Com 249

Final Examination

Review Sheet

1.Hours of TV viewing

2.Communication model

3.Synergy

4.Short head vs long tail

5.Message effects, media effects, ownership effects, active audience effects

6.Agenda setting

7.Uses and gratifications

8.Social learning

9.Spiral of silence

10.Printing invented and by whom

11.National magazines, Saturday Evening Post

12.Matthew Brady

13.Colonial newspapers

14.Publick Occurrences Both Foreign and Domestic

15.Marconi

16.FCC

17.The Great Train Robbery, A Trip to the Moon, The Jazz Singer

18.Lumiere Brothers

19.Farnwsorth, Zworykin

20.Nielsen Media Research, Arbitron

21.cyberspace, url, http, HTML

22.libel, invasion of privacy, prior restraint, obscenity law

23.First Amendment, USA PATRIOT Act

24.Controllng content of media; sources: advertiser, special interest group, news source, audience

25.Resonance, competitive models

26.Ben Franklin

27.ideographs, pictographs, phonography, alphabets

28.The Seven Sisters

29.AARP The Magazine

30.World War I and radio

31.Edward R. Murrow

32.D.W.Griffith

33.Factors for movie profitability

34.Univision, Telemundo, BET

35.Network TV affiliates

36.Percentage of worldwide internet saturation

37.Percentage of USA internet saturation

38.Equal Time Provision

39.Zenger

40.Dimensions of media literacy: cognitive, emotional, aesthetic, moral

41.Types of human communication: intrapersonal, interpersonal, group, mass, mediated, public speaking

42.Ownership of media statistics

43.Rotary press

44.Invasion of privacy: misappropriation, intrusion, false light