

## ch2

Student: \_\_\_\_\_

1. Put simply, a functional approach to mass communication centers on audiences' use of media.  
True False
2. A microanalytic perspective toward the mass media centers on the functions media perform for an entire society.  
True False
3. Beware surveillance is also referred to as instrumental surveillance.  
True False
4. The interpretation function appears in news content, but not in entertainment content.  
True False
5. The online auction site eBay is one of the best examples of the linkage function.  
True False
6. Mass media can transmit values by enforcing social norms.  
True False
7. One negative consequence of the media's entertainment function is that much media content appeals to the lowest common denominator of taste.  
True False
8. Stimulation and relaxation are two components of the "cognition" uses-and-gratifications function.  
True False
9. Viewers who develop a sense of friendship with Oprah Winfrey can be said to have conversational currency with her.  
True False
10. Blogging and posting on Facebook and MySpace are examples of self-expression.  
True False
11. The mass media compete with other sources of satisfaction.  
True False
12. Critical/cultural studies is NOT interested in the meaning of media content for audiences.  
True False
13. Critical/cultural studies are rooted in Marxist philosophy.  
True False
14. In critical/cultural studies, just as in the functional approach to mass communication, the audience is considered passive.  
True False
15. Hegemony involves the application of force to extend dominance over marginalized or relatively powerless groups.  
True False

16. 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
17. Media analyses can occur at which level?
- A. macroanalytic
  - B. syntagmatic
  - C. phenomenological
  - D. paradigmatic
  - E. all of these
18. Trust in the media is considered:
- A. dysfunction
  - B. status conferral
  - C. credibility
  - D. consequence
  - E. surveillance
19. 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
20. 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
21. 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
22. Transmission of values is also referred to as the \_\_\_\_\_ function.
- A. installation
  - B. distillation
  - C. brainwashing
  - D. socialization
  - E. mediation
23. 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

24. 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
25. 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
26. 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
27. 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
28. 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
29. 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
30. 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
31. The critical/cultural studies perspective tends to be:
- A. humanistic
  - B. qualitative
  - C. macroanalytic
  - D. rooted in Marxism
  - E. all of the these

32. 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
33. The critical/cultural approach believes audience members:
- A. are passive
  - B. cannot resist media influences
  - C. can find multiple meanings from the same text
  - D. are polysemic
  - E. do not decode media content
34. A specific set of beliefs, especially about social and political subjects, is called:
- A. culture
  - B. hegemony
  - C. polysemy
  - D. ideology
  - E. symbiotic reflection
35. 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 the these
  - D. none of these

## ch2 Key

1. Put simply, a functional approach to mass communication centers on audiences' use of media.  
**TRUE**
2. A microanalytic perspective toward the mass media centers on the functions media perform for an entire society.  
**FALSE**  
*Dominick - Chapter 02 #1*
3. Beware surveillance is also referred to as instrumental surveillance.  
**FALSE**  
*Dominick - Chapter 02 #2*
4. The interpretation function appears in news content, but not in entertainment content.  
**FALSE**  
*Dominick - Chapter 02 #3*
5. The online auction site eBay is one of the best examples of the linkage function.  
**TRUE**  
*Dominick - Chapter 02 #4*
6. Mass media can transmit values by enforcing social norms.  
**TRUE**  
*Dominick - Chapter 02 #5*
7. One negative consequence of the media's entertainment function is that much media content appeals to the lowest common denominator of taste.  
**TRUE**  
*Dominick - Chapter 02 #6*
8. Stimulation and relaxation are two components of the "cognition" uses-and-gratifications function.  
**FALSE**  
*Dominick - Chapter 02 #7*
9. Viewers who develop a sense of friendship with Oprah Winfrey can be said to have conversational currency with her.  
**FALSE**  
*Dominick - Chapter 02 #8*
10. Blogging and posting on Facebook and MySpace are examples of self-expression.  
**TRUE**  
*Dominick - Chapter 02 #9*
11. The mass media compete with other sources of satisfaction.  
**TRUE**  
*Dominick - Chapter 02 #10*
12. Critical/cultural studies is NOT interested in the meaning of media content for audiences.  
**FALSE**  
*Dominick - Chapter 02 #11*
13. Critical/cultural studies are rooted in Marxist philosophy.  
**TRUE**  
*Dominick - Chapter 02 #12*
14. In critical/cultural studies, just as in the functional approach to mass communication, the audience is considered passive.  
**FALSE**  
*Dominick - Chapter 02 #13*

15. Hegemony involves the application of force to extend dominance over marginalized or relatively powerless groups.

**FALSE**

*Dominick - Chapter 02 #15*

16. 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 #16*

17. Media analyses can occur at which level?

**A.** macroanalytic

B. syntagmatic  
C. phenomenological  
D. paradigmatic  
E. all of these

*Dominick - Chapter 02 #17*

18. Trust in the media is considered:

A. dysfunction  
B. status conferral  
**C.** credibility  
D. consequence  
E. surveillance

*Dominick - Chapter 02 #18*

19. 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

*Dominick - Chapter 02 #19*

20. 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

*Dominick - Chapter 02 #20*

21. 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 #21*

22. Transmission of values is also referred to as the \_\_\_\_\_ function.
- A. installation
  - B. distillation
  - C. brainwashing
  - D. socialization**
  - E. mediation

*Dominick - Chapter 02 #22*

23. 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 #23*

24. 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 #24*

25. 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

*Dominick - Chapter 02 #25*

26. 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**

*Dominick - Chapter 02 #26*

27. 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 #27*

28. 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 #28*

29. 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**

*Dominick - Chapter 02 #29*

30. 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 #30*

31. The critical/cultural studies perspective tends to be:
- A. humanistic
  - B. qualitative
  - C. macroanalytic
  - D. rooted in Marxism
  - E. all of the these**

*Dominick - Chapter 02 #31*

32. 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 #32*

33. The critical/cultural approach believes audience members:
- A. are passive
  - B. cannot resist media influences
  - C. can find multiple meanings from the same text**
  - D. are polysemic
  - E. do not decode media content

*Dominick - Chapter 02 #33*

34. 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 #34*

35. 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 the these**
  - D. none of these

*Dominick - Chapter 02 #35*



## ch2 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 02	35