

# Journalism test questions with answers assignment

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What term refers to cultural research that focuses on how people use and interpret culture concerns? 7 . Which of the following focuses on how people make meaning, apprehend reality, and experience through their use of cultural symbols in print and visual media? Cultural study 8 . Deregulation has returned media economics in 9 . Disney's partnership with led to a series of computer-animated blockbusters. Pixar 10 . Disney's practice of allows it to promote its feature length movies across many media platforms. synergy 11 . During the late 1960s, Jack Valenti established an industry board to rate movies(the Motion Picture Production Code ) 12 .

In which case did the Supreme Court rule that newspaper had the right to publish what it chose? Miami Herald Publishing Co v. Tornillo 13 . What did the U. S. Government outlaw in 1912, spurred by Jack Johnson's victory? transportation of bowling movies across state lines 14 . Government control on the business were dramatically during the administration 15 . How did a study about the impact of The War of the Worlds radio broadcast undermine the hypodermic-needle model? It showed that most people who heard the broadcast didn't believe aliens had landed 16 .

How did the movie industry respond to the formation of community review boards and the deteriorating economic conditions of the Great Depression? It formed its own self-regulation boards and standards 17 . How might a company subvert antitrust laws? operate their monopoly locally 18 . In Mutual v. Ohio, the Supreme Court ruled that motion pictures were . not included in the First Amendment 19 . In opposition to gag rules laws have favored the First Amendment rights of reports, protecting them from having to reveal their sources for controversial information used in news stories.  
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Shield 20 . In response to to the 1920's scandal, the movie industry formed the Motion Picture Producers and Distributors of America (MPPDA) in order to . smooth out problems between the public and the movie industry 21

Increased corporate managers.... 22 . Minimal effects researchers argue that people generally engage in selective exposure and selective retention with regard to the media 23 . Reporters who print or broadcast statements made in court are granted . Qualified privilege 24 . The also called the magic bullet theory, attributes powerful effects to the mass media.

Hypodermic-needle model 25 . Research post-World War I referred to as “ partisan appeal based n half-truth and devious manipulation of communication channels”. propaganda 26 . Roughly 27 . Cultural Imperialism can be described as one style dominating the global market 28 . Why did television begin niche marketing? to target consumers whose buying habits were not stable or predictable 29 . The Motion Picture Production Code specifically prohibited the production Of movies that encouraged the audience to sympathize with what? Sin///Evil/// Crime///Wrong-doing 30 .

After WikiLeaks released confidential diplomatic cables, the US Justice Department contemplated charging Julian Assange, the founder, with iolating what laws? 1 917 Espionage Act . In North America and Europe, many operate on the libertarian 31 model of expression. alternative newspapers and magazines 32 . The Payne Fund Studies emerged from a concern about the effort of movies on the youth 33 . The enabled researchers to develop inventories, cataloguing how people employ the media. uses and

gratifications model 34 . The rating has not proved commercially viable, and distributors avoid releasing films with the rating.

NC-17 35 . The acceptance of dominant values in a culture by those subordinate to those who hold power is called hegemony 36 . The practice of increasing the production levels of a product to reduce the cost of each item is known as . Economies of Scale 37 . The process of targeting affluent eighteen- to thirty-four-year-old viewers is called . niche marketing 38 . The rise of commercial radio led to the first ratings systems 39 Walter Lippmann's book Liberty and the News called on journalists to act more like scientific researchers 40 . What are 2 primary ways that media companies collect revenues? Indirect and direct 41 .

What developed through the efforts of advertisers and product companies? 42 . 3 What did antismoking activist John Banzhaf invoke to force cigarette advertising off television? The Fairness Doctrine 44 . What did the Communications Act of 1934 do? mandated that radio broadcasters operate in " the public interest, convenience, and necessity" 45 . what did the FCC net neutrality rules do? opened and freed the internet 46. What is a media market with many producers and sellers but only a few differentiable products called? Limited competition 47 . What is an economic situation in which just a few firms dominate an industry?

Oligopoly 48 . What is an economic situation in which just a few firms dominate an 9 . What is the difference between slander and libel? Slander uses spoken language to defame a person's character, but libel uses written or broadcast expression. 50 . What is the purpose of shield laws? protecting

reporters from having to reveal their sources for controversial information used in news stories. (written and verbal) 51 . What is the reason that common narratives help to promote hegemony? 52 . What law required stations to air controversial-issue programs and provide competing points of View? 53 .

What term refers to the idea that when the media fixate on a particular vent or issue, they decide the major topic of discussion for individuals and society? agenda setting 54 . When James Carey defined communication as “ a symbolic process whereby reality is produced, maintained, repaired, and transformed” he was talking about the relationship between communication and . culture 55 . Which court case set the contemporary definition of obscenity? Miller v. California 56 . Which model for expression and speech characterizes the main ideals of mainstream journalism in the United States? Social responsibility 57 .

Which motion picture rating was appropriated as a promotional tool by the pornography industry? X 58 . Which of the following is a problem with content analysis research? It is basically descriptive and does not measure the effects of media. 59 . Which of the following is a problem with experiments? Subjects might act differently in a lab setting than they would in everyday surroundings. Most experiments are performed on college students, who are not representative of the general public. They cannot predict long-term results in the real world. The results are not necessarily applicable to a larger population. 0 . Which of the following is an example of media products that are paid for directly? 4 examples) Books CDs internet.

service Movies 61 . Which of the following is/are a form of cultural studies research? textual analysis audience studies political economy studies 62 . Why did a federal appeals court reject the FCC's policy on fleeting expletives in 2010? 63 . Why did consumer and Latino organizations protest the proposed purchase of DirecTV by EchoStar? In many U. S. markets, EchoStar would have had a DBS monopoly, leaving viewers with fewer Spanish-language programming options. 64 .