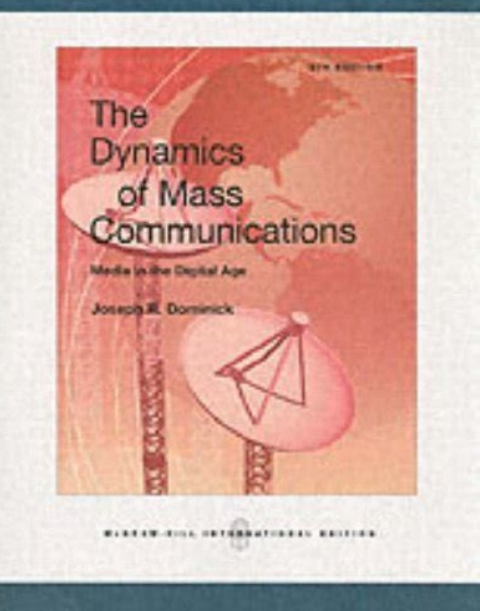
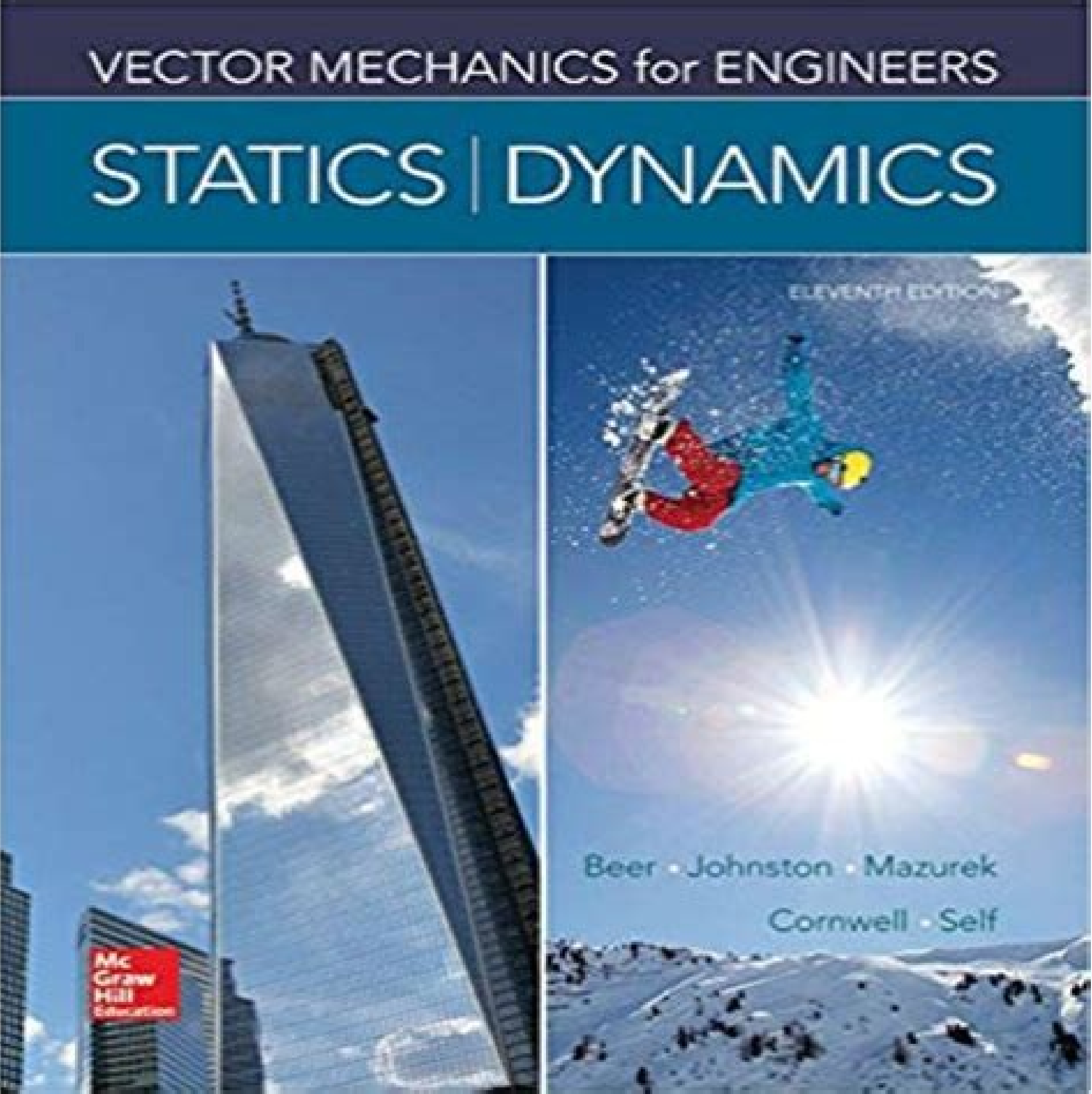
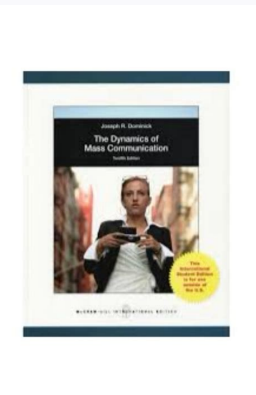


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8. Which of the following media is/are devoted *primarily* to entertainment?
- A. radio
 - B. motion pictures
 - C. magazines
 - D. newspapers
 - E. all of the these
9. At the individual level, the functional approach is generally referred to as the _____ model.
- A. critical/cultural studies
 - B. uses-and-gratifications
 - C. paradigmatic
 - D. effects
 - E. none of the these
10. The statement "I want to know who is running for Senator" best reflects which uses-and-gratifications function?
- A. cognition
 - B. diversion
 - C. social utility
 - D. stimulation
 - E. withdrawal
11. Which of the following is an example of the diversion function of the media?
- A. listening to radio to pass the time
 - B. reading an in-flight magazine to keep from being bored
 - C. listening to New Age music to relax
 - D. watching a horror movie to become frightened
 - E. all of the these
12. After you have experienced sensory overload, which media function are you most likely to seek?
- A. stimulation
 - B. relaxation
 - C. emotional release
 - D. withdrawal
 - E. catharsis
13. Asking a fellow commuter at the train station "Did you see *60 Minutes* last night?" best reflects which media function?
- A. cognition
 - B. diversion
 - C. parasocial interaction
 - D. conversational currency
 - E. linkage
14. Which of the following is an example of using the media to perform the withdrawal function?
- A. reading an inflight magazine to keep from being bored
 - B. watching TV in a public place to make you feel more relaxed
 - C. listening to your iPod during a workout to increase your energy level
 - D. going to see *Titanic* so you can have a good cry
 - E. reading a newspaper so people will leave you alone
15. Members of the Frankfurt school brought Marxist analysis:
- A. out of the Middle Ages into contemporary times
 - B. into the cultural life of a society
 - C. from the natural sciences into politics
 - D. into the functional approach
 - E. out of the uses and gratifications perspective

Chapter 15 - Advertising

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