

Introduction to Mass Communication – Spring 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)