



November 2012 – Midterm Exam

Instructor María Luengo

Name: _____

Brief Instructions:

- ✓ The exam consists of a total of ten questions (2 points each - 20 points total).
- ✓ Answer at least six of the ten questions.
- ✓ You have 90 minutes to do the exam.
- ✓ You are allowed to use dictionary.

Questions:

1) Briefly explain the basic point of the “two-step flow” of communication?

2) What are the differences between the transmission and the cultural model of communication?





3) Name important factors of audience attitudes that researchers in line with persuasion theories started to take into account to study the media.

4) What are the assumptions behind Lasswell's theory of the media?

5) What is cultural industry as defined by the Frankfurt School? Give a couple of examples.



6) What is the role of the audience from a ritualistic perspective of the media?

7) Which are the key elements of the communication process within a semiotic model and why?

8) Name three of the most important authors of media studies that we have studied until now and explain briefly why they are relevant for the field.



9) Why are the 1950s a key date for media theory?

10) Why according to Roland Barthes is the photographic image “a message without a code”?