

COMM103 Assessment 1: Terms, Trends, and Theories

Instructions: This course covers many topics in a very detailed way. In each unit, you will encounter many names, dates, and terms. Keeping track of them all can be difficult, which is why a comprehensive set of assignments has been developed for this course. As you work through each unit, you should also be filling out the information requested on these assignments. Once completed, you should use them as study guides for the final exam because it, like the course itself, is packed with names, dates, historical developments, and terms. These assignments should enable you to absorb details more effectively, create terminology flash cards, use them to compare or contrast, or combine them into broader themes – all challenges you will also encounter on the final exam. **NOTE:** Use the completed cell or cells in each row as guides for the content and formatting of other cells in that row and that column. Once you have finished each unit and filled out the table for the terms, trends, and theories from that unit, check the COMM103 Assessment 1 Answer Key to confirm the accuracy of what you have entered.

Term, Trend, or Theory	Definition, Description, Example, or Impact
1.	When people act out the ideas they share with others about reality, the world, and themselves
2. Gatekeepers	
3.	When different media technologies share content, applications, and resources
4.	Persuasive communication that distorts the truth, selectively presents facts, or uses emotional appeals for ideological, political, or commercial purposes
5. Tastemaker	
6.	When media coverage determines what people are thinking about
7.	Images or characteristics used to make generalizations about a group of people and that often result in marginalizing that group
8.	Digital communication
9. Media bias	

10.	Instead of reflecting the public's views, the mass media control those views by determining what people think about.
11. Uses and gratifications	
12.	The media influence cultural evolution by creating and propagating shared cultural symbols.
13.	The media create an illusion of consensus that pressures people with opposing views to avoid expressing them.
14.	Heavy media exposure, especially if it involves television, can influence how a person sees reality and interprets the world.
15.	That which, by law, enables a person or institution to prevent others from duplicating, distributing, or marketing media products created by that person or institution
16. Public domain	
17.	Those occasions in which a copyrighted media product can be used by someone other than its creator or copyright holder
18.	An increasingly extreme focus on bestsellers that is causing the publishing industry to neglect emerging writers and overspend on publicity and promotion
19. Print-on-demand	
20.	High price, moderate durability, low portability, low popularity
21. Paperback	
22.	Moderate price, high durability, high portability, moderate popularity
23.	Free ones may devalue books in the eyes of consumers, but publishers sometimes use them to introduce new authors.
24. Price wars	
25.	A glut of similar books is created by publishers focusing on the safe bet of best-selling authors only.
26.	This may result in "democratizing knowledge" by enabling anyone with a computer to access millions of books without damaging the original versions.



27.	Groups of radio or television stations that carry syndicated programming produced and/or distributed by a single source
28.	The consolidation of radio stations into or under a single entity or corporation in order to increase profits through facility and resource sharing
29.	Broadcast format whose major benefit is that it enables several radio stations to share the same frequency
30. Format	
31.	A program recorded in a digital format so that it can be manually or automatically downloaded over the Internet
32. Censorship	
33.	A form of organization in which studios controlled every aspect of production as it related to their films
34.	The deliberate conquest of one culture by another to spread capitalism
35.	The spread of communication that results in national borders and opens the way for a free flow of ideas among cultures
36. Piracy	
37.	A high-speed network connection that can carry data, voice, television, and video at higher speeds and in greater quantities than traditional connections
38. Netlets	
39.	The targeting of niche audiences within specific demographic groups
40.	A family comedy popular in the 1950s that was identified by its character-based humor and was usually set within the home
41. Specialization	
42.	Rules of communication for computers that enable the machines to turn raw data into useful information



43.	Principle that there should be no central hub that controls information flow
44.	The increased focus on user-generated content and social interaction on the web and the evolution of online tools to facilitate that focus
45.	An illustration of the “Internet paradox”
46. Net neutrality	
47.	Because of this, there will be continued cost savings but reduced local diversity in the mass media.
48.	Because of this, the media will reach more customers thanks to the progressive breakdown of traditional political and cultural borders.
49.	Because of this, once-isolated cultures may lose their identities as the Internet exposes them to the media of more dominant cultures.
50.	Because of this, the online presence of media around the world will become similar as the economics of production follow proven models established by leading countries.
51.	These are problematic because they do not promote understanding and respect among racial groups.
52.	Downloading a movie from Netflix, a subscription movie rental service, and copying it onto a DVD to watch later
53.	The use of the Internet and other online tools to engage citizens in government and civic action
54. Narrowcasting	
55.	A new form of journalism that is forcing traditional journalists to change how news is presented
56.	Websites that use a digital news delivery system to consolidate news from many online sources
57.	Examples of this are membership-only websites, micromagazines, and electronic applications
58.	A description of how new technologies are adopted by users

