MComm100 – Mass Communication in Society
Midterm Review – 12th Ed
(Chapters 1 – 9)

- Understand the definition of ‘encoding’
- What is ‘negative feedback’?
- Characteristics of a mass communication audience
- What is a ‘media vehicle’?
- Characteristics of mass communication organizations
- What vehicles have increased the mobility of the mass media?
- Trust in the media is considered what?
- Definition of ‘surveillance’ with regard to individual media use
- Consequences of relying on mass media for interpretation
- Definition of the socialization function
- Which media is devoted primarily to entertainment?
- What is meant by the ‘withdrawal’ function with regard to using media
- The name given to a society that relies on the spoken word
- Invention of Johann Gutenberg
- Significance of the ‘telegraph’
- Elements of change with regard to development of photography
- What is the best description of ‘digital technology’?
- Characteristics of ‘mobile media’
- The internet system most resembles what?
- What is a ‘URL’?
- Definition of WIFI
- What are popular methods to make a profit over the Internet?
- Consequence of having no ‘gatekeepers’ on the Internet
- Characteristics of newspapers in early America
- Know the definition of the ‘First Amendment’ to the Constitution
- Relation of literacy to mass media
- Definition of the ‘penny press’
- Know what is meant by ‘yellow journalism’
- Predicted features of the future newspaper
- What is ‘muckraking’?
- What were the three types of magazines that evolved between WWI and WWII?
- Time and TV Guide are examples of which type of magazine?
- Significance of the book ‘Uncle Tom’s Cabin’
- What major event caused paperback books to flourish?
- Characteristics of the contemporary book industry
- Advantages of ‘e-books’
- Which company was the first broadcasting network?
- What caused radio to evolve into a mass medium?
- Significance of the “Telecommunications Act of 1996”
- Terrestrial radio stations (AM-FM) and relationship to the digital age
- Duties of a radio program director
- Why did record companies want to clean up rock’s image by 1960?
- Which types of retailers are most important to the record industry?
- What is the function of an “A & R” person with the record industry?
- Advantages of multitrack recording
- Attributes of the mass communication audience in general
- Factors that are making traditional mass media business models obsolete
What is meant by the term “everything, everywhere’?
First medium to use digital communication
Know the characteristics of television
Consequences of the digital revolution
Know features of the mobile media
The first tool for social media was what vehicle?
Advantages of ‘jazz journalism’
What is the Audit Bureau of Circulation?
Who was Marconi and what did he accomplish?
The network that was originally part of the NBC Network
The biggest problem facing online radio is what issue?
The most prevalent listening venue for Satellite radio
What is a format with regard to broadcasting?
Features of National Public Radio (NPR)?
What was the significance of the ‘nickelodeon’ around 1900?
Significance of the ‘jukebox’ during the 1920’s
Era when rock music became part of the counterculture

Required Midterm Essay Questions (50 points each)

1. The follow question is one of two to be answered for the midterm.

   - Be thorough in your answers.
   - You may use the textbook and outside sources to help you to respond.
   - Since this is a timed response, there is no need to list sources.
   - Your answers should be in paragraph form with an introductory paragraph introducing the reader to the material.
   - Length of your answers is not important as the quality of your response. This means that you answered all of the elements of the question.
   - It's suggested to prepare your answers in advance.

   “’Trace the history of the printed newspaper and various types of eras in reporting the news. Start with the colonial period of print up to and including how printed news is delivered today with national papers like USA Today. Include and describe what was the significance of the era of the 'penny press', 'jazz journalism', 'yellow journalism', and 'muckraking’”

2. The follow question is two of two to be answered for the midterm.

   - Be thorough in your answers.
   - You may use the textbook and outside sources to help you to respond.
   - Since this is a timed response, there is no need to list sources.
   - Your answers should be in paragraph form starting with an introductory paragraph introducing the reader to the material.
   - Length of your answers is not important as the quality of your response. This means that you answered all of the elements of the question.
   - It's suggested to prepare your answers in advance.
"Although the telegraph was first in providing electronic communication in the 19th Century, 'radio' is considered the grandfather of modern day electronics which led to television and where we are today with the Internet, computers, and all types of audio and video devices. Keeping this in mind, chronicle in order the events that took place that originally began with the discovery of the electromagnetic spectrum to the beginnings of radio broadcasting which led to the creation of the NBC and CBS networks. Include the following individuals and their contributions to broadcasting in the early days: Hertz, Marconi, Paley, DeForest, Armstrong, and Sarnoff.""