

1) Which statement is incorrect:

According to Matthew Arnold,

Anarchy is bad and needs to be policed

Culture is related to the development of order in society

The State is the embodiment of culture and must therefore be protected

Culture seeks to uphold class sensibilities

2) Which is true, according to Matthew Arnold:

- All people are capable of pursuing perfection through attention to “sweetness and light”
- One should not follow one’s impulses, but reason to achieve one’s best self

Both are correct

Neither are correct

A only is correct

B only is correct

3) According to O’Connor and Downing, which of the following is NOT true

Culture is always related to power

Culture and civilization are the same thing

Popular or Mass culture is often connected to commercial impulses

Hegemony helps to explain how the dominance and leadership of society is maintained through the complicity of the subjugated

4) Culture, according to O’Connor and Downing is

Activities

Products

Social process

All answers are correct

5) Which is not a building block of media literacy, according to Potter

Personal locus

Knowledge structures

Skills

Reflective cognition

6) According to Campbell, Chapter 1: Mass Communication, A Critical Approach, which is NOT true:

The Culture as Skyscraper paradigm sees culture as hierarchical

The Culture as Map paradigm sees culture as more flexible, multidimensional, and inclusive

An attribute of Postmodernity is the blurring of cultural distinctions

An attribute of Modernity is Populism

7) According to Campbell, Chapter 1: Mass Communication, A Critical Approach, which is NOT true:

Communication is defined as the creation and use of symbol systems that convey information and meaning

Culture is defined as the symbols of expression that individuals, groups, and societies use to make sense of daily life and to articulate their values.

The history of media evolution has been a process of emergence to convergence

The stories that circulate in the media have little to no impact on shaping a society's perceptions and attitudes

8) According to Potter, "a state where our minds operate without conscience effort from us" is defined as

Cognitive habituation

Automaticity

Selective engagement

Autopilot

Which of the following ideas is not present in Marxist theory

The ideas of the ruling class are the ruling ideas of society

Material relationship in production structure ideas of dominance

For a class of people to rule, it is necessary for their ideas to be represented as the common interests of the public

The “active members” of the ruling class are those who fall on the side of material labor in the division of labor within this class

Base refers to _____ and Superstructure refers to

The economic foundation of a society; the relations of production and corresponding logics to social formations

The relations of production and corresponding logics to social formations; The economic foundation of a society

The ruling class; the forms of domination over lower classes

The forms of domination over lower classes; the ruling class

A media market with many producers and sellers but only a few products within a particular category is

A monopoly

An oligopoly

Limited competition

Limited liability

YouTube’s financial model is an example of

Direct Payment

Indirect payment

Subsidized payment

Deferred payment

The practice of increasing production levels to reduce the cost of each product is using

Economies of scale

Synergy

Outsourcing

Downsizing

Which is not an attribute of a critical political economy approach to media analyses

It is historical in its framework

It considers how financing and the organization of cultural products have consequences for the range of discourses and representations in the public domain

It examines moments of resistance by interpreting the codes present in cultural products

It is fundamentally concerned with the balance between private enterprise and the public interest

Cultural studies was important for all of the following reasons except

How the analyses of cultural artifacts could help understand the way culture provides tools for both domination and resources for resistance.

Stimulating media reform movements

The understanding of the audience as active

It has brought into consideration issues of subjectivity, identity, discourse, and pleasure in relation to understanding culture

Which statement is not true:

Political Economy and cultural studies approaches to the media have historically been seen as divergent and antagonistic

Political Economy approaches begin from the foundation that we live in a deeply unequal capitalist society driven by profit on a global scale

Cultural studies underscores the potential for social and political agency

The complexity of communication and culture preclude any potential for understanding media and society in their social entirety utilizing mixed analytical frameworks that seek to examine both the macrosocial (socio-economic and political concerns) and the microsocial (questions of agency and subjectivity)

According to Splichal and Dahlgren, the crisis in journalism today is a result of all of the following except

Commercialization

Technological automation

Declining public trust

Decline in “producer” journalists

Which statement is false

The public sphere is a place where public opinion can be formed

Public opinion is a task of criticism and control by which citizens – as a public body - enact the State

Newspapers play an important role in formulating the public sphere in framing public opinion

The emergence of the social welfare state (and Mass Democracy) has enhance the dynamics of the Public Sphere

A situation where a journalist may stand to benefit personally from the stories they produce is

Ethnocentrism

Conflict of Interest

Individualism

Newsworthiness

All of the following have contributed to “America” losing its mind

The advancement of the idea that reality is a social construction

The marketplace of ideas offered by the internet

The rise of religious thinking

The extension of the Fairness Doctrine in the early 1990s

Which of the following is an element of journalism?

Its first loyalty is to the government

It must provide a forum for public criticism and compromise

Its first obligation is to the powers of the state

It must keep people's attention through the stories it reports

Which statement is not true: According to Foucault, Bentham's Panopticon

Is an architectural instrument reconfiguring the operation of power relations

Is an instrument founded upon surveillance and the gaze over disciplinary subjects

Implements and implicates the observed in the relations of power over them

All are correct

All of the following were discussed in the reading Michel Foucault, Discipline and Punish, Panopticism except

How disciplinary measures were used to fight the plague in the seventeenth century

How Foucault's conception of power is related to the processes surrounding the formation of one's subjectivity/identity

How "knowledge" and "categorizations" are disciplinary mechanisms and constructs

How Foucault's concept of power contradicts Marx's arguments regarding the structure/agency dialect

How is Foucault's work practically related to ideas of education?

The curriculum is a set of ideas with which students are indoctrinated

The organization of the classroom (chairs, who speaks and when, etc.) positions the teacher as the authority

The outcomes (skillsets) learned are designed to be industrially practical in structured labor markets

All of the answers are correct

Foucault's use of the term discipline can be reinterpreted, according to Marshall, as meaning

A Professional/profession

The connectedness and mutual dependence of relations of power of communication and abilities or capacities to be visible

Both A and B

Neither A and B

The evolution of film technology dates back to

The 1880s

The 1900s

The 1910s

The 1920s

A cultural product that becomes popular and provides a sense of shared cultural experiences are

Consensus Narratives

Blockbusters

Global Cinematics

Cinema Verite

Debord's Society of the Spectacle addresses

Commodity Fetishism

Discursive Alienation

Contrapuntal Inversion

Hegemonic Altruism

Alison Hearn discusses all of the following as contributing to the development of self-branding except

Reality TV shows

Corporate management literature

Social media websites

The rise of corporate media synergies

The processes of developing and maintaining the branded self are

Self-exploitative

Image based

A form of rhetorical persuasion

All of the answers are correct

Ads on the internet which pop-up in a new screen as a user clicks to a new website are called

Spam

Interstitials

Intermediations

Subliminal advertising

Linking a product to a positive cultural value or image is

The association principle

The assimilative principle

The accentuation principle

The bandwagon effect

The attempt to persuade a consumer that using a product will maintain or elevate their social status is

Snob-appeal approach

Bandwagon effect

Irritation impulse

Hidden-fear appeal

Which of the following critical issues in relation to advertising were not discussed in the chapter Advertising and Commercial Culture?

Children

Health

Education

Travel

According to Said, Orientalism is

A political subject matter reflected passively by culture, scholarship and institutions

A collection of texts about the Orient

A nefarious plot to oppress the "Oriental" world

A distribution of geopolitical awareness into a diverse range (historical, sociological, etc.) texts

Which statement is not true: Orientalism is

About imaginative geography

Related to anxieties connected to colonialism and imperialism

A matter of cultural power

A process of benign familiarization

In Cashman's article on the Czech Roma, she points out all of the following except

Structural racism remains a problem in Czech society

Czech segregation policies have been condemned by international civic bodies

Roma students are specifically diagnosed with "light mental disabilities"

Roma rights are unable to be lawfully represented in Czech courts, due to their vague citizenship status

According to Cashman's article, all of the following contribute to the plight of Roma children being placed in special schools except

Ingrained prejudice

Discriminatory tests

Socio-economic disadvantages

Roma migration patterns

According to Hall,

Identity is a fixed entity

It arises from a fullness of knowing who we are

It is related to activity in our unconscious

Has nothing to do with the gaze of the Other

According to Hall, which of the following is not true

National cultures are imagined through the foundational myths and stories their citizens retell themselves

The processes of globalization are destabilizing conceptions of national cultural identity partly due to increased population migrations

Nationalisms and “return to tradition” movements are a reaction against evolving cultural hybridities

Ethnicity marks a group of people as biologically related

Generation Like seeks to explore all of the following except

- How internet empowerment is contradictory
- How marketers are exploiting the dynamics of youth identity expression on the internet
- How the government is seeking to educate today's youth on internet literacy**
- How commercial values are becoming intertwined with the ways youth approach using the internet

All of the following are points made in Campbell et al's Media and Culture Chapter 2 except

- The biggest threat to the Internet's democratic potential may well be its increasing commercialization
- Net neutrality refers to the principle that every Web site and every user has the right to the same Internet network speed and access
- The flexible and decentralized nature of the Internet and social media is in large part what makes them such powerful tools for subverting government control

gathering users' location and purchasing habits by data-collecting systems (data-mining) is always illegal

Siri, the voice-recognition app on I-phones is an example of an emerging

- semantic web
- ARPAnet
- e-commerce
- content communities

Knowing how to use cutlery (silverware/pribery) and how to eat correctly at a formal dining event is a form of

- Embodied cultural capital
- Objectified cultural capital
- Institutionalized cultural capital
- Structuralized Cultural Capital

Owning a painting by Da Vinci is a form of

- Embodied cultural capital
- Objectified cultural capital
- Institutionalized cultural capital
- Structuralized Cultural Capital

Having a Ph.D. and being called "Doctor" is a form of

- Embodied cultural capital
- Objectified cultural capital
- Institutionalized cultural capital
- Structuralized Cultural Capital

The term that Bourdieu uses to express the idea of Structure and subsequent predispositions to “agentive” activity within a particular framework is

- Habitus**
- Cultural capital
- Social Capital
- Structuration

All of the following ideas are linked to Bourdieu’s ideas surrounding “distinctions” except

- Consumption is a stage in communication
- Artistic perception is a product of history reproduced by education
- “Taste” is a function of one’s economic and social position within a system of dispositions
- Social actors are constantly reflexive, actively utilizing this capacity to act their intention**

In addressing the issue of GLBT representation in video games from a cultural production perspective in the reading Putting the Gay in Games, we learn that among the factors affecting the representation of the GLBT community in video games are

A the attitudes of those in the video game development community

B the construction of the gamer audience

C the expected backlash for having GLBT content

D whether the structure of the industry allows it to face this backlash

E potential for representing sexual and gendered identities in the medium

- All of the answers are correct**
- A, C, D, E
- B, C, E
- A, C & D

Which wave of feminism was about breaking down gender stereotypes

- First
- Second**
- Third
- Fourth

In Czech Feminisms, all of the following points were made except

- Situatedness and context make the Czech feminist experience different than western feminist experiences
- There were tensions in the 1990s between Western Feminists and their Czech counterparts regarding the latter's interest in returning to home for maternity and leaving employment.
- Czech feminist concerns mirrored developments in "third world" feminism
- Czech feminism has largely become assimilated with global trends in relation to the fourth wave of feminism**

In Categorization in Relation to Sexual Identity, all of the following points are made except

- Categorization involves two different processes: the process of being categorized by others, from the perspective of the outside-world and of being categorized by oneself.
- many transsexuals do not have the possibility to cross borders in terms of their identity but rather they live somewhere in-between two territories and can never be "at home"
- identity is not fixed, essential or permanent – instead it is fluid and able to change from time to time
- Concerning sexual categories people tend to think in binaries, especially in the binary of either being "homosexual" or of being "queer".**

Pornland

Discusses

A how porn has a profound effect on the lives of boys in shaping their masculine identity

B how gonzo porn is ultimately about sexual violence towards women

- A
- B
- Both A and B**
- Neither A nor B

From Jonathan Sterne's article on the Mall of America, we learn all of the following except

- Programmed music has been in practical use since the 1930's, and FUZAK remains the predominant service in the industry; it is the model on which other services are based**
- The signs prohibiting "loud, boisterous behavior" located at the entrances and exits to the roaring

amusement park are reminders that the Mall is attempting to construct a very specific kind of consumerism, and interference with that goal is grounds for ejection

- Programmed music presupposes and builds upon an already-constituted commodity status for music and the experience of that
- Music is a central-architectural-part of malls and other semi-public commercial spaces throughout the country

Deepfakes

- Are digital files that can't be traced by piracy software security systems monitoring online file-sharing
- Is the name of an organization that produces fake news in Serbia and was active in the US 2016 election
- Are AI generated news stories that are produced by bots
- Are AI generated clips that merge stock images into pre-existing videos**

The main difference between how Gramsci and Foucault theorize power is

- Foucault sees power as a localized and contextually-specific manifestation, Gramsci theorizes it as macrosocial and omnipresent manifestation
- There is no difference in how they view power
- Foucault sees power in terms of binary oppositions, Gramsci sees power as occurring in diffusion everywhere
- Gramsci sees power in terms of binary oppositions, Foucault sees power as occurring in diffusion everywhere**

According to Gramsci, the most dynamic and prominent aspect to constructing and maintaining the ideological structure of the dominant classes in society resides with

- The press**
- The public sphere
- The government
- The courts

Stuart Hall's Encoding/Decoding model states

- The message is encoded and decoded such that it is understood similarly for all people

- **Media audiences are presented with messages that are decoded, or interpreted in different ways depending on an individual's cultural background, economic standing, and personal experiences**
- The decoding of a message is the production of the message
- The encoding of a message is how an audience member is able to understand, and interpret the message

From *Global Sounds*; *Sound Recording and Popular Music* (Chapter 4), we learn all of the following except

- The global music industry is still basically organized as an oligopoly
- Rock and roll's blurred long-standing distinctions between high and low culture, masculinity and femininity, the country and the city, the North and the South, and the sacred and the secular
- **music's convergence with the Internet had little impact on the music industry and how music was disseminated**
- Macklemore & Lewis's "One Love" was an independent release that serves as a story of how the music industry has been completely upended in the last fifteen years