

CJN 255: STUDY GUIDE FOR UNIT 2

EXAM March 29

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	2/20	MC: Chapter 9 & 10
Thu	2/22	
		FIVE: Explore the Bookstore
Tue	2/27	MC: Chapter 8 & 14
Thu	3/1	
		SIX: Promises in a Bottle
Tue	3/6	MC: Chapter 3 & 4
Thu	3/8	Class Canceled
		SEVEN: All the News that Fits?
SPRING BREAK		
Tue	3/20	
Thu	3/22	
		EIGHT: Post 9/11 Protest Songs
Tue	3/27	Exam review
Thu	3/29	EXAM 2

Chapter 9: Magazines in the Age of Specialization

1. What was the content of the most successful Colonial magazines?
2. How did *Godey's Lady's Book* add color to the magazine?
3. In the early 1900s, as jobs and the population began shifting from farms and small towns to urban areas, what did magazines help readers image themselves as?
4. Why did the general interest magazines *Life* and *Look* fold in the early 1970s? (HINT: 3 reasons)
5. What types of general magazines did survive the competition for national ad dollars?
6. In order to compete with television, what did magazines trade the mass audience for?
7. What did *Playboy's* early financial success demonstrate?
8. Supermarket tabloids tend to see circulation declines when what type of stories grace their front pages?
9. In order to strengthen its editorial independence, what did *Ms.* magazine decide to abandon?
10. With growing dependence on advertising, how do magazines today define their readers?

Chapter 10: Books and the Power of Print

11. Why did parchment replace papyrus?
12. As the technology of the printing presses permitted information and knowledge to spread, what did individuals have access to and what were they able to challenge?
13. Pulp fiction (definition) –
14. In order to compete with television and mass-market paperbacks, what did comics become after World War II?
15. Why did the popularity of paperbacks spark fear and outrage among those in the professional and educated classes?
16. What is the best-selling book of all time?
17. How did direct-mail service bring books to rural and small-town areas that had no bookstores?
18. What are the strengths of online book sellers?
19. Why has the market for e-books not materialized?
20. In terms of books, what is one of the triumphs of the Internet?

Chapter 8: Newspapers and the Rise of Modern Journalism

21. What was the readership of newspapers from the early 1700s to the early 1800s?
22. What did the news wire companies enable?
23. What were the two major characteristics of the era of yellow journalism?
24. What did Hearst do to the *New York Journal* to boost circulation?
25.
 - a. Objective journalism (definition) –
 - b. Interpretive journalism (definition) –
 - c. Advocacy journalism (definition) –
 - d. Literary journalism (definition) –
26. The convention of “telling both sides of a story” may lead a reporter to ignore what?
27. For publishers and journalists, what is the most worrisome issue for newspapers today?
28. What kind of editors do newspaper chains favor?
29. What type of news will readers pay to access on the Web?
30. According to some critics, what is underreported in many one-newspaper cities?

Chapter 14: The Culture of Journalism

31. Herbert Gans four enduring values of American reporters and editors:
 - a. Ethnocentrism (definition) –
 - b. Responsible capitalism (definition) –
 - c. Small-town pastoralism (definition) –
 - d. Individualism (definition) –
32. What are the four principles of the Society for Professional Journalism's Code of Ethics?
33. In the mid-1800s, why did publishers change the content of their newspapers from partisan to everyday content?
34. As journalists have increased their reliance on experts, what have they done to readers?
35. What type of programming has filled the news vacuum created by twenty-four-hour cable news programs?
36. By recounting news stories as two-sided dramas, what happens to reporting?
37. Happy talk (definition) –
38. What is the difference between the informational and partisan models of news?
39. What did MSNBC's morning-after coverage of the WTO protests in Seattle fail to mention?
40. Deliberative democracy (definition) –

Chapter 3: Sound Recording and Popular Music

41. In what form did the first popular music distributed?
42. Why was rock and roll considered the first “integrationist music”?
43. Why did the black rock and roll star Little Richard adopted a drag queen-like image?
44. According to Sam Phillips of Sun Records, what was the key to record sales and the spread of rock and roll in the 1950s?
45. Payola (definition) –
46. How did record companies protect the enormous profits generated by rock and roll in the late 1950s, early 1960s?
47. What did the British invasion show the recording industry?
48. In order to attract a young, white audience to black music, what did Motown producers realize?
49. Why do indies (independent record labels) play the role of risk-taker for the music industry?
50. How much does the physical product of a CD cost to manufacture?

Chapter 4: Popular Radio and the Origins of Broadcasting

51. What did the Radio Act of 1912 address?
52. What was RCA's (Radio Corporation of America) most significant impact regarding radio?
53. Why did the idea of noncommercial, public service radio end in the 1920s?
54. What did the development of transistors permit radio to do?
55. Rotation (definition) –
56. Top-40 (definition) –
57. Why have Top 40 stations lost ground since the mid-1980s?
58. What has consolidation in the radio industry resulted in?
59. What types of programs can noncommercial radio stations air that commercial stations won't?
60. What does the audio-processing device called Cash do to live radio programs?