**Introduction to Mass Communication – Fall 2017**

Study Guide: Exam #1

The exam will be composed of between 45 multiple choice questions and 10 true or false questions. At least two extra credit questions will be included at the end.

**Chapter 1: Living in a Media World**

* Know that most media companies are owned by private owners (Lecture)
* Know the differences between intrapersonal, interpersonal, group and mass communication and be able to differentiate by example (5-6)
* Identify the Catholic Church’s role as the first mass communication network (14)
* Understand the role of books as the first medium to move ideas beyond origination point
* Apply and identify models of mass communication – ritual, reception, publicity, transmission (also known as Sender Message Channel Receiver) (9-12)
* Apply the concept of media literacy, including concepts of cognitive, emotional, aesthetic and moral dimensions (16-17)

**Chapter 2: Mass Communication Effects**

* Understand why Edward Snowden specifically reached out to a newspaper/journalist as opposed to leaking documents himself (27)
* Understand the central communication change WikiLeaks represents (27)
* Know the results of the People’s Choice Study of 1940 (30-31)
* Understand the eight theories of media and society – functional analysis, agenda setting, uses and gratifications, social learning, symbolic interaction, spiral of silence, media logic and cultivation analysis (37-42)
* Understand/define specifically the cultural/critical model (31)
* Apply four main media effects (and sub effects) – message, attitudinal, medium and ownership (33-35)

**Chapter 3: The Media Business**

* Review Spike Lee’s justification for turning to Kickstarter for crowdsourcing (51-53)
* Understand synergy (55) and vertical integration (60)
* Identify difference between “legacy” media companies and recent media empires (55-70)
* Understand who owns a majority of the media in the United States (54)
* Understand who controls the media and the influences of each – owners, advertisers, government, news sources, audiences (74-77)
* Identify that in the early 2000s, only approximately five companies owned a majority of media outlets (Lecture)
* Know why YouTube was developed (73-74)
* Identify iHeartMedia and its originating media company (Lecture)

**Chapter 4: Books**

* Identify the earliest form of writing (84)
* Understand the role of books in moving ideas beyond origination point (Lecture)
* Apply how the steam-powered press was more influential in the spread of books than the original invention of the printing press (88)
* Understand the evolution of book publishing, from monks handwriting in scriptorias to wide distribution, several events had to occur, including a better way to print, a more educated public and inexpensive materials (84-87)
* Understand the most important effects of the printing press and moveable type (85)
* Understand the medium income for book authors is around $55,000, which is not Stephen King-level acclaim (91)
* Review book banning and cited reasons (99)
* Review main advantage for electronic books (Lecture)
* Understand what Tuleburg Press is as a publisher (Lecture)

**Chapter 5: Magazines**

* Know the direct effect of the Postal Act of 1879 (114)
* Define magazine types – consumer, trade, literary (114-117)
* Define and understand what a FBL magazine is and who it caters to (120)
* Know which magazine has the highest circulation in the United States (122)
* Understand which happenings grew magazine circulation in the nineteenth century (Lecture)
* Review and analyze the effects of Dove’s *Campaign for Real Beauty*, particularly what the movement has been created with (123)
* Identify Dick Strolley’s rules for magazine covers (126)

**Chapter 6: Newspapers and the News**

* Know where news is now most likely to break (Lecture)
* Understand that newspapers have increasingly moved to digital-based, including digital-only, in the past decade, some even closing doors (Lecture, Ch. 6)
* Know who Jeff Bezos is and the major company he owns in addition to *The Washington Post* (133-135)
* Understand who or what owns a majority of most American newspapers today … hint, it’s private corporations (Lecture)
* Identify the first newspaper ever produced, that one that was only ever published once (136)
* Pinpoint what era in journalistic objectivity began (136)
* Identify characteristics of colonial newspapers, specifically how the publications could be characterized (136-137)
* Understand and apply the characteristics of tabloid newspapers (140)
* Understand and apply which characteristics journalists use to write stories: timeliness, proximity, prominence, consequence, rarity and human interest (149)
* Identify why alternative newspapers are money makers (151-155)
* Identify “the Gray Lady” (145)