

Bryn Hafren Sociology

End of Module Test - Media

Answer Section A and then either answer Section B or Section C

Section A - Choose ten of the following words or phrases and explain what they mean.

value laden	tabloid press	mass media	propaganda
censorship	media hype	political bias	democracy
Official Secrets Act	stereotyping	gratuitous sex	catharsis
moral panic	youth culture	folk devil	de-sensitisation
deviant	blasphemy laws	advertising	silly season

Section B - Answer four of the following questions

1. Write about the techniques that advertisers may use to sell us their goods. Refer to actual advertising on TV or in magazines.
2. How could an editor influence the news that we see in a newspaper or TV programme?
3. Do we have free speech in Britain today? Give some reasons for your answer.
4. Give reasons why TV companies like charity campaigns such as Children in Need. Why do some disabled people wish to see Charity campaigns on TV stopped?
5. Why is important to know who owns newspapers and media companies? Mention the values that newspaper companies have in your answer.
6. Do newspapers and TV create gender stereotypes? Mention one gender stereotype in your answer.
7. What differences can you discover between 'broadsheet' and 'quality' papers?
8. Explain 'polarisation of audiences' with reference to the mass media.

Section C - Answer one question in a lot of detail.

1. Discuss the view that too much violence on TV can cause crime among young people.
(Mention amplification of deviance and sub-cultural theories of violence)
2. Do the media offer us a true view of the world?
(Mention as much information from the units as you can to support your point of view)
3. Why should sociologists study the mass media?
(Mention mind control, political control, values and norms)