

Test your knowledge and understanding: Communication & the media

Questions based on chapter 9 of *Sociology: Themes and Perspectives Student Handbook*

- 1 Which of the following statements is a definition of the mass media?**
 - a Some limited communication back from the points receiving the message is possible
 - b Messages are conveyed between single points
 - c Messages are conveyed from one point to a large number of other points
 - d Messages can be conveyed in any direction
- 2 What percentage of people in the UK had internet access in 2006?**
 - a 17% b 37%
 - c 57% d 77%
- 3 What is meant by the term polysemic?**
 - a There are many types of people
 - b There are many types of media
 - c There are many TV channels
 - d There are many ways of interpreting media messages
- 4 Which two of the following statements would be supported by pluralists?**
 - a The media act in the public interest
 - b The media tend to produce stereotypical views of women
 - c The media tend to have a conservative bias
 - d Fairness and balance are important features of the media
- 5 Which one of these statements could not be used as a criticism of pluralist theory?**
 - a Pluralists fail to take account of the fact that consumers have choice in the media output they consume
 - b Pluralists ignore the influence of owners on the content of the media
 - c Pluralists fail to take account of how the lobby system shapes the content of the media
 - d Pluralism ignores the possibility that the state can shape the content of the media
- 6 From a Marxist point of view, the mass media can best be described as part of:**
 - a The economic base
 - b The superstructure
 - c The means of production
 - d The relations of production
- 7 Which of the following is not a major trend in media ownership?**
 - a Integration
 - b Competition
 - c Globalization
 - d Growth
- 8 Which one of these statements best describes the neo-Marxist views of Stuart Hall?**
 - a The media never include anti-establishment views
 - b The media tend to assume a basic consensus in society
 - c The media are shaped by a conspiracy against the working class
 - d The media are fair and balanced
- 9 The group that developed the cultural hegemony model is the:**
 - a Edinburgh Media Group
 - b The Aberdeen Media Group
 - c The Dundee Media Group
 - d The Glasgow Media Group
- 10 Which of the following is not an element of the 'circuit of communication'?**
 - a The media and their content
 - b Social and political institutions
 - c The public
 - d Sociologists
- 11 Which one of these is not a reason why cultural hegemony is never complete?**
 - a Audiences do not always believe media messages
 - b Some journalists attack establishment views
 - c Audiences have some influence on programme makers
 - d The variety of messages conveyed by the media is always strictly limited
- 12 Which sociologists identified the criteria that journalists are taught to value in stories?**
 - a Galtung & Ruge
 - b Philo & Miller
 - c Bandura *et al*
 - d Katz & Lazarsfeld
- 13 The idea that the media directly shape the behaviour of the audience is called:**
 - a The hypothetical model
 - b The hypodermic model
 - c The injection model
 - d The drug model
- 14 In the two-step flow model, which one of the following intervenes between the audience and the interpretation of the message?**
 - a Opinion leaders
 - b Gate-keepers
 - c Audience preconceptions
 - d Editors
- 15 Which of the following is a criticism of the two-step flow model?**
 - a It ignores the possibility that the meaning of media messages might be imposed by the powerful
 - b Media effects are not direct
 - c Messages are filtered by the audience
 - d It ignores the role of opinion leaders
- 16 Which of the following is not a criticism of the uses and gratifications model?**
 - a It fails to recognize that the media audience is active
 - b It fails to explain why people use the media in different ways
 - c It ignores the possibility that the media can create needs
 - d It focuses on individuals rather than cultural or structural factors

- 17** The interpretative model can be criticized for which one of the following reasons?
- a It neglects the influence of membership of social groups on the audience
 - b It exaggerates the power of the media
 - c It puts too little emphasis on the differences between the ways in which individuals 'read' the media
 - d It assumes that people copy what they see in the media
- 18** What does Baudrillard call the situation where objectivity breaks down in media-saturated societies?
- a Hyperbole
 - b Hyperspace
 - c Hyperreality
 - d Hypermarket
- 19** According to postmodernists, media messages are increasingly used:
- a To access information
 - b To create identities
 - c To strengthen political ideologies
 - d To help people make rational choices
- 20** An example of gender valence is:
- a Women watching soap operas because they are interested in family life
 - b Few women playing video games because the technology is seen as masculine
 - c Women discussing media programmes with other women
 - d Women arguing with men over the content of the media
- 21** According to Ivory, which two of the following are true?
- a Female characters are under-represented in video games
 - b Females are often portrayed in sexual ways in video games
 - c Females are often the dominant figures in video games
 - d Females are represented positively in video games
- 22** According to Ofcom, which two of the following are true?
- a Young boys are more likely than young girls to use the internet
 - b Young girls are more likely than young boys to use the internet
 - c Young girls use mobile phones more than boys
 - d Young boys use mobile phones more than girls
- 23** According to the Broadcasting Standards Commission, which one of these is not a role in which ethnic minority groups are frequently seen in the media?
- a Legal professional
 - b Sportsperson
 - c Entertainer
 - d Worker in the health and caring professions
- 24** According to Karen Ross:
- a Ethnic groups tend to be portrayed as homogeneous
 - b There is now over-representation of ethnic groups on television
 - c The media emphasizes the differences within each ethnic groups
 - c Ethnic groups are portrayed accurately in the mass media
- 25** According to Gillespie, young Asians use the media in a way that:
- a Encourages them to reject Asian culture and identity
 - b Encourages them to accept Asian culture and identity
 - c Encourages them to develop a hybrid culture and identity
 - d Has no effect on their culture and identity
- 26** According to Gray, which two of the following statements are true in relation to women's use of TV?
- a Lower social classes used TV less than higher classes
 - b Lower social classes used TV more than high classes
 - c Higher classes were more anxious about their children using TV
 - d Lower classes were more anxious about their children using TV
- 27** Which of the following types of programme is not favoured by men?
- a Sport
 - b Romantic
 - c Documentary
 - d Current affairs
- 28** According to Dail, which type of programmes present a positive view of older people?
- a Sport
 - b Game shows
 - c Reality TV
 - d Soap operas
- 29** According to Hebdidge, what is the key effect of the media on youth subcultures?
- a It encourages young people to join subcultures
 - b It neutralizes potentially rebellious subcultures
 - c It makes the police clamp down on youth subcultures
 - d It frightens the general public
- 30** According to Longmore, which of the following was not a common representation of disabled people in the media?
- a Heroes
 - b Monsters
 - c Sexual menaces
 - d Courageous

Answers

- | | |
|----------------------|-----------------------|
| 1 <i>c</i> | 16 <i>a</i> |
| 2 <i>c</i> | 17 <i>a</i> |
| 3 <i>d</i> | 18 <i>c</i> |
| 4 <i>a, d</i> | 19 <i>b</i> |
| 5 <i>a</i> | 20 <i>b</i> |
| 6 <i>b</i> | 21 <i>a, b</i> |
| 7 <i>b</i> | 22 <i>b, c</i> |
| 8 <i>b</i> | 23 <i>a</i> |
| 9 <i>d</i> | 24 <i>a</i> |
| 10 <i>d</i> | 25 <i>c</i> |
| 11 <i>d</i> | 26 <i>b, c</i> |
| 12 <i>a</i> | 27 <i>b</i> |
| 13 <i>b</i> | 28 <i>d</i> |
| 14 <i>a</i> | 29 <i>b</i> |
| 15 <i>a</i> | 30 <i>a</i> |