

# COMS 265 Midterm #I

## Study Guide

### CHAPTER 1—MASS MEDIA IN EVERYDAY LIFE

Definition of Mass Communication

3 Concepts to remember about Mass Communication

Media businesses—chains, broadcast networks, cross-media ownership, conglomerates, vertical integration.

### CHAPTER 2—BOOKS

How book publishing grew; cheaper books created a mass market

Chain retailers, small presses, digital alternatives

### CHAPTER 3—NEWSPAPERS

Fight for Independent Press: Zinger Trial, Stamp Act, Alien and Sedition Laws.

Dissident Voices Create Alternative Press

20<sup>th</sup> Century: Competition, Yellow Journalism, syndicates, internet papers.

### CHAPTER 4—MAGAZINES

Publishers Locate New Readers: women's issues

Investigative Journalism

Specialized Magazines

### CHAPTER 5—RECORDINGS

The history of recordings: Edison, Goldmark, and Sarnoff.

Content labeling

Music Sales Versus Piracy: ASCAP/BMI, illegal downloading.

### CHAPTER 6—RADIO

Broadcasting is born: De Forest, Armstrong, Sarnoff.

Radio Act of 1927, FCC 1934.

Radio adapts to TV

Telecommunications Act of 1996

### CHAPTER 7--MOVIES

Early moviemakers: Muybridge, Edison, Lumiere Brothers, Melies.

The Studio System: The star system, Block Booking.

Self-Regulation—MPPDA (Hayes Office) and MPAA

The House Un-American Activities Committee

There are also questions on the broad themes of some of the videos that were shown in class.

## COMS 265 Midterm I Sample Questions

1. Cross-ownership of broadcast outlets
  - a. is illegal in the broadcast industry.
  - b. is when a company owns a variety of media outlets.
  - c. is allowed nationwide, but not in the same market.
  - d. is a specific format popular on AM radio.
  
2. Ida B. Wells
  - a. was an African-American woman who eventually owned a leading alternative newspaper in Memphis.
  - b. owned *Freedom's Journal*, an abolitionist newspaper in New York City.
  - c. Wrote a 19-part series on corruption by Standard Oil.
  - d. Was a muckraker.
  - e. a and d.
  
3. Which of the following is NOT true about the evolution of book publishing?
  - a. The International Copyright Law of 1891 helped American authors.
  - b. Online booksellers have cut into bookstore profits.
  - c. Chain retailers are still the power behind publishing today.
  - d. Paperbacks in the 1920s hurt the publishing industry.
  
4. Which of the following is NOT true about radio?
  - a. The government took over the airwaves during WWI
  - b. The *War of the Worlds* led to a mandate that stations tell the audience they were listening to recorded broadcast.
  - c. David Sarnoff invented the audion tube.
  - d. The Radio act of 1927 dictated that broadcasters operate in the public interest.
  
4. Block Booking was
  - a. the practice of distributing movies in lots of up to 104 so that the theater owner had to take B movies if he wanted the A movies.
  - b. one of the motivations behind the formation of United Artists.
  - c. originated by Carl Laemmle when he lured Florence Lawrence from Biograph in exchange for screen credit.
  - d. Prohibited by Will Hays in the Hays Production Codes
  - e. a and b

### *True/False*

6. One of the main concepts to remember about mass communication is that mass media both reflect and affect politics, society, and culture.
7. Magazines focused on women's issues such as fashion, home, and family.
8. Muckraking was a form of sensationalized reporting that emphasized crime, sex, and violence.
9. The Parent's Music Resource Center makes sure artists are paid every time a song is sold or broadcast.
10. The purpose of the MPPDA was to eliminate communist influences from movies

*Answers: 1=b, 2=a, 3=d, 4=c, 5=e, 6=T, 7=T, 8=F, 9=F, 10=F.*

# COMS 265 Midterm #2

## STUDY GUIDE

### CHAPTER 8—TELEVISION

TV Delivers an Audience  
Ratings Target the Audience—Nielsen rate, share, sweeps  
Television at Work—networks, O&O, affiliates, syndicators  
Public Television

### CHAPTER 9—DIGITAL MEDIA

Digital Media communication transforms media; convergence  
Net neutrality (including lecture material)  
Intellectual Property Rights

### CHAPTER 10—ADVERTISING

Advertising Helps Pay for Media  
Ads Share Three Characteristics  
15 ways ads appeal to consumers  
Advertising Feeds Consumerism

### CHAPTER 11—PUBLIC RELATIONS

Definition of PR  
History of PR—Parker and Lee, Bernays, Fleischman  
Crisis PR  
PR adapts to the internet; PR monitors brands  
Publicity Means Free Media

### CHAPTER 12—NEWS AND INFORMATION

Embedded reporters  
Reality shows blur the line  
Journalists channel public attention; agenda-setting; consensus journalism  
Credibility draws the audience  
Fairness means evenhandedness (Chapter 15: Ethics)

### CHAPTER 13—SOCIETY, CULTURE AND POLITICS

How TV affects children's behavior  
Political Campaigns—*The People's Choice*, *The Unseeing Eye*

### CHAPTER 14—LAW AND REGULATION

Prior restraint—*Near v. Minnesota (1931)*, *New York Times v. United States (1971)*  
Obscenity—*Roth v. United States (1957)*, *Miller v. United States (1973)*  
Libel—*New York Times v. Sullivan (1964)*

There are also questions on the broad themes of some of the videos that were shown in class.

## COMS 265 Midterm #2 Sample Questions

1. In television, Nielsen ratings
  - a. are a way parents can determine the appropriateness of a program.
  - b. determine the amount that networks charge advertisers.
  - c. are an expression of the total percentage of households who are watching a particular program.
  - d. are an indication of a favorable audience response to a program.
2. Which of Jib Fowles' advertising appeals implies that the product will bring friendship, or alternately, that you may lose friends without the product?
  - a. Need for aesthetic sensations
  - b. Need to achieve
  - c. Need to feel safe
  - d. Need for affiliation
3. Modern public relations emerged
  - a. at the beginning of the 20<sup>th</sup> century to head off criticism of the railroads.
  - b. as a way for 20<sup>th</sup> century industrialists save money on advertising.
  - c. as a way for businesses to respond to the muckrakers.
  - d. as a response to World War I.
4. Which of the following is NOT true about U.S. news media?
  - a. Reality shows blur the line between news and entertainment.
  - b. Americans believe the television news media to be fair and unbiased.
  - c. Agenda setting is where the news media tell you what and whom to think about
  - d. Consensus journalism is when different reporters present a very similar interpretation of an event.
5. Digital communication
  - a. has led to a convergence between all forms of media.
  - b. increased infringement of intellectual property rights.
  - c. increased concerns about personal privacy.
  - d. all of the above

### True/False

6. TV Affiliates sell original programming and reruns to independent television stations.
7. Newton Minnow challenged broadcasters to use television to enrich people
8. The documentary *The Press Secretary* showed the work and ethical guidelines of newscasters on network television.
9. Cyber-smears are criticism on the web that crisis public relations was devised to combat..
10. Prior restraint means government censoring of information before the information is published or broadcast.

Answers: 1=b, 2=d, 3=a, 4= b, 5=d, 6=T, 7=T, 8=F, 9=F, 10=T.

