



1. What are the 4 features of new media?
2. Which sociologist wrote Global village?
3. Name 5 news values identified by Galtung and Ruge.
4. What term do the Marxists use to describe institutions such as the media?
5. Name three forms of traditional Media.
6. Which theory of media effect suggests that the audience are passive puppets of what they watch?
7. What was the Leveson Inquiry?
8. What term is used to mean that the media determine what is significant in terms of the news?
9. What is meant by Cultural homogenisation?
10. Who first used the term symbolic Annihilation in reference to women and the media?
11. What did Baudrillard mean by Simulcrum?
12. What term does Curren and Seaton use to describe those who are negative about new media?
13. What is meant by the term Horizontal Integration?
14. Who argues that competition between media companies is a healthy and creates a balanced range of media products?
15. Name three stereotypes of children that are seen in the media.
16. Define the term mass media.
17. What term means 2 or more related businesses work together to e.g. promote and sell a film, toys etc. more effectively than they could individually
18. Identify 5 common representations of disability in the media according to Barnes.
19. Who talks about Retributive masculinity.
20. According to Gan how do editors act as gatekeepers?

1. *Convergence, Interactivity, User Power, Accessibility.*
2. *McLuhan*
3. *Frequency, familiarity, negativity, unexpectedness, unambiguity, personalisation, meaningfulness, elites, conflict, consonance, continuity, composition.*
4. *Ideological State Apparatus*
5. *Newspaper, Radio, Analogue TV*
6. *Hypodermic Syringe Model*
7. *Government enquiry into the hacking of mobile phones by the News of the World.*
8. *Agenda Setting*
9. *Whole World becomes the same*
10. *Tuchman et al.*
11. *Boundaries between reality and media become blurred.*
12. *Cultural Pessimists*
13. *Cross media ownership –companies owning lots of different types of media.*
14. *Pluralists*
15. *Cute, Consumers, little Angels/Devils, Victims, Prodigies, Accessories*
16. *Forms of communication which reach a large audience.*
17. *Synergy*
18. *Pathetic, Object of Violence, Sinister, Mysterious, Super Cripples, Object of ridicule, Their own worst enemy.*
19. *Gauntlet*
20. *They decide what is new and what is not.*

21. Which body regulate the press in the UK?
22. What term means the uncritical over-reliance by journalists on 'facts' produced by government spin doctors and public relations experts
23. What term means owning all stages in the production, distribution and consumption of a product
24. What are the three filters before media affects the audience?
25. Who linked the moral panic about gangsta-rap to gun crime?
26. Give one example of public broadcasting media
27. Which sociologist is associated with the Cult of femininity?
28. What are the four main perspectives on media ownership?
29. What term means including a limited number of minority group members only because it is felt that this is expected
30. What are the 4 main functions the media performs for individual audiences according to Blumer and McQuail?
31. McQuail, Bulmer et al suggested that the media is consumed by people in what four ways?
32. What is meant by popular culture?
33. Identify 4 ways that the old are stereotypically represented in the media.
34. Which sociologist is associated with the idea of moral panics and folk devils created by the media?
35. Which sociologist is associated with the concept of Churnalism?
36. What is the role of the BBFC?
37. What is the cult of femininity?
38. What are the 6 media affects models?
39. What is the disinhibition effect?
40. Who is the owner of the News Corp media group?

21. *Independent Press Standards Organisation (IPSO)*
22. *Churnalism*
23. *Vertical Integration*
24. *Selective filter, Selective Perception, Selective Retention*
25. *Watson*
26. *BBC*
27. *Ferguson*
28. *Marxist, Neo-Marxist, Pluralist, Postmodernist.*
29. *Tokenism*
30. *Diversion, Personal Relationships, Personal Identity, Surveillance*
31. *To Entertain, To understand, give a sense of identity and Social Solidarity.*
32. *Cultural products liked and enjoyed by the mass of ordinary people. Associated with mass culture.*
33. *Grumpy, A burden, Infantile, Demented or confused, Second childhood.*
34. *Cohen*
35. *Davies*
36. *To review films and video games and give age recommendations.*
37. *The promotion of a traditional ideal where excellence is achieved through caring for others , the family, marriage and appearance. Ferguson claimed that teenage girls' magazines traditionally prepared girls for feminised adult roles.*
38. *Hypodermic Syringe Model, Selective Filter, Two-Step Flow, Uses and gratifications, Cultural Effects, Reception analysis.*
39. *Effect of media violence where the audience believe that in some social situation's violence is acceptable*
40. *Rupert Murdoch*

41. Name 3 stereotypes of teenagers that are seen in the media.
42. What term means *relieving tensions* e.g. *screen violence provides a safe outlet for people's violent tendencies*
43. Who are the digital underclass?
44. What area of the media was the focus of research by Greg Philo?
45. Give one criticism of the Cultural effects model.
46. Who talks about the working class being demonised by the media in their book "Chavs"
47. In what way does Van Dijk suggest that Black people are represented in the media?
48. Which sociologist is associated with the Two step flow model of media effects?
49. What term do Curran and Seaton use to describe those who are positive about new media and its benefits?
50. Who are the Glasgow University Media Group?
51. What term means the belief that media owners will actively look to shape media content by controlling editors and journalists.
52. Which theory of media effects suggests that the function of the media is to meet individual needs of each member of the audience.
53. Who suggests that media concentration is highly detrimental to the public because it gives increased control of the minds of the people to the bourgeoisie?
54. What is meant by the fallacy of choice?
55. Who suggests that new media isn't new at all but instead is old media adapting to modern technology?
56. Give two impacts of globalisation on the media.
57. Who conducted the Bobo Doll experiment?
58. What did McCabe and Martin mean by the Disinhibition Effect?
59. Which sociologists are associated with idea that media violence can actually be cathartic.
60. Which theory of media effects is associated with the Neo-Marxists?

41. *Sullen, criminal, overly sexualised, anti authority,*
42. *Catharsis*
43. *A group of people, mainly from the lowest social classes who are increasingly disadvantaged in comparison to those who have full access to the internet and other digital media*
44. *Media Effects*
45. *Impossible to measure, suggest audience passivity.*
46. *Owen Jones*
47. *As a threat to the majority of the population or as invisible.*
48. *Katz and Lazarfield*
49. *Neophiliacs*
50. *A group of academics who have carried out extensive research into television-based news coverage.*
51. *Manipulative Approach*
52. *Uses and Gratifications Model*
53. *Bagdikan*
54. *That although we have more channels to choose from, we have the same thing on each channel.*
55. *Cornford & Robins*
56. *News papers are no longer limited by national borders, Advertising happens on a world-wide scale, Westernisation of cultures, Ownership of the media is no longer national.*
57. *Bandura*
58. *That normal rules of behaviour can be suspended if required.*
59. *Fesbach and Sanger*
60. *Cultural Effects Model*

61. Give one issue with researching media effects.
62. Who asked 1565 teenage boys about their viewing habits and behaviour over the past ten years and compared to those who watched little violence, those who watched a lot admitted to have committed more violent acts.
63. What are the 4 stages of a moral panic?
64. What is meant by Symbolic Annihilation?
65. What does Easthope mean by hypermasculinity?
66. How does Winn refer to the media?
67. What is meant by media concentration?
68. In what way does Newman suggest the media affects the audience?
69. Which sociologists are associated with the fallacy of choice?
70. What are the 4 organisational factors which shape media content according to Gaulton & Ruge?
71. What is meant by the term Polysemic?
72. Who suggests that the media is one of the most influential shapers of peoples lifestyles
73. What example does Myers use to support Feshbach and Sanger's idea of catharsis?
74. Name three ways that McRobbie and Thornton suggest moral panics are more difficult to create in the modern world.
75. What did Meehan conclude from his content analysis on female representation in the media?
76. Which sociologist is associated with the term "Male Gaze"?
77. What was Miliband's view of the mass media?
78. What does Cullen suggest about the news media today?
79. Who suggests that in the modern world it is increasingly hard to be impartial in the media.
80. Name two sociologists associated with the propaganda model of the media



61. *Artificial environments, ethical concerns with researching the effect of media violence, certain areas of media have not been researched in any depth.*
62. *Belson*
63. *1. Identification of problem, 2. Causes simplified, 3. Stigmatisation (label), 4. Response.*
64. *Women's achievements are often not reported and are subordinated to their looks and sex appeal.*
65. *A variety of media, especially Hollywood and video-games, transmit the view that masculinity is based on strength, aggression, competition and violence, and therefore a goal for boys to achieve.*
66. *As a plug-in drug*
67. *That fewer and fewer companies are controlling and creating the media.*
68. *In a gradual way like a drip feed.*
69. *Barnett & Seymour*
70. *Financial constraints, Time/Column space, Deadlines, Audience*
71. *Media content attracts more than one type of reading interpretation.*
72. *Strinati/ Postmodernists*
73. *In Japan violent pornography is available but rape rate is very low.*
74. *Frequency, Context, Reflexivity, Difficulty, Rebound.*
75. *That women are respected in a very narrow range of social roles such as mothers and wives.*
76. *Mulvey*
77. *That mass media is a form of social control from the ruling class.*
78. *That it is moving away from serious news stories and embracing more celebrity news.*
79. *Zakir*
80. *Herman and Chomsky or Edwards and Cromwell*

81. Who claims that the media has moved from vertical control to horizontal control?
82. What did Neumann mean by convergence of the media?
83. What term means Domination by consent; process whereby minority ruling class ideology becomes common sense majority ideology?
84. What is a media conglomerate?
85. Who are moral Entrepreneurs?
86. What theory suggests that Western (especially US) media and the technologies associated with it, dominate less developed nations and their cultures?
87. What does Disneyfication mean?
88. What is another term for cross media ownership?
89. What is meant by desensitisation due to media?
90. What is the two-step flow model?
91. What is Pluralism in mass media?
92. What is the name of the group of neo Marxists, headed by Adorno, who suggest that the media distracts and distorts reality, creating a false consciousness.
93. What did Marcuse mean by Commodity Fetishism?
94. Name three regulatory bodies of the media in the UK?
95. Who suggests that Social networks (Twitter etc.) help to increase political awareness around the globe?
96. What are the three types of reading according to the Reception model of media effects?
97. What term is used to describe Media outlets controlled by the state e.g. the BBC in the UK?
98. What does Oligopoly mean?
99. Who takes the theoretical stance that is optimistic about the spread and influence of New Media technologies?
100. What is meant by the term male gaze?

81. *Shapiro*
82. *The new media will allow previously separate forms of communication to interconnect*
83. *Hegemony*
84. *Companies that own large numbers of companies in various mass media*
85. *People who use their own views of right and wrong to establish rules and label others as deviant*
86. *Cultural Imperialism*
87. *The process of dumbing down media content to attract audiences through entertainment*
88. *Horizontal Integration*
89. *The process by which through repeated exposure to media violence, people come to accept violent behaviour as normal*
90. *Suggests media audiences are not directly influenced by the media but choose to adopt a particular opinion after negotiation and discussion with an opinion leader.*
91. *Mass Media is defined by choice and competition. This choice creates better quality products, improves our culture and brings people together. Media = democratic mirror.*
92. *Frankfurt Group*
93. *The notion that our identities are now so entwined with what we buy, that we become obsessed with having more.*
94. *BBFC, IPCC, OfCom*
95. *Murthy*
96. *Preferred Reading, Negotiated Reading, Oppositional Reading.*
97. *Public service Broadcasting*
98. *A market structure in which a few large firms dominate a market*
99. *Neophiliacs*
100. *The gaze of the spectator is implicitly male and objectifies women on the screen*

101. Who suggested that the mass media helps to reinforce the cultural hegemony; western cultural values of hierarchy and consumerism?
102. What term is used to describe the idea that the elite use the media to distract/confuse/coerce us into accepting our position as inferior?
103. Who stated that the media is controlled by consumers, through supply v demand mechanism. This means no elite power, instead they respond to our wants/desires?
104. Which sociologist is associated with the selective filter model?
105. What are News Values (definition)?
106. Who said that Media owners are so busy with the day-to-day business of running media companies, that they have no time to manipulate media content?
107. Who refers to the superficial nature of popular media as candy floss culture?
108. What term is used to mean ordinary untrained individuals who collect, report, and analyze news content. Often through internet (blogs, twitter)?
109. With which theory of media effects is Blumer and McQuail associated?
110. What is meant by high culture?
111. Who states that there is a concentration of over 50 media companies into the hands of just a dozen elite members of society, particularly in America?
112. Which theory of media effects suggests the media has a direct effect on our behavior?
113. How do the cultural pessimists view new media?
114. Which theory of media effects suggests that audience members only allow certain media messages through?
115. What is an ideological state apparatus?
116. What is meant by sensitization by the media?
117. What is meant by the watershed?
118. According to Dutton in what 4 ways does mass media differ from 1:1 communication?
119. What is meant by convergence?
120. Who suggests that the media creates choice and opportunity for us to be more individualistic?

101. Gramsci
102. Manufactured Consent
103. Blondel
104. Klapper
105. The guidelines or criteria that determine the worth of a story
106. Whale
107. Bernett and Seymour
108. Citizen Journalists
109. Uses and gratifications model
110. Classical music, opera, ballet, live theater, and other activities usually patronized by elite audiences.
111. Bagdikan
112. Hypodermic Syringe model
113. New media hinders society because it is dominated by conglomerates, over commercialised, reinforces elite power, decline in high culture and cultures imperialism.
114. Selective filter model
115. Agencies of the state which serve to spread dominant ideology and justify the power of the dominant social class
116. Process of becoming more aware of the consequence of violence
117. The time after which more violent, sexually explicit and swearing can be shown on television.
118. Distance, Technology, Scale, Commodity
119. Combining several different ways of presenting a variety of types of information
120. Lyotard