

# Chapter Questions

The following questions are designed to stimulate reflection and help retention. After studying the appropriate chapter, students should type 1 page (double-spaced, 1” margins, 12-point font, Times New Roman) for each answer. The answers to questions 1-7 are due on the day of the first test; the answers to questions 8-14 are due the day of the second test.

## **DUE ON DAY OF FIRST TEST:**

### **CHAPTER 1: Mass Media in Everyday Life**

How many hours a day do you use mass media? Keep a journal for 3 days detailing your consumption of mass media. Be sure to include all forms of media including TV, music, movies, internet, and reading materials. This journal may be less than a page.

### **CHAPTER 2: Books**

How has the book publishing industry evolved? Discuss 3 ways it has changed from Benjamin Franklin’s day to today.

### **CHAPTER 3: Newspapers**

How have newspapers changed with the digital age? Discuss the pros and cons of online versus traditional newspapers.

### **CHAPTER 4: Magazines**

Why do today’s magazines target specialized audiences for readership? Give 3 specific examples and the reasons for each.

### **CHAPTER 5: Recordings**

Why is file-sharing harmful to the recording industry? Explain the measures that the industry has taken and evaluate their effectiveness.

### **CHAPTER 6: Radio**

Why was and is Federal regulation of the airwaves necessary, and what is the impact of the 1996 Telecommunications Act?

### **CHAPTER 7: Movies**

Analyze movie industry self-regulation. Discuss MPPDA and the Hays Office production codes and the current MPAA ratings.

# Chapter Questions, Cont.

## **DUE ON DAY OF SECOND TEST:**

### **CHAPTER 8: Television**

How do the Nielsen Ratings impact programming? Explain their accuracy and the importance of ratings to commercial and public broadcasting networks

### **CHAPTER 9: Digital Media**

What role does the U.S. Government have in regulating the internet? Include issues relating to privacy, intellectual property, and pornography.

### **CHAPTER 10: Advertising**

Why is advertising not a medium? What role does advertising play in various mass media?

### **CHAPTER 11: Public Relations**

How did each of the following contribute the development of public relations? Lee Ivy and George F. Parker, Edward L. Bernays, Doris E. Fleischman.

### **CHAPTER 12: News and Information**

Explain Agenda-Setting and the role of consensus journalism. How does Herman J. Ganz's analysis of journalists' values impact the discussion?

### **CHAPTER 13: Society, Culture and Politics**

What is the role of media in political campaigns? Include TV, radio, and advertising, and the increased internet media such as blogs, webcasts, and social network sites.

### **CHAPTER 14: Law and Regulation**

Is obscenity protected by the First Amendment? What criteria did the U.S. Supreme Court set in determining obscenity? Cite the cases.

# Movie Cultural Literacy Term Paper (and Quiz!)

Americans tend to be unaware of the enormous cultural legacy of the movies. Below are titles of movies from five decades. Each movie either informs us on an aspect of the history of mass communication, or on the tenor of the times. Watch 5 of the 6 classic movies and answer the question(s) listed below (1-2 pages for each movie, typed, double-spaced, 12-point font, Times New Roman).

**The paper is worth 80 points, the quiz 20.** In order to get an “A” on your paper it must be insightful, free of spelling and typographical errors, and grammatically, not have no mistakes ☺. Go to the writing center if you need help. Bring a scantron for the quiz. The quiz is designed to check that the movies were actually viewed (not that any of you would *ever* get your material off internet movie summary sites!). If you watched the movies the quiz will be easy. The quiz is on the day the paper is due (see syllabus).

**1920s** *The Gold Rush (1925)* Charlie Chaplin (American Film Institute (AFI) ranks this film #58 in their list of the best movies ever made)

QUESTION: What did you most enjoy about this movie? Cite specific scenes. Did the lack of sound hamper your enjoyment, or did you forget about it after a while?

**1930s** *Angels with Dirty Faces (1936)* James Cagney, Humphrey Bogart

QUESTION: This is my favorite movie of all time. What does it tell you about the times? There are several values that are depicted in the film; what are they?

**1940s** *Citizen Kane (1942)* Orson Wells (AFI #1 movie of all-time)

QUESTION: How do you think the visual effects (deep focus, point of view) added to the film? Does it deserve the American Film Institute (AFI) designation of the best movie ever made? Why or why not?

**Casablanca (1943)** Humphrey Bogart, Ingrid Bergman (AFI #3 movie of all-time)

QUESTION: Even prior to U. S. entry into WWII, war-themed movies were influential mass-communication vehicles. What is the main message in Casablanca? Are any characters representative of any particular ideology?

**1950s** *Singing in the Rain (1952)* Gene Kelly, Debbie Reynolds (AFI #5 movie)

QUESTION: In addition to depicting the evolution of movie-making, this film is an excellent example of the Hollywood musical that is no longer made. Why or why not did you enjoy it?

**1960s** *The Graduate (1967)* Dustin Hoffman, Anne Bancroft (AFI #17 movie)

QUESTION: How does this movie reflect the changing times? Address changing social, sexual, and employment ideals.

FYI: Here is AFI's top movies of all-time, as of 2015

#	MOVIE	YEAR
1	CITIZEN KANE	1941
2	THE GODFATHER	1972
3	CASABLANCA	1942
4	RAGING BULL	1980
5	SINGIN' IN THE RAIN	1952
6	GONE WITH THE WIND	1939
7	LAWRENCE OF ARABIA	1962
8	SCHINDLER'S LIST	1993
9	VERTIGO	1958
10	THE WIZARD OF OZ	1939
11	CITY LIGHTS	1931
12	THE SEARCHERS	1956
13	STAR WARS	1977
14	PSYCHO	1960
15	2001: A SPACE ODYSSEY	1968
16	SUNSET BLVD.	1950
17	THE GRADUATE	1967
18	THE GENERAL	1927
19	ON THE WATERFRONT	1954
20	IT'S A WONDERFUL LIFE	1946
21	CHINATOWN	1974
22	SOME LIKE IT HOT	1959
23	THE GRAPES OF WRATH	1940
24	E.T. THE EXTRA-TERRESTRIAL	1982
25	TO KILL A MOCKINGBIRD	1962
26	MR. SMITH GOES TO WASHINGTON	1939
27	HIGH NOON	1952
28	ALL ABOUT EVE	1950
29	DOUBLE INDEMNITY	1944
30	APOCALYPSE NOW	1979
31	THE MALTESE FALCON	1941
32	THE GODFATHER PART II	1974
33	ONE FLEW OVER THE CUCKOO'S NEST	1975

34	SNOW WHITE AND THE SEVEN DWARFS	1937
35	ANNIE HALL	1977
36	THE BRIDGE ON THE RIVER KWAI	1957
37	THE BEST YEARS OF OUR LIVES	1946
38	THE TREASURE OF THE SIERRA MADRE	1948
39	DR. STRANGELOVE	1964
40	THE SOUND OF MUSIC	1965
41	KING KONG	1933
42	BONNIE AND CLYDE	1967
43	MIDNIGHT COWBOY	1969
44	THE PHILADELPHIA STORY	1940
45	SHANE	1953
46	IT HAPPENED ONE NIGHT	1934
47	A STREETCAR NAMED DESIRE	1951
48	REAR WINDOW	1954
49	INTOLERANCE	1916
50	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	2001
51	WEST SIDE STORY	1961
52	TAXI DRIVER	1976
53	THE DEER HUNTER	1978
54	M*A*S*H	1970
55	NORTH BY NORTHWEST	1959
56	JAWS	1975
57	ROCKY	1976
58	THE GOLD RUSH	1925
59	NASHVILLE	1975
60	DUCK SOUP	1933
61	SULLIVAN'S TRAVELS	1941
62	AMERICAN GRAFFITI	1973
63	CABARET	1972
64	NETWORK	1976
65	THE AFRICAN QUEEN	1951
66	RAIDERS OF THE LOST ARK	1981
67	WHO'S AFRAID OF VIRGINIA WOOLF?	1966
68	UNFORGIVEN	1992
69	TOOTSIE	1982
70	A CLOCKWORK ORANGE	1971

<b>71</b>	SAVING PRIVATE RYAN	1998
<b>72</b>	THE SHAWSHANK REDEMPTION	1994
<b>73</b>	BUTCH CASSIDY AND THE SUNDANCE KID	1969
<b>74</b>	THE SILENCE OF THE LAMBS	1991
<b>75</b>	IN THE HEAT OF THE NIGHT	1967
<b>76</b>	FORREST GUMP	1994
<b>77</b>	ALL THE PRESIDENT'S MEN	1976
<b>78</b>	MODERN TIMES	1936
<b>79</b>	THE WILD BUNCH	1969
<b>80</b>	THE APARTMENT	1960
<b>81</b>	SPARTACUS	1960
<b>82</b>	SUNRISE	1927
<b>83</b>	TITANIC	1997
<b>84</b>	EASY RIDER	1969
<b>85</b>	A NIGHT AT THE OPERA	1935
<b>86</b>	PLATOON	1986
<b>87</b>	12 ANGRY MEN	1957
<b>88</b>	BRINGING UP BABY	1938
<b>89</b>	THE SIXTH SENSE	1999
<b>90</b>	SWING TIME	1936
<b>91</b>	SOPHIE'S CHOICE	1982
<b>92</b>	GOODFELLAS	1990
<b>93</b>	THE FRENCH CONNECTION	1971
<b>94</b>	PULP FICTION	1994
<b>95</b>	THE LAST PICTURE SHOW	1971
<b>96</b>	DO THE RIGHT THING	1989
<b>97</b>	BLADE RUNNER	1982
<b>98</b>	YANKEE DOODLE DANDY	1942
<b>99</b>	TOY STORY	1995
<b>100</b>	BEN-HUR	1959

# GROUP-PROJECT

*The group project is a research assignment on a topic related to a specific chapter in the text. In groups, students will present their research on the day of the lecture/discussion for that chapter. Presentation length is 20-30 minutes, depending on the size of the group—aim for about 5 minutes per group member. Visual aids are required, but please do not put large amounts of text on a PowerPoint. Be sure to step out front when speaking (have a group member work the computer for you), making eye contact and speaking fluently. Please dress up, or dress in a coordinated manner). You will receive a group grade. The evaluation form I use is printed on the reverse side. See syllabus for presentation dates.*

*The following are topics from which you may choose for your group project:*

## **PRESENTATION #1—CHAPTER 7: MOVIES**

### **Presentation Date:**

This presentation about movies in the past has 2 parts. The “Picture Palaces” of the 20s and 30s were marvels of architecture and opulence. Describe them to the class, showing photos and/or videos. Then videotape a brief interview with the oldest person you can find and ask what movies were like when he or she was young.. Who was his or her favorite star? Do they think movies have improved or deteriorated since then?

## **PRESENTATION #2—CHAPTER 8: TELEVISION**

### **Presentation Date:**

Tape clips from family situation comedies spanning 50 years of television (e.g., *Leave It to Beaver* in the 50s, *The Brady Bunch* in the 70s, *Roseanne* in the 90s, *Modern Family* today). Compare how the American family has been represented. What was the effect of the idealized 50s on real families? Did *The Brady Bunch* make blended families more acceptable? Was *Roseanne* any more accurate a reflection of real life? What about today?

## **PRESENTATION #3—CHAPTER 9: INTERNETMEDIA**

### **Presentation Date:**

How has social media changed society? Are sites such as Facebook, Instagram, and twitter good for society? Be sure to consider all aspects: online predators, decreased privacy, increased social awareness and activism, increased access to education and information, networking, and terrorism recruiting, to name a few, Present the issues to the class by moderating a debate or panel discussion between the group members with each person making a different argument for or against the topic. The moderator should present any visuals.

## **PRESENTATION #4—CHAPTER 10: ADVERTISING**

### **Presentation Date:**

How do advertisers attempt to reach minorities? Include gender, racial, ethnic, and sexual orientation, and consider print and video advertisements. If you wish, you can compare ads from years past to show how advertising to minorities has changed.

## **PRESENTATION #5—CHAPTER 12: NEWS AND INFORMATION**

### **Presentation Date:**

Bernard Goldberg has written several books on media bias. Read his first book, *Bias*, and present it to the class giving examples from the book. You do not have to cover the entire book; find examples of your own, such as videos on YouTube (Goldberg interviews are one idea). At the end, you may present your point of view.

## **PRESENTATION #6—CHAPTER 13: SOCIETY AND POLITICAL ISSUES**

### **Presentation Date:**

Videotape interviews with people on the street asking them how they choose for whom to vote. Ask specific questions about how television ads influence their choice of candidate. Do they dislike “negative” ads? Do they pay attention to the spin of the campaign people? Are the political positions or the personal attributes of the candidates more important? Show some attack ads from recent campaigns

***My presentation is # \_\_\_\_ based on Chapter # \_\_\_\_  
to be presented \_\_\_\_\_ (date)***

Group member 1: \_\_\_\_\_ Phone: \_\_\_\_\_ email: \_\_\_\_\_

Group member 2: \_\_\_\_\_ Phone: \_\_\_\_\_ email: \_\_\_\_\_

Group member 3: \_\_\_\_\_ Phone: \_\_\_\_\_ email: \_\_\_\_\_

Group member 4: \_\_\_\_\_ Phone: \_\_\_\_\_ email: \_\_\_\_\_

Group member 5: \_\_\_\_\_ Phone: \_\_\_\_\_ email: \_\_\_\_\_

Group member 6: \_\_\_\_\_ Phone: \_\_\_\_\_ email: \_\_\_\_\_

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# ***Sample Group-Project Evaluation***

Group Members: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Topic \_\_\_\_\_

Grade (out of 75 pts.) \_\_\_\_\_

<b>E</b> = excellent	<b>G</b> = good	<b>A</b> = average	<b>F</b> = fair	<b>P</b> = poor.
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## **CONTENT: 50 POINTS**

- \_\_\_ Clearly introduced project
- \_\_\_ Coverage of assigned material
- \_\_\_ Quality of research
- \_\_\_ Analysis
- \_\_\_ Organization
- \_\_\_ Creativity
- \_\_\_ Comprehension aids

## **DELIVERY: 50 POINTS**

- \_\_\_ Made eye contact with all parts of room
- \_\_\_ Good volume; clear pronunciation
- \_\_\_ Good vocal dimension (varied pace and pitch, effective pauses)
- \_\_\_ Conveyed enthusiasm
- \_\_\_ Few or no disfluencies (“ums,” “ers,” “likes,” or “y’knows”)
- \_\_\_ Deliberate gesture and movement
- \_\_\_ Credibility (appearance, appropriateness of language)
- \_\_\_ Equal division of workload
- \_\_\_ Within time limits

## **DELIVERY COMMENTS:**



# **EXTRA CREDIT in Francesca's Mass Com (COMS 265) Class**

The Old Town Music Hall in El Segundo is a historic old theater in the style of the old Picture Palaces, although smaller. In a typical evening you might see a “short,” or an old cartoon, followed by a feature film, sometimes, if silent, accompanied by live organ music.

Attend a program at the Old Town Music Hall. Type a 2-page summary of the evening and attach the ticket stub. **25 points.**

**The Old Town Music Hall  
140 Richmond Street  
El Segundo, CA 90245  
(310) 322 2592**

**Check website for showtimes.  
Tickets are \$10  
<http://www.oldtownmusichall.org>**

**—OR—**

Watch *Media Buzz* on Fox News Channel (it is on multiple times on Sundays) write a 2-page paper detailing what you saw and analyzing the arguments made in the show. **15 points.**