

# MASS MEDIA AND SOCIETY

## CONCEPTS 5

### Intro Effects/Movies/Public Relations/Advertising

On a separate sheet of paper type a brief description showing each of these concepts of media. (Untyped assignments will not be accepted. Clean up spelling and grammar.) Note: It generally is better to put more detail than not enough detail. Simply repeating key words does not show me you understand them. Note that some information you will need will come from the textbook, some from the lectures, some from both.

Concepts assignments should be completed BEFORE taking a test. Lecture material will be removed from the web site on the day of the test.

Remember, your job is to show me you UNDERSTAND the information, not just to repeat from my lectures or from the book.

Scoring for each answer:

Superior = 4 points      Adequate = 2 points      Inadequate = 0 points  
(Because there are only five questions this time, each with worth double points)

1. Describe these effects discovered in the study of violence in the media
  - a. Catharsis
  - b. Aggressive Cues
  - c. Observational Learning
  - d. Reinforcement
  - e. Cultivation
  
2. Describe these aspects of movies becoming big business
  - a. Move to Hollywood
  - b. Block booking
  - c. United Artists
  - d. Self Regulation
  - e. Introduction of Sound
  
3. What elements will determine the future of movies?
  
4. Describe these aspects of advertising in America
  - a. Repetition
  - b. Advertising Style
  - c. Ubiquity
  
5. What is public relations? What is its definition and its role in an organization?