

b 39. NBC successfully used the traffic-cop analogy to win its argument in NBC v. United States.

- a. True
- b. False

d  
c 40. Social cognitive theorists give the label \_\_\_\_\_ to the special form of imitation in which observers do not exactly copy what they have seen but make a more generalized, still-related response.

- a. Modeling
- b. Vicarious reinforcement
- c. Identification
- d. Behavioral hierarchy

d  
c 41. In social cognitive theory, seeing a model rewarded for prohibited or threatening behavior increases the likelihood that the observer will perform the that behavior. This is called \_\_\_\_\_.

- a. Observation learning
- b. The inhibitory effect
- c. The disinhibitory effect
- d. Vicarious reinforcement

a 42. Reardon Committees were formed to tackle issues related to \_\_\_\_\_.

- a. Journalists' codes of conduct relating to court cases
- b. Journalists' codes of conduct relating to national security
- c. Journalists' codes of conduct relating to media ethics
- d. None of the above

b 43. Media councils were formed to tackle issues related to \_\_\_\_\_.

- a. media regulation
- b. media ethics
- c. media theory
- d. media financing

d  
c 44. \_\_\_\_\_ is the study of how economic and other influences on the way news is produced distort and bias news coverage toward those in power.

- a. Symbolic interaction
- b. Social construction of reality
- c. News production research
- d. The Frankfurt School

d  
c 45. Among the regulatory requirements that disappeared during the broadcast deregulation movement of the Reagan administration is \_\_\_\_\_, requiring broadcasters to cover issues of public importance and to be fair in that coverage.

- a. Safe harbor
- b. Ascertainment
- c. The Fairness Doctrine
- d. Clear and present danger

Since you are all so busy with finals, I am foregoing questions 46-50 and giving you 10 free points...!!! Have a nice summer. Thanks for being a great class.

I have really enjoyed it!

You too! Good Luck w/ school!

**Bonus Question (worth 4 points):** What does "AIDA" stand for in advertising?

**Bonus Question (worth 2 points):** What is another name for the magic bullet theory?

x2 hypodermic needle theory ☺

Jen - are  
you  
seriously an  
awesome  
teacher -  
I appreciate  
your patience!  
Hope to have  
another class  
w/ you.