

# MASS MEDIA AND SOCIETY

## CONCEPTS 5

### Introduction to Persuasive Media

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 = 2 points

Adequate = 1.5 points

Just repeated text/lecture= 1 point

Inadequate = .5 points

1. Define the differences between advertising and public relations.
2. How and when did public relations emerge as a profession?
3. What are the general activities of the public relations profession?
4. Discuss the ethics code of advertising.
5. Discuss the ethics code of public relations.
6. What effect did the Industrial Revolution have on advertising? What impact did advertising have on the Industrial Revolution?
7. Discuss early advertising in each of the following media (worth up to four points):
  - a. Newspapers
  - b. Magazines
  - c. Radio
  - d. Television
  - e. Movies
  - f. Internet

