

Introduction to Mass Communication – Spring 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)
- Identify KDKA (165)
- Understand the role of the FCC in regulating broadcast content (181)
- Understand what it means for the radio to be a “companion medium” (168)
- Apply the use of the Sony Walkman as a personal soundtrack device (168)
- Be able to define traits of different styles of music (168-174)
- Know the major effect of the Telecommunications Act of 1996 (349)
- Know the definition of a podcast (185)
- Understand William S. Paley’s contributions to early radio (165)
- Identify why the advancement of digital recording make record companies uncomfortable (Lecture)
- Identify key components of the Radio Music Box Memo (163)

Chapter 9: Television

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

Chapter 10: The Internet

- Know why Twitter was originally created (257)
- Understand what APRANET is and what it was created to do (248)
- Define “cyberspace” (266)

- 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)
- Define “cookies” as it relates to the Internet (269)
- Know the Tim Berners-Lee principles for which the Internet is based on (251)
- Identify Bob Kahn and Vint Cerf (249)
- Understand the advantage of being a legacy medium on the Internet as it relates to reliability (269)
- Understand what an aggregator site is and how it is different than social media (259)

Chapter 13: Media Law

- Understand Barbara Ringer’s contributions to the fair use doctrine (327-329)
- Understand the basic function and definition of the First Amendment (330)
- Understand the three-part obscenity test in *Roth vs. United States* (344)
- Understand the Sam Shepherd case and its ramifications (337)
- Know the definition of libel (332)
- Define the FCC’s “Equal Time Provision” (347)
- Connect *New York Times vs. Sullivan* to libel law (333)
- Understand the central arguments for allowing cameras in the courtroom (339)
- Understand prior restraint as it relates to the Pentagon Papers case (341)
- 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)
- Identify characteristics of *Food Lion v. ABC* (340)
- Know why the Communications Decency Act of 1997 was struck down (350)

Chapter 14: Media Ethics

- Understand and apply the difference between morals and ethics (356)
- Understand the “veil of ignorance” (358)
- Understand the rule of a media ombudsman (369)
- Identify the actions of Janet Cooke and the ethical problems that arose in her reporting (Lecture)
- Understand the ethical issues surrounding the Sago Mine Disaster (365)
- Understand the ethics involved in editing photos in a journalism context (367)
- Understand the Bok model for ethical decision making (359)
- Be able to define “tabloid laundering” and “sensationalism” (363)
- Understand Richard Drew’s ethical decision making on Sept. 11, 2001 (353)
- Understand what a “Code of Ethics” is and why news organizations have it (371)
- Identify what a “cookie” is and why there are ethical issues involving use of cookies (372)