Test Bank Chapter 2: Marxist Analysis

MATCHING

Instructors will need to randomize the order of terms when constructing an exam.

1. ____	base	m.	underlying economic and material conditions of society
2. ____	superstructure	d.	the social and cultural institutions that make up society
3. ____	profit-motive	n.	the continuous desire to increase capital
4. ____	concentration	a.	ownership of an entire industry by just a few companies
5. ____	conglomeration	p.	corporate practice of accumulating multiple companies
6. ____	integration	h.	the strategic interrelation of subsidiary companies
7. ____	multinationalism	l.	production and distribution of media products on a global scale
8. ____	synergy	j.	profit-maximization strategy that utilizes cross-promotion
9. ____	planned obsolesence	k.	intentional design of a product with a limited useful life
10. ____	logic of safety	e.	profit-maximization strategy grounded in risk avoidance
11. ____	celebrity	o.	cultural phenomenon that celebrates famous personalities
12. ____	spectacle	c.	sensational, scandalous, and shocking dimensions of a situation
13. ____	joint ventures	i.	corporate collaboration aimed at reducing financial risk
14. ____	advertising	g.	communication aimed at promoting a product or brand
15. ____	niche marketing	f.	the strategic targeting of a particular demographic group
16. ____	cultural imperialism	b.	the imposition of one's cultural values on other cultures

MULTIPLE CHOICE

1. What is the philosophy that underlies Marxism?
   a. idealism
   b. materialism
   c. individualism
   d. transcendentalism

2. Which of the following concepts describes the basic method of Marxist analysis?
   a. the profit motive
   b. historical materialism
   c. theory of labor value
   d. the mode of production

3. Which concept describes the prevailing ideology or logic of capitalism?
   a. the profit motive
   b. historical materialism
   c. theory of labor value
   d. the mode of production

4. For Marx, which of the following concepts encapsulates land, natural resources, and labor power?
   a. surplus value
   b. forces of production
   c. relations of production
   d. cultural superstructure

5. Which concept describes a company that owns various production companies (i.e., television networks, film studios, record labels) *across* various media?
   a. concentration
   b. conglomeration
   c. vertical integration
   d. horizontal integration

6. Which concept describes a company that owns various aspects of production and distribution (i.e., publishers, literary agencies, and bookstores) *within* a single type of media?
   a. concentration
   b. conglomeration
   c. vertical integration
   d. horizontal integration

7. Which strategy of profit maximization involves the creation of rapidly decaying information?
   a. synergy
   b. spectacle
   c. the logic of safety
   d. planned obsolescence

8. Cross-development is characteristic of which strategy of profit maximization?
   a. synergy
   b. spectacle
   c. specialization
   d. the logic of safety

9. Spin-offs, sequels, and imitations are examples of which strategy of profit maximization?
   a. synergy
   b. spectacle
   c. the logic of safety
   d. planned obsolescence

10. The media's obsessive concern with shocking images and sensational stories reflects which strategy of profit maximization?
    a. synergy
    b. spectacle

c. the logic of safety
d. planned obsolescence

11. Which advertising strategy involves targeting specialized audiences?
    a. broadcasting
    b. narrowcasting
    c. vertical integration
    d. horizontal integration

12. Contemporary patterns of media ownership are *unlikely* to do which of the following?
    a. reduce diversity
    b. promote creativity
    c. restrict democracy
    d. fuel cultural imperialism

ESSAY QUESTIONS

1. Identify and explain the four patterns of contemporary media ownership.

2. Identify, explain, and give an example of the five key strategies of profit maximization.