
- Analyze what, why and how we create meanings and definitions for things
 - An attempt to close the gap between real and representations
 - Analyze the structure of a capitalist society
 - A combination of A and B
28. According to Vincent Mosco and the theory of political economy...
- Media is only as powerful as its propaganda
 - The distribution of resources reflects certain values
 - Audiences are a commodity
 - A combination of A and C
 - A combination of B and C

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29. How did Stuart Hall incorporate Karl Marx into his work in cultural studies?
- He didn't; he incorporated Richard Hoggart
 - He didn't; he incorporated Gramsci's hegemony
 - He understands that Marx's theories but don't think they go as far as he says they do
 - He understands that a hegemony problem exists, but they don't believe it goes all the way
 - Stuart Hall studied feminism, not cultural studies
30. Who saw the proliferation of media and information in the 1980s and 90s as a force bringing about "an implosion of meaning"?
- Jean Baudrillard
 - Jean-Paul Sartre
 - Jacques Derrida
 - Gustave Le Bon
 - Claude Levi-Strauss
31. Who discussed communication technologies in terms of "biases"?
- Marshall McLuhan
 - Harold Innis
 - Jean Baudrillard
 - Max Horkheimer
32. How would Liesbet van Zoonen complete this sentence: "A feminist approach to media is not only concerned with creating equal rights for women; it is also engaged in a symbolic struggle over ____"
- Definitions of femininity and masculinity
 - The biases of communication technology
 - The impact of "opinion-leaders" on individual decision-making processes
 - The meaning of artistic practices
 - All of the above

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33. Complete this sentence: "Phaedrus is a story about love but it also reflects a broader concern about _____"
- Modernity
 - Persuasion
 - Mass Media
 - Democracy
 - Mortality
34. For Harold Lasswell, communication has certain functions within society. What are they?
- Entertainment, distraction, engagement
 - Social cohesion, deception, reproduction
 - Canalization, monopolization, community
 - Surveillance, correlation, transmission
 - Transportation, translation, transmission
35. According to Jurgen Habermas, media has _____ the potential of the public sphere.
- Democratized
 - Studied
 - Decoded
 - Corrupted
36. Net Neutrality is a good example of:
- Political economy
 - Common wealth
 - Cultural studies
 - A combination of A and B
 - A combination of A, B and C
37. While Innis is concerned with the transition from orality to literacy, McLuhan is concerned with the transition from:
- Orality to literacy to modernity
 - Orality to literacy to the telegraph
 - Orality to television to literacy
 - Orality to literacy to technology

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38. What significant change happens in 13C churches?
- Gothic architecture
 - The television
 - The printing of bibles
 - Church becomes a community event
39. What is vertical communication?
- A two-step, diffuse process
 - An example of behaviourist effects
 - Sharing your opinion via a hierarchy
 - An act of surveillance
40. What is “la flâneur”?
- Someone who walks aimlessly and who doesn’t conform to consumerism
 - Another word for proletariat
 - Kabbalah
 - An art form, also known as ‘dadaism’ in which artists collage and alter reproductions of art
41. What does Barthes mean when he writes “The Death of the Author”?
- Authors are irrelevant now with the Internet
 - Authors are actually dying
 - Authors are restricted by the barriers of language and genre
 - A combination of A and C
 - None of the above
42. According to Freud, advertising works because:
- It plays on your primal desires and drives
 - It perpetuates an ideology
 - It represents a civilized society
 - A combination of A and B
 - A combination A and C
43. According to Marx, how does labour become abstracted in modern society?
- Money
 - People no longer see the direct result of their labour
 - People’s time becomes a commodity
 - All of the above

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44. What is the difference between use value and exchange value?
- a. Use value is the social use for an item; exchange value is the monetary price
 - b. Use value abstracts labour; exchange value encourages exploitation
 - c. Use value is like false consciousness; exchange value is like commodity fetish
 - d. A combination of A and C
 - e. All of the above
45. What's an example of hegemonic relationship within a communications context?
- a. Editorial board of a newspaper corporation
 - b. Audiences as a commodity to be bought and sold
 - c. Dominant discourse, for example, using "illegal aliens" instead of "refugees"
 - d. All of the above
46. What would Benjamin say is a benefit of the reproduction of art?
- a. The democratization of art
 - b. It makes art political
 - c. Art has the potential to become propaganda
 - d. A combination of A and B
 - e. A combination of A and C
47. What's one reason theorists theorize?
- a. They are responding to something going on in the world
 - b. They are responding to something someone else has written
 - c. They are super smart and think about things all day
 - d. A combination of A and B
 - e. A combination of A, B and C
48. What has been a recurring theme throughout this semester?
- a. Frankfurt School
 - b. Power
 - c. Real versus representation
 - d. A combination of A and B
 - e. A combination of B and C
49. Richard Hoggart studied what kind of culture?
- a. High culture
 - b. Low culture
 - c. Popular culture
 - d. Bacteria cultures
 - e. All of the above

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50. What are you doing over the holidays?

- a. Drinking tons of eggnog
- b. Going on a super cool vacation
- c. Sleeping the whole time
- d. A combination of A and C

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Essay Questions: (25 marks each)

A number of theorists we have studied this term explore the relationship between communication and politics. Some see forms of communication as essential to the formation of democracies; others regret the ways that communication has frustrated or repressed that democratic potential. There are also those who see more revolutionary possibilities in communication and media technologies. Explain what is meant by this statement, drawing on examples from the course readings and lectures to illustrate your points.

Structuralism and post-structuralism take two completely different approaches to language and communication. What theories and contexts to these two schools of thought draw on? Where do they agree, and where do they disagree? Which one do you think aligns more closely with how society functions today?

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