

Quiz II- CMN 1160 A- Fall 2016- November 23, 2015

Please answer all the following questions on the Scantron sheet provided. Make sure that you darken the sections with your last name first and student number on the Scantron sheet (use pencil). No name or student number = no mark. Best of luck ☺

Questions based on readings:

- A 1. What is meant by the term digital divide?
- a) Some groups lose out on the benefits of online technology due to a lack of internet access, creating a divide between those who have access and those who don't
 - b) The media is shifting away from print and towards digital, creating a divide between media content
 - c) There are so many options for online content that society is becoming increasingly divided
 - d) The internet has allowed users to further divide their media roles
2. Which of the following epistemology includes the idea that there is an objective reality that can be discovered and explained through scientific research?
- a) Pragmatism
 - b) Postpositivism
 - c) Positivism
 - d) Postmodernism
3. What is the main difference between qualitative and quantitative research methods?
- a) Qualitative research uses words to study and describe a phenomenon; quantitative research focuses on numbers and measurements.
 - b) Quantitative research developed in anthropology; qualitative research did not.
 - c) Qualitative research focuses on proving or disproving a hypothesis through controlled experimentation; quantitative research focuses on beliefs or trends through interviewing.
 - ~~d) Quantitative research uses words to study and describe a phenomenon; qualitative research focuses on numbers and measurements.~~
- A 4. Which of the following is true of brands?
- a) Brands are simply the company's name
 - b) There is a greater value in company products than in most brands
 - c) A brand can be up to 70% of a company's value
 - d) Branding has very little to do with advertising
5. Technological determinism is :
- a) The belief that technology causes certain human behaviours
 - b) How media decide which topics to cover
 - c) The belief that consumers can determine which type of technology they use
 - d) A theory that states that messages are encoded with specific meanings

6. What are the four theories of international mass communication?
- a) Soviet Theory, Social Responsibility Theory, Libertarian Theory, and Neighbouring Nation Theory
 - b) Neighbouring Nation Theory, Libertarian Theory, Authoritarian Theory, and Global Media Theory
 - c) Social Responsibility Theory, Libertarian Theory, and Soviet Theory
 - d) Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, and Soviet Theory

7. What role did Habermas hope the public sphere would play in society?
- a) A method of forming an audience for governments
 - b) An arena for rational-critical debate regardless of rank or privilege
 - c) A hotbed of debate leading to rebellion against those in power
 - ~~d) A space for proletariats to air their grievances~~

8. Uses-and-Gratifications research examines :
- a) What the media do to people
 - b) What people and the media work together to achieve
 - c) What is encoded in the media
 - d) What people do with the media

9. The Frankfurt School scholars created this theory, which attempts to look critically at society and offer ways to improve it:
- a) Critical Theory
 - b) Marxist Theory
 - c) Uses-and-Gratifications Theory
 - d) 2-Step Flow Theory

10. The Encoding/Decoding model states that :
- a) The hegemonic reading will be used for all audiences when decoding the message.
 - b) Audiences will decode based on their backgrounds, education, and identities.
 - c) The negotiated reading will be chosen by audiences with a higher level of education.
 - d) The producer's preferred meaning will become accepted by the audience.

11. Favorable publicity prompted by a news conference is an example of:
- a) Advertising
 - b) Social media
 - c) Earned media
 - d) Paid media

12. What is performance-based advertising?
- a) Paying for key words to show up high in search engine rankings
 - b) Paying for results rather than paying for publisher's audience of CPM
 - c) Paying for the length of time that an ad is available
 - d) Paying for an ad based on circulation

- b) Bad for the company, because people may call any off-brand tissue "Kleenex"
- c) Both a) and b)
- d) None of the above

14. An advertisement showing a picture of a smashed car following an automobile accident cause by a drunk driver comes on the T.V. What is this an example of?

- a) Fear appeal
- b) Display advertising
- c) Advertorial
- d) Subliminal advertising

15. What is a potential issue when using social marketing?

- a) Behaviours that an organization is seeking to change might be considered "cool"
- b) It is difficult to determine the most effective advertising medium to target a specific group.
- c) It is difficult to assess the effects of a social marketing campaign
- d) All of the above

16. What is a problem for video advertising online?

- a) It is impossible to put overlays at the bottom of video screens
- b) The internet is still not at all video-oriented
- c) Users do not want to wait through a standard 30-second commercial before a short video
- ~~d) All of the above~~

17. Which of the following is an example of viral marketing?

- a) People posting a funny video ad on their Facebook pages
- b) A company sending out email ads
- c) Any online advertising
- ~~d) People writing reviews of a product online~~

18. Which of the following is **not** a trend that characterizes the mobile advertising marketplace?

- a) Ad text messages are increasing
- b) Location-based advertising is becoming more frequent

- a) PR is viewed as a system of managing relationships among organizations, individuals, and their publics ✓
- b) Mass communication and social media are unimportant ✓
- c) Building mutual understanding and good relationships is as important as influencing public opinion ✓
- d) Audience feedback plays an important role ✓

21. Which of the following is an example of a pseudo-event?

- a) Protests
- b) Parades
- c) Press conferences
- d) All of the above

22. Which of the following is a growing trend in advertising?

- a) Faux-amateur ads/blogs
- b) Symmetrical dialog
- c) A focus on controlling the message
- d) All of the above

23. Lau and Sigelman found that negative advertising is:

- a) More memorable than positive advertising
- b) Viewed more positively by voters in all studies
- c) Always beneficial to the candidate running the ad
- d) All of the above

24. Authoritarian theory posits that:

- a) Media in authoritarian systems are still able to produce content that challenges the political system
- b) Authoritarian government exerts direct control over the media
- c) Foreign media are not subordinate to authoritarian governmental authority
- d) Ownership of media can only be public under authoritarian systems

25. The media's role in democratic society can best be described by :

- a) Libertarian theory
- b) Soviet theory
- c) Authoritarian theory
- d) Social responsibility theory

26. Which of the following is **not** true of Libertarian theory?

- a) Criticism of the government is encouraged
- b) Media professionals have full autonomy within their organizations
- c) This theory is applied in full practice in North American media
- d) Elements of this theory are in practice in the media in many places worldwide

27. The notion that the public, as a group, can form shared views or ideas about topics is called :

- a) Audience
- b) Public opinion

29. Which of the following is **not** a security challenge that has been presented by media convergence?

- a) Global hackers attempting to break into Western computer networks
- b) System exploitation to facilitate communication among established and aspiring terrorists
- c) All of the above
- d) None of the above

30. What is an argument for the claim that moving IT work overseas is not the same as industrial-era factories being moved overseas?

- a) It is generally nonpolluting
- b) There is often cheaper labour
- c) Employee-benefits costs are kept low
- d) Newer buildings are always built to accommodate the move

Questions based on lectures:

31. Uses and Gratifications theory identifies how and why consumers use the media, starting from the point that each one has a psychological need to satisfy. This theory has two opposing assumptions, when thought of it critically. These opposing assumptions are:

- a. The audience is in charge of how they use the media and therefore the media are not powerful. However, if the media can identify the needs of the audience, they can manipulate the audience by the creation of false needs. This means that while the audience can use reason to choose an experience, they are also rendered weak in front of media manipulation of their needs.
- b. The media use a stimulus -response approach to control the audience/consumer but the SR approach does not work in a democratic society.
- c. The media identify opinion leaders and target them to market products which renders the opinion leaders as the weak link that can be easily persuaded.

32. What is the main concern in Stuart Hall's approach to cultural studies?
- a) The operation of power and ideology in media
 - b) Class conflict
 - c) The political economy of the cultural industries
33. The function of moral panic is:
- a) to increase social control
 - b) to cause a revolution by the people
 - c) to redefine and expand the parameters of ethics and morality
34. Moral panic is the process by which:
- a) societal concern is aroused around a particular issue
 - b) deviance is defined by the religious authority
 - c) resistance to social norms are emptied of their political essence
35. In reference to Cohen's "Folk devils and Moral Panic", labeling theory of deviance has the following outcome:
- a) The target of the labels ignore the labeling
 - b) Deviant label is accepted by the "deviant" who then exhibits behavior that conforms to the label
 - c) Deviants emerge in larger groups to form political power.
36. What is NOT one of the ways in which media play into the concept of moral panic, according to Cohen?
- a) Media directs the message to a general audience
 - b) Media directs the message to a specific audience instilling fear and disdain
 - c) -Media attempt to instill fear in the audience
 - d) media present info in short and easily understood statements and rarely give background and context
37. According to Raymond Williams in "Keywords" popular used to mean:
- a) Vulgar
 - b) Low
 - c) Common
 - d) All of the above
38. What is the difference between an audience and a public:
- a) Both the public and the audience are interested in the experience of viewing media.
 - b) The audience uses reason to judge the experience of media consumption while the public is more interested in social norms and values.
 - c) The public judges entertainment while the audience produce entertainment.

39. What is a critique of the entertainment formula:

- a) Sex sells
- b) Entertainment reduces social problems into psychological problems and individualizes them.
- c) Entertainment caters to the lowest common denominator
- d) A and b
- e) B and c

40. Dehumanization leads to

- a) Legitimizing violence towards a particular group.
- b) Political action for integration and equality.
- c) Assimilation

41. Commodification of women in ads has the direct consequence of:

- a) Objectification
- b) Deconstruction
- c) Domestication

42. In Still Killing US Softly IV, Jean Kilbourne argues the following point in regards to violence against women in advertising:

- a) Increasingly, advertising shows women as victims of sexual harassment and violence.
- b) Women live in a world defined by the threat of sexual violence and intimidation. The portrayal of women in advertising supports, rather than objects to, these threats.
- c) Violence, hostility and dominance are often presented as erotic, attractive and appealing in advertising.
- d) All of the above.

43. The cultural studies approach is significant for media and popular culture studies because:

- a) It started in Britain
- b) It focused on high culture
- c) It expanded the study of culture to include popular culture and the study of everyday life.

44. Audience measurement with demographics is limited because

- a) It does not show how to evaluate the audience
- b) It does not assume that all audiences are the same
- c) It does assume that audiences are the same
- d) A and B
- e) A and C

45. Television addresses the audience in the following way:
- a) Bigger than life and mysterious
 - b) Emotional and private experience
 - c) Familiar and ordinary
46. What does audience swapping refer to?
- a) To the processes used by the media to share an audience
 - b) To convince the audience to stop using a particular medium
 - c) To selling the statistics about viewers to a different medium
47. An audience acquires competence because of:
- a) Experience
 - b) Studying the media
 - c) The media depend on and construct the audience's competence
 - d) all of the above
48. In the Uses and Gratifications approach, the individual is seen as:
- a) autonomous, rational, and able to use reason for the self-satisfaction.
 - b) autonomous and rational and able to directly manipulate the content of the media
 - c) Irrational and easily influenced
49. The correct definition of the individual in the answer above closely resembles the definition of:
- a) the audience
 - b) the mass
 - c) the public
50. The argument that American (foreign) content and media erase the culture of the receiving community or nation is mostly associated with:
- a) Cultural Semiotics
 - b) Cultural imperialism
 - c) Cultural politics
 - d) Cultural openness
51. What is critical theory?
- a) It examines power relations
 - b) It concentrates on the flow of messages
 - c) It concentrates on the reception analysis of audiences

52. The application of reason in modern society led to the development of:
- a) Individualism
 - b) Consensus based on debate
 - c) Convivial social relations based on community
 - d) All of the above
 - e) A and B only

53. Who led the Research on Audiences for Daytime Radio Serials?
- a) Paul Lazarsfeld
 - b) Ivan Pavlov
 - c) Karl Marx
 - d) Raymond Williams

54. What was the main question guiding the research above?
- a) What were the short term effects of listening to the content?
 - b) What were the uses women made of the information derived from listening and the gratifications the serials provided?
 - c) What characteristics the women developed after listening?

55. What were some of the speculations about the characteristics of women listeners to Daytime Radio Serials?

- a) They would be socially isolated and less concerned with public affairs
- b) They would be more concerned with public affairs and less concerned with intellectual interests.
- c) They would have preference for radio listening and less interest in TV.

56. What were the main findings of the research above?

- a) The audience was large and enthusiastic but had a lower level of educational attainment.
- b) The listeners had a different personality than non-listeners.
- c) The audience was socially isolated and did not vote.

57. What is one of the essential traits of advanced functionalism?

- a) Envisions the media institutions as being dependent on the desires and needs of the individual.
- b) Envisions the media institutions as determining social relations.
- c) Envisions media institutions as vehicles of authoritarianism.

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59. Fantasy uses of television function as:
- a) An invitation to relax, surrender and be passive
 - b) An invitation for alertness, effort, and activity.
 - c) An invitation to combine alertness and imagination for a vicarious experience.
 - d) a and b only

60. What was the main factor that ended program sponsorship on television?

- a) The magazine format shows
- b) Rigging of the quiz shows
- c) Raising the costs of programs for advertisers
- d) All of the above