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Chapter 2 Establishing the Terms of the Debate Over Media: The First Trend in Mass Communication Theory—Mass Society and Propaganda Theories

Type: multiple choice question
Title: Chapter 2, Question 1
1) Behaviorism assumes that _____.
Feedback: Propaganda theory is at home in a number of other theories that see humans as reactive rather than reflective.
Page reference: The Origin of Propaganda
a. it is useful to study how people mentally experience stimuli
b. most people learn attitudes that control their actions
*__c.__ most people react similarly to powerful environmental stimuli
d. most people have their own unique way of behaving

Type: multiple choice question
Title: Chapter 2, Question 2
2) Successful propaganda depends on _____.
Feedback: Propaganda theory assumes a pliable, unreflective public.
Page reference: The Origin of Propaganda
a. an engaged audience and repetition
b. the Big Lie and a good economy
*__c.__ simplification and repetition
d. external force

Type: multiple choice question
Title: Chapter 2, Question 3
3) John Dewey advocated public education as a means of ____.
Feedback: Critics of propaganda trusted the public, but only if it was schooled in propaganda's methods
Page reference: The Origin of Propaganda
***a.** limiting the disruptive influence of propaganda
b. limiting the disruptive influence of immigrants
c. overcoming hysteria
d. helping people learn how to avoid mass entertainment

Type: multiple choice question
Title: Chapter 2, Question 4
4) The first extensive use of mass media to disseminate propaganda occurred _____.
Feedback: The Allies studied and made extensive use of propaganda to counter Nazi propaganda.
Page reference: The Origin of Propaganda
a. during the Middle Ages
b. during the yellow journalism era
*__c.__ during World War II
d. during the Cold War

Type: multiple choice question
Title: Chapter 2, Question 5
5) Human action is a conditioned response to external, environmental stimuli. This statement summarizes which theory?
Feedback: Propaganda theory is at home in a number of other theories that see humans as reactive rather than reflective.
Page reference: The Origin of Propaganda
a. mentalist theory
b. Freudianism
c. magic bullet theory
*__d.__ behaviorism

Type: multiple choice question
Title: Chapter 2, Question 6

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6) Propaganda theorists like Harold Lasswell were generally ____.
Feedback: Propaganda theory assumes a pliable, unreflective public.
Page reference: The Origin of Propaganda
***a.** quite pessimistic about average people's ability to resist manipulation
b. quite optimistic about average people's ability to resist manipulation
c. neither optimistic nor pessimistic about resistance to manipulation
d. unconcerned about average people's ability to resist manipulation

Type: multiple choice question
Title: Chapter 2, Question 7
7) Freudianism suggests that propagandists target people _____ for maximum effect.
Feedback: The superego serves as the "referee" in the conflict between the ego and the id.
Page reference: The Origin of Propaganda
a. id
***b.** superego
c. ego
d. memory

Type: multiple choice question
Title: Chapter 2, Question 8
8) If media were evaluated and controlled by a national board of industry practitioners, government officials, academicians, and members of the public this would be an example of _____.
Feedback: The Allies believed that the power to control delivery of propaganda could be placed in the hands of a new elite who would pledge to use its knowledge for good rather than evil.
Page reference: The Origin of Propaganda
a. the best operation of the First Amendment
***b.** technocratic control
c. educating of the public
d. regulation as it now exists

Type: multiple choice question
Title: Chapter 2, Question 9
9) Ferdinand Tönnies distinguished between earlier forms of social organization and European society as it existed in the late nineteenth century. He labeled those bound by strong ties of family, by tradition, and by rigid social roles _____.
Feedback: Early mass society theory attempted to explain the changes wrought by technological and social advances.
Page reference: Early Examples of Mass Society Theory
***a.** gemeinschaft
b. gesellschaft
c. organic solidarity
d. mechanical solidarity

Type: multiple choice question
Title: Chapter 2, Question 10
10) Émile Durkheim compared traditional folk communities to machines in which people were little more than cogs. As such, he said they were _____.
Feedback: Early mass society theory attempted to explain the changes wrought by technological and social advances.
Page reference: Early Examples of Mass Society Theory
a. bound by gemeinschaft
b. bound by gesellschaft
c. bound by organic solidarity
***d.** bound by mechanical solidarity

Type: multiple choice question
Title: Chapter 2, Question 11
11) Today 4 companies control 90% of the media content consumed by Americans, a dramatic example of _____.

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Feedback: Fear of all-powerful media exists across many categories of people; those on the political Left worry about corporate control.
Page reference: Modern Propaganda Theory
a. magic bullet theory
b. mechanical propaganda
c. manufacturing of consent
*__d.__ concentration of ownership

Type: multiple choice question
Title: Chapter 2, Question 12
12) Harold Lasswell's propaganda theory is _____.
Feedback: Propaganda theory is at home in a number of other theories that see humans as reactive rather than reflective.
Page reference: The Origin of Propaganda
a. a simple, magic bullet theory
*__b.__ a combination of behaviorism and Freudian theory
c. a complex mass society theory
d. quite similar to Goebbels' theory

Type: multiple choice question
Title: Chapter 2, Question 13
13) Mass society theorists believed that media could act independently of all the other things influencing people in their daily lives. This is the _____ assumption.
Feedback: They thought media have the power to reach out and directly influence the minds of average people so that their thinking is transformed.
Page reference: Mass Society Critics and the Debate over Media
a. scientific-effects
b. latent-effects
c. mass-culture
*__d.__ direct-effects

Type: multiple choice question
Title: Chapter 2, Question 14
14) _____ propaganda seeks not only the eradication of objective truth, but the erosion of the ideals that truth purports to uphold.
Feedback: This concept is a contemporary extension of what was once called black propaganda.
Page reference: The Origin of Propaganda
*__a.__ Undermining
b. Grey
c. White
d. Consent

Type: multiple choice question
Title: Chapter 2, Question 15
15) Critical theorists rebut the charge that because most journalists are liberal the media themselves must also be liberal by pointing to the fact that _____.
Feedback: The majority of the country's syndicated newspaper columnists write with a conservative bent and the majority of "newsmakers" on network and cable public affairs talk shows are politically right-of-center.
Page reference: Modern Propaganda Theory
a. surveys show that a majority of working journalists are actually conservative
b. it is impossible for media to be liberal in a politically divided nation
*__c.__ the large majority of media outlet managers and owners tend to be conservative
d. most journalists are educated in state universities

Type: True or False
Title: Chapter 2, Question 16
16) Propaganda commanded the attention of early media theorists because it threatened to undermine the foundation of the U.S. political system and of democratic governments everywhere.

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Feedback: With normative theory and mass society theory, propaganda theory was among the first systematic mass communication theories.
Page reference: Overview
*__a.__ True
__b.__ False

Type: True or False
Title: Chapter 2, Question 17
17) The First Amendment to the Constitution protects the expression of media industries because it is assumed to have influence.
Feedback: There would be no protection for media's role in our society if they had no impact.
Page reference: Overview
*__a.__ True
__b.__ False

Type: True or False
Title: Chapter 2, Question 18
18) Grey propaganda is a top-down communication strategy that used propaganda techniques to fight "bad" propaganda and promote objectives elites considered good.
Feedback: "Good" propaganda was called "white" propaganda.
Page reference: Overview
__a.__ True
*__b.__ False

Type: True or False
Title: Chapter 2, Question 19
19) Mass society theorists argued that media must be brought under elite control.
Feedback: They saw media as a powerful societal force that could subvert essential norms and values and thus undermine the social order.
Page reference: Mass Society Critics and the Debate over Media
*__a.__ True
__b.__ False

Type: True or False
Title: Chapter 2, Question 20
20) Mass society theorists saw average people as susceptible to media influence because they clustered into narrow, interest-based communities.
Feedback: It was individuals' isolation, or atomization, that left them susceptible to media influence.
Page reference: Mass Society Critics and the Debate over Media
__a.__ True
*__b.__ False

Type: True or False
Title: Chapter 2, Question 21
21) Because one essential argument of mass society theory was that media subvert and disrupt the existing social order, fierce debate broke out over who should be trusted control media.
Feedback: Different elites of the time were convinced only they had the answer to media's negative influence.
Page reference: Mass Society Critics and the Debate over Media
*__a.__ True
__b.__ False

Type: True or False
Title: Chapter 2, Question 22
22) Mass society theory is actually many different theories sharing some common assumptions about the role of media and society.
Feedback: "Mass society theory" is a relatively recent name given to a collection of disparate ideas from the late 19th and early 20th centuries.
Page reference: Mass Society Critics and the Debate over Media

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*__a.__ True
__b.__ False

__Type: True or False__
__Title:__ Chapter 2, Question 23
__23)__ Mass society theorists believed that the social chaos initiated by media would best be resolved by establishment of serious study of media effects.
__Feedback:__ Their real fear was that chaos would be so great that only totalitarian control could contain it.
__Page reference:__ Mass Society Critics and the Debate over Media
__a.__ True
*__b.__ False

__Type: True or False__
__Title:__ Chapter 2, Question 24
__24)__ Ferdinand Tönnies' name for modern industrial society is gemeinschaft.
__Feedback:__ Gesellschaft refers to modern society. Gemeinschaft refers to traditional folk community.
__Page reference:__ Early Examples of Mass Society Theory
__a.__ True
*__b.__ False

__Type: True or False__
__Title:__ Chapter 2, Question 25
__25)__ Émile Durkheim believed that traditional folk communities were bound by organic solidarity.
__Feedback:__ Because people in traditional communities had little freedom, he saw them as "cogs" in a machine, bound by mechanical solidarity.
__Page reference:__ Early Examples of Mass Society Theory
__a.__ True
*__b.__ False

__Type: True or False__
__Title:__ Chapter 2, Question 26
__26)__ Eventually discredited, mass society theory no longer holds influence today.
__Feedback:__ Fear over negative media influence on other people still exists among elites concerned about losing status in changing times.
__Page reference:__ Early Examples of Mass Society Theory
__a.__ True
*__b.__ False

__Type: True or False__
__Title:__ Chapter 2, Question 27
__27)__ Grey propaganda is the spreading of false information about opposition groups and their objectives, often concealing its source so it can't be traced to the propagandist.
__Feedback:__ Disinformation may be a tool of grey propaganda, but it is a tactic employed in all forms of propaganda.
__Page reference:__ Origin of Propaganda
__a.__ True
*__b.__ False

__Type: True or False__
__Title:__ Chapter 2, Question 28
__28)__ Fake news is any news that an elite disagrees with, regardless of its accuracy.
__Feedback:__ Fake news is intentionally false news stories posted and spread on the Internet.
__Page reference:__ Origin of Propaganda
__a.__ True
*__b.__ False

__Type: True or False__
__Title:__ Chapter 2, Question 29

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29) Propagandists typically hold elitist and paternalistic views about their audiences.
Feedback: Propagandists think that people need to be converted for their "own good," blaming them for the necessity of engaging in lies and manipulation.
Page reference: The Origin of Propaganda
***a.** True
b. False

Type: True or False
Title: Chapter 2, Question 30
30) When propaganda theory was originally developed, its beneficial use was known as the engineering of consent.
Feedback: Elites believed that "the people" needed to be led to proper decisions about important topics.
Page reference: The Origin of Propaganda
***a.** True
b. False

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