

CJN 255: STUDY GUIDE FOR UNIT 1
EXAM: February 15

The purpose of this guide is to help you read the material for this course and prepare for the exams. Approximately 50% of the exam questions will come from the reading assignments; however I will not directly review the reading material in class. Lecture material and reading assignments may be similar, but do not assume you will perform well on exams if you only attend lectures.

My recommendation for completing this guide is to fill in the answers as you read. The questions are in order of the reading material. Provide short answers. Exam questions will be multiple choice and true/false, so short answers best prepare you for the format of the exam. Half of the exam questions will come directly from this guide, so, in effect, you will have taken 1/2 of the test before exam day. Thus, it is in your best interest to spend time completing this guide. You are welcome to share answers with classmates.

UNIT 1: FRAMEWORK			
Date		Readings	Extra Credit Assignments
Tue	1/16	MC: Chapter 1	
Thu	1/18		ONE: My Media Diary
Tue	1/23	MC: Chapter 15	
Thu	1/25		TWO: Does Media Affect Me?
Tue	1/30	MC: Chapter 13	
Thu	2/1		THREE: Who Owns My Media?
Tue	2/6	MC: Chapter 16 & The Myth of '18 to 34'	
Thu	2/8		FOUR: The Ratings Game
Tue	2/13	Exam review	
Thu	2/15	EXAM 1	

Chapter 1: Mass Communication: A Critical Approach

1. Culture – (definition)
2. Media Convergence – (definition)
3. Selective Exposure – (definition)
4. According to some critics, what kind of culture do popular forms (like TV shows and top-40 music) promote?
5. What are the five stages of the media-literate critical process?

Chapter 15: Media Effects and Cultural Approaches to Research

6. What was a major focus of early mass media research?
7. According to Joseph Klapper, which individuals are most influenced by mass media?
8. What are experiments fairly good at predicting, and what can't experiments predict?

9. Why, according to media critic Richard Rhodes, does media effects research continue to resonate with politicians and parents?

10. Cultural approaches to media research offer _____ of culture, rather than _____ for laws that govern mass media.

Chapter 13: Media Economics and the Global Marketplace

11. Direct Payment – (definition)

12. Indirect Payment – (definition)

13. How have most media companies skirted monopoly charges?

14. What type of companies does a flexible media system favor?

15. Who do Nielsen researchers have trouble getting adequate representation for the broadcast ratings?

16. What spurred the growth of global popular culture?

17. How do media conglomerates use their money to influence politicians in Washington, D.C.?

Chapter 16: Legal Controls and Freedom of Expression

18. According to the libertarian model for expression and speech, what is the best way to fight outrageous lies or repulsive speech?

19. Prior restraint – (definition)

20. Why is it difficult for public figures to win libel suits?

21. In regards to cameras in the courtroom, what have judges and lawyers have come to believe?

22. What have directors of films such as *Eyes Wide Shut* and *Team America: World Police* done to avoid the NC-17 rating?

23. Why did the Supreme Court decide that the Sony Betamax decision did not protect companies that make file-sharing software like Grokster?

24. What does Section 315 mandate?

25. Public debate and scrutiny of the Internet is mainly about what?

26. What are news stories on business issues usually reduced to?

Article: The Myth of '18 to 34'

27. How does the WB get away with charging such a high fee for advertising during the *Gilmore Girls* despite the show's overall poor ratings?

28. What concept turned the minds of young people into an advertising battleground, before television was even invented?

29. Why has the argument that most pop culture is for young people because young people consume the most pop culture begun to fall apart?

30. Why does Ford advertise during *Gilmore Girls*, when the average viewer is a young adult who doesn't yet drive and can't afford a new car?