

J387 Study Guide: Final exam W16

The best way to use this study guide is to simply find the answers. They will be in lecture notes, videos, and readings. Don't try to memorize the answers. Try to understand them in the context in which you read them. The exam will still be multiple choice.

1. Public relations had roots in two 19th century practices. What are they?
2. The examples of **late 19th century** propaganda cited in class, one playing on Teddy Roosevelt's popularity, were mostly what format?
3. Edward Bernays is famous for what campaign that took place on Easter?
4. "a purposeful, directed effort to overcome... the censorship of the group and the herd reaction" was Edward Bernays' definition of what?
5. The U.S. Committee on Public Information (CPI) was formed to do what?
6. What was one of the *most effective* forms of propaganda during WWI seen by virtually everyone?
7. What journalist used the term "stereotyping" in a book entitled *Public Opinion*?
8. Who was Doris Fleischman?
9. What were the reasons for the rise of objectivity in journalism?
10. Edward Bernays, the "father" of public relations, had a famous uncle. Who was that?
11. What important 19th century invention opened the door for more women to enter the business world?
12. Before the "talkies," sound in movie theaters was often produced by what?
13. This large box with a peephole on top set the stage for the modern film industry.
14. _____ was the first piece of animation using synchronized sound.
15. The first movie to use synchronized sound in addition to music that was laid down in post production was _____.
16. Edward Muybridge is credited with originating the idea of motion pictures by shooting a rapid sequence of photos of what?
17. One of the first silent films to introduce plot and action in the U.S., and literally scared theater goers, was _____.
18. The Hayes Code was about what?
19. The first sound recording, "Au Clair de la Lune," was done by whom?
20. The magnetic recording technique was responsible for what other technical development?
21. The first radio signal transmitted across the Atlantic by Marconi was what?

22. Early “wireless” signals proved most effective for what type of communication?
23. Orson Welles frightened America in the late 1930s with a broadcast of what?
24. Lee DeForest invented the Audion Tube, which resulted in what further development which in turn led to radio broadcasting?
25. Part of the reason that the government began to control radio was this growing problem.
26. Who was the first U.S. president to use radio as a means to reach out to the common citizen on a weekly basis?
27. In 1934, the federal government took control of the airwaves by what means?
28. What early radio personality has been called the “Oprah” of her day?
29. The “Golden Age of Radio,” took place, roughly, during which two decades?
30. The earliest radio transmitters were called what?
31. The company that had dominated the radio business in the U.S. invested \$50 million in the development of electronic television. That company was _____.
32. The rise in popularity and the availability of car radios was spurred in part by what change?
33. One famous TV commercial asked you in song to “see the USA” using what?
34. In the 1950s, storytelling on the radio was gradually replaced by what?
35. One of the most popular big band leaders of the 1940s was killed during WWII. That was...?
36. The popular entertainer mainly responsible for the USO during WWII was
37. What famous journalist, known for his stories on the regular soldier’s experience, was killed in WWII?
38. Name the women journalists mentioned in lecture who worked on the front lines during WWII.
39. What were some of the most popular cartoons/comics during WWII?
40. The Hutchins Commission was formed to do what?
41. The Hutchins Commission was worried, among other things, about segregation in news coverage. One example of this, mentioned in class, was what?
42. The Hutchins Commission was **founded by and financed** in part by whom?
43. The findings of the Hutchins Commission resulted in the development of what theory?
44. The Advertising Council was responsible for what memorable early campaigns?

45. African-American magazines such as *Opportunity* and *The Crisis* were born during what period?
46. What was the first African-American owned and operated newspaper in the U.S.?
47. A major player in the woman's suffrage movement in Oregon was this woman.
48. Probably the most famous historical Native-American newspaper published in the 19th century was _____.
49. One of the first publications for gays and lesbians was called_____.
50. Which magazines were considered part of the "Second Golden Age of Muckraking?"
51. CBS journalist Edward R. Murrow is most famous for exposing the anti-communist scare tactics of what person?
52. The first president of the U.S. to appear on television in 1939 was who?
53. The first president to televise a press conference was who?
54. Who patented the television?
55. A major global event was broadcast over TV in 1936. That event was what?
56. The first TV show filmed before a live audience was what?
57. Which president refused to run for a second term in part because of media pressure over the Vietnam War?
58. The Pentagon Papers were leaked to *the New York Times* by whom?
59. The Watergate scandal story was broken by what newspaper?
60. The first dean of the University of Oregon School of Journalism was who?
61. Something important happened to the School of Journalism in 1932. What was it?
62. What was the last message from J-School students from the past on our last class lecture slide?
63. Jack Ewan was the UO School of Journalism public relations professor who founded the first PRSSA chapter in the Northwest. When he retired in 1985, he was replaced by whom?