

**Test Bank for Dynamics of Mass Communication Media in Transition 12th Edition by
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Chapter 2 Perspectives on Mass Communication

Student: _____

1. The _____ approach presumes that the best way to understand the media is to investigate how the media are used.
 - A. paradigmatic
 - B. critical studies
 - C. cultural studies
 - D. functional
 - E. political economy
2. Media analyses can occur at which level?
 - A. macroanalytic
 - B. syntagmatic
 - C. phenomenological
 - D. paradigmatic
 - E. all of these
3. Trust in the media is considered:
 - A. dysfunction
 - B. status conferral
 - C. credibility
 - D. consequence
 - E. surveillance
4. When reading the *New York Times*, a person is most likely utilizing the _____ function of the media.
 - A. surveillance
 - B. interpretation
 - C. linkage
 - D. transmission of values
 - E. entertainment
5. Consequences of relying on the mass media for interpretation include:
 - A. audiences are exposed to a wide range of often contrasting viewpoints
 - B. audiences are able to weigh multiple sides of an issue before deciding on our position
 - C. audiences are given a greater depth of expertise upon which to draw conclusions
 - D. all of these
 - E. none of these
6. The creation of social groups comprised of people who are not directly connected reflects which media function?
 - A. surveillance
 - B. interpretation
 - C. linkage

D. transmission of values

E. entertainment

7. Transmission of values is also referred to as the _____ function.

A. installation

B. distillation

C. brainwashing

D. socialization

E. mediation

8. Which of the following media is/are devoted *primarily* to entertainment?
 - A. radio
 - B. motion pictures
 - C. magazines
 - D. newspapers
 - E. all of the these
9. At the individual level, the functional approach is generally referred to as the _____ model.
 - A. critical/cultural studies
 - B. uses-and-gratifications
 - C. paradigmatic
 - D. effects
 - E. none of the these
10. The statement "I want to know who is running for Senator" best reflects which uses-and-gratifications function?
 - A. cognition
 - B. diversion
 - C. social utility
 - D. stimulation
 - E. withdrawal
11. Which of the following is an example of the diversion function of the media?
 - A. listening to radio to pass the time
 - B. reading an in-flight magazine to keep from being bored
 - C. listening to New Age music to relax
 - D. watching a horror movie to become frightened
 - E. all of the these
12. After you have experienced sensory overload, which media function are you most likely to seek?
 - A. stimulation
 - B. relaxation
 - C. emotional release
 - D. withdrawal
 - E. catharsis
13. Asking a fellow commuter at the train station "Did you see *60 Minutes* last night?" best reflects which media function?
 - A. cognition
 - B. diversion
 - C. parasocial interaction
 - D. conversational currency
 - E. linkage
14. Which of the following is an example of using the media to perform the withdrawal function?
 - A. reading an inflight magazine to keep from being bored
 - B. watching TV in a public place to make you feel more relaxed
 - C. listening to your iPod during a workout to increase your energy level
 - D. going to see *Titanic* so you can have a good cry
 - E. reading a newspaper so people will leave you alone
15. Members of the Frankfurt school brought Marxist analysis:
 - A. out of the Middle Ages into contemporary times
 - B. into the cultural life of a society
 - C. from the natural sciences into politics
 - D. into the functional approach
 - E. out of the uses and gratifications perspective

16. The critical/cultural studies perspective tends to be:
 - A. humanistic
 - B. qualitative
 - C. macroanalytic
 - D. rooted in Marxism
 - E. all of the these
17. Which of the following might critical/cultural scholars consider a "text"?
 - A. television program
 - B. book
 - C. t-shirt
 - D. video game
 - E. all of the these
18. A specific set of beliefs, especially about social and political subjects, is called:
 - A. culture
 - B. hegemony
 - C. polysemy
 - D. ideology
 - E. symbiotic reflection
19. Hegemony is exercised through:
 - A. the dominated group accepting that the status quo is in their best interest
 - B. the dominated group accepting their position as natural and normal
 - C. both of these
 - D. none of these
20. Put simply, a functional approach to mass communication centers on audiences' use of media.
True False
21. A microanalytic perspective toward the mass media centers on the functions media perform for an entire society.
True False
22. Beware surveillance is also referred to as instrumental surveillance. True False
23. The interpretation function appears in news content, but not in entertainment content.
True False
24. Facebook is a prime example of the linkage function.
True False
25. Mass media can transmit values by enforcing social norms.
True False
26. The importance of the entertainment function of mass media has grown as Americans have accumulated more leisure time.
True False
27. Stimulation and relaxation are two components of the "cognition" uses-and-gratifications function. True False
28. Viewers who develop a sense of friendship with Oprah Winfrey can be said to have conversational currency with her
True False
29. Blogging and posting on Facebook and twitter are examples of self-expression.
True False

2 Key

1. The _____ approach presumes that the best way to understand the media is to investigate how the media are used.
- A. paradigmatic
 - B. critical studies
 - C. cultural studies
 - D. functional
 - E. political economy

Dominick - Chapter 02 #1

2. Media analyses can occur at which level?
- A. macroanalytic
 - B. syntagmatic
 - C. phenomenological
 - D. paradigmatic
 - E. all of these

Dominick - Chapter 02 #2

3. Trust in the media is considered:
- A. dysfunction
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 - D. consequence
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Dominick - Chapter 02 #3

4. When reading the *New York Times*, a person is most likely utilizing the _____ function of the media.
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 - B. interpretation
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 - D. transmission of values
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Dominick - Chapter 02 #4

5. Consequences of relying on the mass media for interpretation include:
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Dominick - Chapter 02 #5

6. The creation of social groups comprised of people who are not directly connected reflects which media function?
- A. surveillance
 - B. interpretation
 - C. linkage
 - D. transmission of values
 - E. entertainment

Dominick - Chapter 02 #6

7. Transmission of values is also referred to as the _____ function.
- A. installation
 - B. distillation
 - C. brainwashing
 - D. socialization
 - E. mediation

Dominick - Chapter 02 #7

8. Which of the following media is/are devoted *primarily* to entertainment?
- A. radio
 - B. motion pictures
 - C. magazines
 - D. newspapers
 - E. all of the these

Dominick - Chapter 02 #8

9. At the individual level, the functional approach is generally referred to as the _____ model.
- A. critical/cultural studies
 - B. uses-and-gratifications
 - C. paradigmatic
 - D. effects
 - E. none of the these

Dominick - Chapter 02 #9

10. The statement "I want to know who is running for Senator" best reflects which uses-and-gratifications function?
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Dominick - Chapter 02 #10

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 - C. listening to New Age music to relax
 - D. watching a horror movie to become frightened
 - E. all of the these

Dominick - Chapter 02 #11

12. After you have experienced sensory overload, which media function are you most likely to seek?
- A. stimulation
 - B. relaxation
 - C. emotional release
 - D. withdrawal
 - E. catharsis

Dominick - Chapter 02 #12

13. Asking a fellow commuter at the train station "Did you see *60 Minutes* last night?" best reflects which media function?
- A. cognition
 - B. diversion
 - C. parasocial interaction
 - D. conversational currency
 - E. linkage

Dominick - Chapter 02 #13

14. Which of the following is an example of using the media to perform the withdrawal function?
- A. reading an inflight magazine to keep from being bored
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 - C. listening to your iPod during a workout to increase your energy level
 - D. going to see *Titanic* so you can have a good cry
 - E. reading a newspaper so people will leave you alone

Dominick - Chapter 02 #14

15. Members of the Frankfurt school brought Marxist analysis:
- A. out of the Middle Ages into contemporary times
 - B. into the cultural life of a society
 - C. from the natural sciences into politics
 - D. into the functional approach
 - E. out of the uses and gratifications perspective

Dominick - Chapter 02 #15

16. The critical/cultural studies perspective tends to be:
- A. humanistic
 - B. qualitative
 - C. macroanalytic
 - D. rooted in Marxism
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Dominick - Chapter 02 #16

17. Which of the following might critical/cultural scholars consider a "text"?
- A. television program
 - B. book
 - C. t-shirt
 - D. video game
 - E. all of the these

Dominick - Chapter 02 #17

18. A specific set of beliefs, especially about social and political subjects, is called:
- A. culture
 - B. hegemony
 - C. polysemy
 - D. ideology
 - E. symbiotic reflection

Dominick - Chapter 02 #18

19. Hegemony is exercised through:
- A. the dominated group accepting that the status quo is in their best interest
 - B. the dominated group accepting their position as natural and normal
 - C. both of these
 - D. none of these

Dominick - Chapter 02 #19

20. Put simply, a functional approach to mass communication centers on audiences' use of media.
TRUE

Dominick - Chapter 02 #20

21. A microanalytic perspective toward the mass media centers on the functions media perform for an entire society.
FALSE

Dominick - Chapter 02 #21

22. Beware surveillance is also referred to as instrumental surveillance.
FALSE

23. The interpretation function appears in news content, but not in entertainment content.
FALSE
Dominick - Chapter 02 #23
24. Facebook is a prime example of the linkage function.
TRUE
Dominick - Chapter 02 #24
25. Mass media can transmit values by enforcing social norms.
TRUE
Dominick - Chapter 02 #25
26. The importance of the entertainment function of mass media has grown as Americans have accumulated more leisure time.
TRUE
Dominick - Chapter 02 #26
27. Stimulation and relaxation are two components of the "cognition" uses-and-gratifications function.
FALSE
Dominick - Chapter 02 #27
28. Viewers who develop a sense of friendship with Oprah Winfrey can be said to have conversational currency with her
FALSE
Dominick - Chapter 02 #28
29. Blogging and posting on Facebook and twitter are examples of self-expression.
TRUE
Dominick - Chapter 02 #29
30. The mass media compete with other sources of satisfaction.
TRUE
Dominick - Chapter 02 #30
31. Critical/cultural studies are NOT interested in the meaning of media content for audiences.
FALSE
Dominick - Chapter 02 #31
32. Critical/cultural studies are rooted in Marxist philosophy.
TRUE
Dominick - Chapter 02 #32
33. In critical/cultural studies, just as in the functional approach to mass communication, the audience is considered passive.
FALSE
Dominick - Chapter 02 #33
34. Hegemony involves the application of force to extend dominance over marginalized or relatively powerless groups.
FALSE
Dominick - Chapter 02 #34
35. Discuss one way that you used conversational currency today either in talking with a friend or in class discussion. Also, were you a party to a conversation that was based solely on information from a media source?

Answers will vary

36. Discuss different ways that you have used the media as a means of withdrawal. How successful was the use of each medium to help you withdraw?

Answers will vary

2 Summary

<u>Category</u>	<u># of Questions</u>
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