

**MEDA 112 MODERN MASS MEDIA
FINAL EXAM F 2014**

Read each of the questions below carefully and answer them as directly and completely as possible. Be sure to address the specific question asked, not just the general topic of the question. Your answers for each question should be about one full page (double-spaced). Expect to fill most, if not all, of the page for each answer. A half page generally will not be adequate to answer the question. If you have to you can go over a line or two (onto a second page) for an answer but please do not write multi-page answers in search of the correct one. Do not rely entirely on the texts to answer your questions but incorporate both the text(s) and the class lectures. Be sure to clearly number the answers.

If you have any questions or need any clarification please come by my office and talk to me.

The exam is due in my office, Walter B1 (Walter basement) by noon Friday Dec. 5

Each question is worth 20 points. Total for exam 100 pts.

GOOD LUCK AND HAVE A GOOD BREAK.

Answer each of these questions (1-3).

1. When talking of regulating freedom of speech the term “conduct vs. content” is used to distinguish when expression can or cannot be regulated. Explain plain the concept and provide an example.
2. There are times you can legally use copyrighted material without getting permission from the person who holds the copyright. Explain when this can be done how much you can use and how this is determined.
3. People often confuse the terms pornography, obscenity and indecency when referring to the legal aspects of the media. Explain the differences between the three.

Answer two of the following five questions (be sure to number your answers)

4. One of the things determined when advertising a product is the “media mix.” Explain the “media mix” and the factors that are considered when determining it.
5. A story is written about you in the local newspaper that claims you were one of the people arrested in a local drug sting. You threaten the newspaper with a suit for libel. What do you have to prove to successfully sue? What defenses can the newspaper use?
6. It is difficult to apply First Amendment freedoms such as freedom of speech, current freedom of speech laws such as internet. Explain what some of the difficulties are and why they exist. Give an example.
7. Explain what is meant by the “uses and gratifications” theory of media’s role in society. Give examples of some of the more common uses and gratifications that people derive from the media.