

J201 Spring 2018 - Exam 2 Study Guide

Details

Friday, May 11th at 10:05 a.m. -12:05 p.m.

Sections 301-306 will be taking the exam in Ingraham 19

Sections 307-324 will be taking the exam in Ingraham B10

Please plan to arrive five or ten minutes early to find the room and get settled. We will start right at 10:05.

Please bring two pens or pencils. We'll use bluebooks for IDs and essay.

Alternate exam is on Tuesday, May 8th at 10:05-12:05 p.m. in Vilas 4028

If you plan to take the exam on Tuesday and have not done so yet, please email Min-Hsin by Friday, May 4th – msu26@wisc.edu

Review session is on Friday, May 4th at 9:55 a.m., during our regular lecture time – please bring questions

Format for exam

Part I: Twelve multiple choice questions (30 minutes)

Points: 6

What it covers: Week 8-Week 15

Part II: Three out of five identifications (30 minutes)

Points: 4

What it covers: Week 8-Week 15

For our strategic communication concepts, your ID will consist of a short answer of about 5 or 6 sentences that 1) identifies what a term means and 2) provides a specific, real-world example from the course to demonstrate it. For instance, if we said “Crisis communication” you’d give a definition of crisis communication, describe the four-step crisis communication process, and give an example of a real-life PR crisis that was discussed in lecture or readings.

Part III: One essay (60 minutes)

Points: 5

What it covers: Weeks 1-15

We've given you the three essay prompts and further instructions on the in-class essay on our course website, in the location where you found this review guide. Only one of these short essays will appear on the exam.

Review Guide: Weeks 8-15 key concepts and areas for study

This list does not include every detail you may be asked for. It is an outline of key areas and concepts – the “stuff you should know by end of lecture” concepts as well as some concepts from readings. In your studying, it may be helpful to consult with peers about the details of each concept and share notes.

You'll also want to make sure you study from the handouts.

You are most responsible for understanding key concepts and arguments and being able to explain them and apply them to various contexts. You will not be tested on minute details of the topics.

- Communication flows
- Network concepts: nodes and ties, size, density, heterogeneity
- Impact of digital networks on information distribution
- Self-affirmation for health intervention
- Polarization – issue extremity, political alignment, affective phenomena
- Polarization – new media environment
- Strategic communication
- ROI in a strat comm context
- Audience segmentation
- Characteristics of modern advertising
- Branding
- Hard sell vs. soft sell
- Aperture
- Characteristics of different traditional for ad placement
- Social media marketing vs. traditional marketing
- Four creative philosophies of the 1950s that we looked at (be able to recognize and apply, not list out)
- Cialdini's principles of persuasion (be able to recognize and apply, not list out)
- Cantril's principles of propaganda (be able to recognize and apply, not list out)

- Differences between PR and advertising
- Types of PR planning
- Ways of executing a PR plan
- News values
- Goals of crisis communication
- Four phases of crisis communication
- Propaganda, traditional and digital
- Internet freedom
- Significance of Cambridge Analytica/Facebook story
- Public communication
- Prosocial behavior
- Loss-frame vs. gain-frame
- Fear appeals, disgust appeals, normative appeals
- “boomerang” effects
- ELM: central route and peripheral route
- Examples of beliefs, attitudes, behavior changes for public communication and political communication
- 5-step strategic thinking
- drawbacks of polling, traditional and today
- Varieties of political ads
- Individual-level political effects
- Demographic changes and implications for communication
- Consumers’ republic
- Economic citizenship
- Overlap of communication and consumption networks
- Common critiques of consumption