**Introduction to Mass Communication – Fall 2017**

Study Guide: Exam #2

The exam will be composed of 75 questions: multiple choice, true/false and written response. Four extra credit questions will be included at the end.

**Chapter 7: Audio**

* Understand “social music” (168) **#30**
* Identify KDKA (165) **T/F**
* Understand the role of the FCC in regulating broadcast content (181) **#24**
* Understand what it means for the radio to be a “companion medium” (168) **#25**
* Apply the use of the Sony Walkman as a personal soundtrack device (168) **#26**
* Be able to define traits of different styles of music (168-174) **#27**
* Know the major effect of the Telecommunications Act of 1996 (349) **#29**
* Know the definition of a podcast (185) **#28**
* Understand William S. Paley’s contributions to early radio (165) **#23**
* Identify why the advancement of digital recording make record companies uncomfortable (Lecture) **#74**
* Identify key components of the Radio Music Box Memo (163) #**53**

**Chapter 9: Television**

* Understand role of the Public Broadcasting Act of 1967 (228) **#31**
* Apply role of Sesame Street and how it garnered public television its first big audiences (228) **#32**
* Identify the reason “I Love Lucy” was considered a breakthrough show in television (223) **#40**
* Identify the largest company doing viewership studies on the American public (230) **#40**
* Identify the original “Big Three,” then the “Big Four” (229) #**41**
* Also understand the shift from viewing of “Big Three” networks to syndicated programming or independent stations (225) **#33**
* Understand why cable television was first invented (224) **#35**
* Analyze the role and function of premium channels (230) **#36**
* Know why the digital conversion of 2009 was delayed (226-227) **#37**
* Understand why television is trying to garner more diverse audiences (231) **#38**
* Understand the role of the V-Chip (236) **#34**
* Identify how people are interacting (skipping commercials, using On Demand services, voting for contestants) with television in the modern world (227) **#56**
* Understand why Philo T. Farnsworth made little money off his invention of television (222) **#51**
* Understand the role of Shonda Rhimes in making television more diverse (Lecture) **#39**

**Chapter 10: The Internet**

* Know why Twitter was originally created (257) **#41**
* Understand what APRANET is and what is was created to do (248) **#42**
* Define “cyberspace” (266) **#43**
* Know how much of the country has access to the Internet and what that reach means, as well as how little of the world has the Internet (267-268) **#44**
* Define “cookies” as it relates to the Internet (269) **REMOVED**
* Know the Tim Berners-Lee principles for which the Internet is based on (251) **#46**
* Identify Bob Kahn and Vint Cerf (249)
* Understand the advantage of being a legacy medium on the Internet as it relates to reliability (269) **#56**
* Understand what an aggregator site is and how it is different than social media (259) **#55**

**Chapter 13: Media Law**

* Understand Barbara Ringer’s contributions to the fair use doctrine (327-329) **#9**
* Understand the basic function and definition of the First Amendment (330) **#1**
* Understand the three-part obscenity test in Roth vs. United States (344) **#5**
* Understand the Sam Shepherd case and its ramifications (337) **#4**
* Know the definition of libel (332) **#2**
* Define the FCC’s “Equal Time Provision” (347) **#10**
* Connect New York Times vs. Sullivan to libel law (333) **#8**
* Understand the central arguments for allowing cameras in the courtroom (339)
* Understand prior restraint as it relates to the Pentagon Papers case (341) **#7**
* Understand John Peter Zenger’s libel case, specifically what it established involving truth and know why truth isn’t always the best defense against libel (330) **#3**
* Identify characteristics of *Food Lion v. ABC* (340) **#11**
* Know why the Communications Decency Act of 1997 was struck down (350) **#12**

**Chapter 14: Media Ethics**

* Understand and apply the difference between morals and ethics (356) **#14, #15**
* Understand the “veil of ignorance” (358) **#16**
* Understand the rule of a media ombudsman (369) **#17**
* Identify the actions of Janet Cooke and the ethical problems that arose in her reporting (Lecture) **#18**
* Understand the ethical issues surrounding the Sago Mine Disaster (365) **#20**
* Understand the ethics involved in editing photos in a journalism context (367) #**19**
* Understand the Bok model for ethical decision making (359) **#13**
* Be able to define “tabloid laundering” and “sensationalism” (363) **#21**
* Understand Richard Drew’s ethical decision making on Sept. 11, 2001 (353) **T/F**
* Understand what a “Code of Ethics” is and why news organizations have it (371) **#22**
* Identify what a “cookie” is and why there are ethical issues involving use of cookies (372) **REMOVED**