

CJN 255: STUDY GUIDE FOR UNIT 3
EXAM May 2

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 2: WORDS AND SOUND		
Date	Readings	Extra Credit Assignments
Tue	4/3	MC: Chapter 7
Thu	4/5	NINE: Movie Review
Tue	4/10	MC: Chapters 5 & 6
Thu	4/12	TEN: TV RIP
Tue	4/17	MC: Chapters 11 & 12
Thu	4/19	ELEVEN: Which VALS type are you?
Tue	4/24	
Thu	4/26	Exam Review
Wed	5/2	EXAM 3

Chapter 7: Movies and the Impact of Images

1. What problem did the development of celluloid solve?
2. In order to become a mass medium, what did early silent films have to offer?
3. What three ingredients give Hollywood movies their distinctive flavor?
4. Why does the movie industry make films that fall into popular genres that can be imitated?
5. To what do critics generally attribute the lack of power of women in Hollywood?
6. What has caused the decrease in U.S. theaters showing foreign films? (HINT: 3 reasons)
7. What did portable cameras and the documentary style known as cinema verité allow filmmakers to do?
8. What had a far more profound impact on declining movie attendance after World War II than television?
9. Synergy (definition) –
10. What is “high tech vertical integration”, a business strategy practiced by Sony and Philips?

Chapter 5: Television and the Power of Visual Culture

11. What is the main reason for the reality TV program trend?
12. Before commercials, how were early television programs financially supported?
13. How did the television quiz show scandals undermine the viewers' trust that TV images were more honest than words?
14. How did television networks respond to flat advertising revenues for their news programs?
15. Why did advertisers dislike television anthologies?
16. What anxieties did the popularity of police/detective TV dramas 1970s mirror?
17. What three factors explain the decline of the network era?
18. When the Prime-Time Access Rule gave local stations exclusive access to the 7:30-8:00pm slot, what did more stations fill the half-hour with?
19. What is the key to erasing the losses generated by deficit financing?
20. What audience demographic that commercial networks often neglect has public television played a key role in provide programming for?

Chapter 6: Cable and the Specialization of Television

21. What has happened to cable rates while the industry has enjoyed no competition or rate regulation?
22. Narrowcasting (definition) –
23. Why have cable system capacities been able to increase?
24. How did CNN change the way people watch news?
25. In the early 1980s why was MTV reluctant to play music videos by black artists?
26. How did HBO respond to the competition from VCRs and PPV (pay-per-view)?
27. What is the biggest reason for ITV's (interactive television) sluggish start?
28. Why is DBS attractive to sports fans?
29. In order to fill up their program schedules, what type of programming have most cable channels become heavily dependent on?

Chapter 11: Advertising and Commercial Culture

30. What three subjects did about 80 percent of early advertisements cover?

31. What represents the single biggest triumph of advertising?

32. In what three ways has advertising contributed to major social changes in the twentieth century?

33. Psychographics (definition) –

34. Why do some economists believe that much of the money spent on advertising is ultimately wasted?

35. What is the ad strategy disassociation?

36. Why do ads often work?

37. What did the Stanford University study discover about very young children and television advertising?

38. Why are tobacco companies mainly interested in developing regions like Asia? (Hint: Two reasons)

39. Why did newspaper editors facing financial difficulties turn their investigative eyes away from controversial business stories during the 1990s and early 2000s?

40. What is the most troubling factor about Internet advertising?

41. What factors have made advertising's largely unchecked growth possible?

Chapter 12: Public Relations and Framing the Message

42. How did the PR team restyle denim's image?

43. What did executives in the early 1900s realize about selling products?

44. How did public relations guru Edward Bernays encourage women to smoke?

45. Pseudo-event (definition) –

46. Why do politicians schedule press conferences and interview around 5:00 or 6:00PM?

47. Why does publicity have more credibility than advertising?

48. Astro-turf lobbying (definition) –

49. What do many editors admit about their story ideas?

50. How did Arnold Schwarzenegger use the media to his best advantage during the 2003 special recall election for governor?