

**CJN 400: MEDIA EFFECTS AND USES**  
**STUDY GUIDE: PART II**  
**EXAM: June 27**

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, no more than a sentence or two. 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, and we will review this guide along with lecture material during the last class meeting before the exam.

<b>DATE</b>		<b>LECTURE TOPIC</b>	<b>ASSIGNMENTS</b>
M	6/4	Overview & History	Chapters 1, 2 & 3
W	6/6	Theory & Concepts, Part I	Chapters 4, 5 & 6; <b>Homework One due</b>
M	6/11	Theory & Concepts, Part II	Chapters 8, 9 & 10; <b>Homework Two due</b>
W	6/13	<b>Mid-term Exam</b>	
M	6/18	Sex & Violence	Chapters 11, 12 & 13; <b>Homework Three due</b>
W	6/20	News & Politics	Chapters 14, 15 & 18
M	6/25	Health & Advertising	Chapters 16, 17 & 19; <b>Homework Four due</b>
W	6/27	<b>Final Exam</b>	

## Chapter 11: Effects of Media Violence

1. Despite the attention in the print and electronic news media, what is the reality of copycat crimes?
2. What type of television shows contains more violence than all other shows, including action-adventure programs for adults and crime detective programs?
3. What are the five key elements of context that make people susceptible to negative media effects?
4. What does program specificity mean?
5. What two things did the Children's Television Act of 1990 do?
6. According to Nathanson's study, how can parents reduce the aggressive effects of media content on their children?

## Chapter 12: Media Effects from Sexual Content

7. What percentage of teenagers in the United States said they get most of their information about sex from watching television?
8. Why are the Meese classifications of pornography debatable?
9. In what type of scenes do most of the sexual innuendoes on TV occur?

10. Why have studies shown that *less* explicit materials are sometimes *more* arousing than the highly explicit ones?

11. Over time, what happens to heavy viewers of pornography?

12. What are Cline's four-factor syndrome of consuming pornography?

### Chapter 13: Reactions to Disturbing or Frightening Media Content

13. What have some scientists speculated that the ritualistic use of horror stories have helped young people to do?

14. What has research on fright reactions in children shown about parents?

15. What does the stimulus generalization notion explain?

16. What are two of the most important factors that affect a viewer's reactions to frightening media fare?

17. What are two types of noncognitive strategies that have been used to help young children cope with media-induced fear?

### Chapter 14: News Effects

18. In the ever present quest for higher ratings, sales, and titillation, what has become of serious news in recent years?

19. What is soft news?

20. What three characteristics effect the diffusion of news?

21. What does the knowledge gap hypothesis posit?

22. In terms of foreign affairs, what do reports often focus their attention on?

### Chapter 15: Communication Campaign Effects

23. What are the three E's of social control that are common strategies for communication campaigns?

24. What is the difference between first-party entitlement and second-party entitlement?

25. What is the self-efficacy concept?

26. According to Rogers, what is a reasonable objective for change in human behavior?

27. How do interpersonal channels increase the success of a media campaign?

### Chapter 18: Mass-Mediated Political Communication Effects

28. When issues are addressed in the news media, how are they often presented?

29. What four news flaws are common in news coverage?

30. When are negative political ads effective in influencing voters?

31. Who are the most politically active citizens?
32. Who tends to learn the most from news content: People who give high ratings to news quality, people who are highly critical of or skeptical about the accuracy of news content, or people who are moderately skeptical?

#### Chapter 16: Media Effects on Health

33. Atkins and his associates found that adolescents' likelihood to drink alcohol was directly related to what?
34. What is much more influential than TV commercials in determining a child's diet?
35. What happened to teenage girls on Fiji after television came to the island in 1995?
36. Despite the increasing abundance of sexual activity on television, what is rarely seen?
37. What two new educational strategies have arisen in recent years as alternatives to traditional health campaigns?
38. What tools do media literacy programs provide children and adults with?

#### Chapter 17: Advertising Effects

39. What is selective exposure?
40. What did television advertising prove most advantageous for?

41. What is the consistency theory regarding television commercials?
42. What have studies of children and attention to the television screen found?
43. What is advertising wearout?
44. What is the most important factor that determines if a person will purchase an item on the Internet?

#### Chapter 19: The Effects of Minority Portrayals

45. In the 1990s how did the networks respond to demands from minority activist groups?
46. What was the most notable difference between the portrayals of black versus white family members?
47. What did Chaundhary find regarding the news coverage of black and white candidates?
48. Even though black models appear far less in magazine advertising than white models, how does the race of the model affect ad readership?
49. Regarding racial stereotypes, what are the effects of TV on white children who prefer to watch action-adventure programs that contain a great deal of violence?
50. What did McDermott and Greenberg find regarding the self-esteem of black children viewers of television?