Midterm Exam Study Guide
Mass Media Malaise
Spring 2013
Exam Date: Friday, March 1

MIDTERM EXAM STUDY GUIDE: TEST IS FRIDAY, MARCH 1

The test will consist of the following: true/false, multiple choice, terms/definitions/names of key people, short answer, short lists. Questions are drawn from Chapters 1-5 and online material indicated that are linked to our class website. There will also be some general questions about the speakers we have had in class. Review the PowerPoints for each chapter and carefully and thoroughly study this study guide and you should do well on the test!

Chapter 1, “Understanding Communication Concepts in the Internet Age”

✓ Know the sequence of events and developments in the human communication timelines (Figure 1.1, p. 2)
✓ Definition of “theories” and their importance in understanding communications (p. 4-6)
✓ Definitions of the following: mediated communication, media, language, culture, symbol (p. 7)
✓ Understand the obstacles to communicating accurately: noise (p. 9) semantics (see PowerPoint)
✓ Understand the significance of the feedback and role-taking principles (p. 11)
✓ Understand (including applicable terms) and be able to list in order the “six basic stages of mass communications” (p. 12-13)
✓ Be able to write a concise but accurate definition of mass communications (p. 13)
✓ Be familiar with the chart on p. 13, Table 1.1: “Years Taken to Reach 50% of U.S. Households”
✓ Be able to list several traditionally recognized mass media (p. 14) and understand what does not fit the definition of mass media (p. 13-14)
✓ Definition of “aggregated audiences” (p. 16)
✓ Three assumptions professional communicators have about the majority of their audiences (p. 16)
✓ Statements about how the U.S. media are profit driven, hence they understand to be so they must strive to reach large numbers of “intellectually undemanding receivers whose aggregate purchasing power is immense.” (p. 17)


✓ Meaning of the term “legacy media” (p. 21)
✓ Understand the meanings and timeframes of the agrarian, industrial and information ages (p. 22)
✓ Who, in the 1960s, spoke of the coming of “the global village”? (p. 22)
✓ Review the chart on World Internet Penetration Rates- know who’s on top/on the bottom (p. 23)
✓ Review section on the three major phases in the development of new media and the key driving factors within each (p. 23-24)
✓ Review how the digital revolution has affected the traditional meaning of “mass communications” (p. 25-26)
✓ Understand the terms “personal media” and “intermediate communication” (p. 26)
✓ What are some of the concerns about the digital revolution and its “darker side”? (p. 26-27)
Chapter 3, “Books: The Most Respected Medium”

✓ Why are books considered the “most respected” mass media? (p. 36+)
✓ List of why books continue to be widely read in contemporary society (PowerPoint)
✓ Distinct characteristics of books (PowerPoint)
✓ Review the four transitions of books, from scrolls to digital (p. 40-43)
✓ Understand the terms and origins that go with various phases: papyrus, scrolls, parchment, vellum, manu-scripti (p. 40-41)
✓ Understand Johannes Gutenberg’s influence (p. 42)
✓ Understand “books on demand” concept and industry (p. 45) and “e-books” (p. 46)
✓ Review “A Short History of Book Publishing in America” and “Books and Literacy Spread in the 19th Century” (p. 47-48)
✓ Review Types of Books chart on page 50 (Table 3.1)
✓ Know who does what in today’s book publishing process and industry (p. 51-52)

Chapter 4, “Newspapers and News Media: Delivering Information to Society”

✓ Newspaper advantages list (p. 59 and PowerPoint)
✓ Problems with and challenges of newspapers today list (PowerPoint)
✓ Reasons for newspaper optimism (from Gannett executive) (p. 62-63 and PowerPoint)
✓ Origins of early newspaper-related terms: gazetta, corantos (p. 63-64) and post (p. 65)
✓ Evolution of American newspapers (PowerPoint)
✓ Know these names and terms: John Peter Zenger, Penny Press Era, James Gordon Bennett, Henry Jarvis Raymond, Horace Greeley, Matthew Brady, Yellow Journalism, Joseph Pulitzer, William Randolph Hearst (p. 65-71 and PowerPoint)
✓ Review the list of modern newspaper functions (p. 79-80)- add advertising function
✓ Review views of those who believe it’s too soon to declare the death of newspapers (p. 83)

Chapter 5, “Magazines: Voices for Many Interests”

✓ Origins of the word “magazine” (p. 89-90)
✓ Review Distinct Characteristics of Magazines (PowerPoint)
✓ Know who had the first magazines (p. 90)
✓ Review the barriers to development of magazines in America (91-92)
✓ Review factors that spurred growth and popularity of magazines in America in the 1800s (p. 93-94)
✓ Know the term “muckraking”- who coined the term and why (p. 96)
✓ Know the four major types of magazines and examples within each category (p. 99)
✓ Review the Magazine Strengths list (PowerPoint)
✓ Why are many optimistic (including our Skirt! guests) about the future of magazines? (p. 111)
✓ Salon and Slate are examples of what new kind of magazines? (p. 112)

**Be able to list several distinctive characteristics of books, newspapers and magazines that make them stand out from each other. What does one offer, feature and potentially excel at that the other two do not? “Portable” for example would not be such a trait since they are all portable.**
Guest Speaker List: (there will be a “match the speaker with the quote” section on the test)

✔ Jonathan Sanchez- Owner, Blue Bicycle Books
✔ Melanie Balog- Columnist and Outreach Editor, The Post and Courier
✔ Jonathan Allen- Editor, West Ashley Patch
✔ Lorne Chambers and Lindsey Smith- Publisher/Editor and Sales Manager (respectively) of West Of… and James Island Messenger community newspapers
✔ Nikki Hardin and Caitlin McPhillips- Founder/Publisher and Creative Director (respectively) of Skirt! magazine

Websites to Review

✔ Hyperlocal Book Publishing as a Successful New Niche
✔ Top U.S. Newspapers by Circulation List
✔ Patch Homepage- what is Patch? Who founded and owns Patch?
✔ Top 25 U.S. Consumer Magazines

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