

## Part II Test Bank

1. According to Hall, ideological statements are made by individuals, but ideologies are not the product of individual consciousness.

- \*a. True
- b. False

2. Inferential racism draws on unquestioned assumptions.

- \*a. True
- b. False

3. Race is a political construct.

- \*a. True
- b. False

4. Hall proposed what three possible audience responses to the dominant ideology contained in the media text's codes?

- a. negotiated, mainstream, emotional reading
- b. oppositional , psychological, economic reading
- c. emotional, gendered, dominant reading
- \*d. dominant, negotiated, and oppositional reading

5. In a Pottery Barn Kids catalogue there are pictures of white boys and boys of color, however when comparing the images, the white boys are shown engaging in a variety of activities such as academics and astronomy and the boys of color are associated with athletics only.

According to Hall, this is

- a. not a problem.
- b. an example of overt racism.
- \*c. an example of inferential racism.
- d. none of the above.

6. Which is NOT part of Hall's description of ideology?

- a. they are a chain of meanings.
- b. they are not the product of individual consciousness.
- \*c. they are created through an individualized process that works by conscious intention.
- d. they allow people to make ideological statements as if they were authentic.

7. The Barbie Liberation Organization is an example of

- a. a new direction in Mattel's marketing strategy.
- \*b. a counterhegemonic strategy.
- c. dominant ideology.
- d. high culture.

8. A queer theory perspective is only relevant when studying gay or lesbian characters in media texts.

- a. True
- \*b. False

9. Drag performance and gender bending suggest the usefulness of categorizing gender into binary categories.

- a. True
- \*b. False

10. An attempt to weaken the naturalized and normalized binaries of sexuality refers to which term?

- a. gender roles
- b. heterosexism
- c. culture Jamming
- \*d. queering

11. In a post-racial society, one of the primary determinants of a person's privilege is their race.

- a. True
- \*b. False

12. An example of a straight-gay alliance can be seen in which of the following?

- a. straight male avoidance of LGBT issues
- b. lesbian couple advocating for their right to legal marriage
- \*c. straight woman marching at a LGBT rights march
- d. a and b

13. The fact that "Barbie demonstrates that femininity is a manufactured reality" exemplifies that

- \*a. gender is performative.
- b. gender is biological.
- c. gender is fixed by age 6.
- d. gender is static.

14. Images of global motherhood often draw on the \_\_\_\_\_ trope.

- \*a. Madonna/ child
- b. Madonna/ whore
- c. good/bad
- d. rich/poor

15. An ideology of imperialism infuses the representations of the "global family."

- \*a. True
- b. False

16. According to McKay and Johnson's analysis, bodybuilding is an example of

- a. athletic eroticism.
- b. an ideal fitness routine.
- c. a good way to combat gender stereotypes.
- \*d. pornographic eroticism.

17. The terms "hir" and "zhe" are

- a. misspellings.
- b. Greek words.
- \*c. gender-neutral terms used by activists in the trans community.
- d. none of the above.

18. A transsexual may or may not be
- a. intersex.
  - b. transitioning from one gender to another.
  - c. resisting gender binaries.
  - \*d. all of the above.

19. The term “hermaphrodite” was replaced with “intersex” as a rejection of being named by the medical profession.
- \*a. True
  - b. False

20. Trans people often \_\_\_\_\_ the gender binary as they attempt to “pass” in a heteronormative world.
- a. reject
  - \*b. reinforce
  - c. don’t understand
  - d. profit from

21. The Bravo wink is
- a. an underground dance move.
  - b. an unintentional nonverbal response.
  - \*c. the network’s inside nod to its hip audience.
  - d. all of the above.

22. The *Real Housewives of New York City* can be understood through the use of
- a. humor.
  - \*b. irony.
  - c. religion.
  - d. politics.

23. One of the most popular rhetorical techniques of conservative talk show hosts is a variation of the
- a. class divide.
  - \*b. rational-public sphere/emotional-public sphere binary.
  - c. hegemonic frame.
  - d. counterhegemonic frame.

24. The term “chickification” refers to
- a. the rise of chicken at fast food restaurants.
  - b. the popularity of having chickens as pets.
  - c. the political economy of the poultry industry.
  - \*d. the notion that qualities such as empathy and compassion, that are linked with femininity, are the source of cultural decline.

25. Katz argues that conservative talk radio is not just entertainment, but also works as a form of
- a. cultural pedagogy.
  - b. hegemony.
  - c. representation of White masculinity.
  - \*d. all of the above.

26. Some people see Barbie as the ideal woman, and some see her as a man in drag. This is an example of

- a. horizontal media integration.
- \*b. multiple readings.
- c. high vs. low culture.
- d. homophobia.

27. \_\_\_\_\_ and \_\_\_\_\_ are both distinctions in types of media racism.

- \*a. Overt, inferential
- b. Ubiquitous, blatant
- c. Inferential, blatant
- d. Moral, covert

28. Women whose bodies are \_\_\_\_\_ are not likely to be celebrated as global mothers in popular culture.

- a. hegemonic
- \*b. out-of-place
- c. fitting the beauty ideal
- d. mainstream

Type E:

29. Describe how a transgender person occupies the borderlands between communities and identities.

\*a. Living on the border means living in two places simultaneously while feeling that one never is at home in either place. Trans people live on the gender border in that they don't feel at home in their body and gender and while they may be transitioning, they are in *process*. Feelings of having to "pass," versus just being, can add to the borderland effect. For more detail, see pages 133- 134.

Type E:

30. How is gender performative?

\*a. Rogers, for example, describes how Barbie is a manufactured reality in that she performs via her props—shopping bags, clothes and shoes. This is true for people as well in that we perform our gendered selves. We reflect or reject the gendered expectations of us through our hair styles, dress or the decision to wear make-up. As discussed by Sieber, trans people are often concerned with "passing" which at the heart is about performing the "correct" gender.

Type E:

31. According to Katz, why does Rush Limbaugh appeal so strongly to White males over 50 years of age?

\*a. Limbaugh's appeal is rooted in the fact that he reinforces values and notions of traditional masculinity that would have been popular when his, now older, audience was coming of age. His appeal to "old fashioned" values may have a nostalgic appeal for his audience. Furthermore, he offers an "uncomplicated" view of masculinity—one where he can model being a "man's man." He also offers the audience an escape or possible justification for their problems (if any): women. According to Limbaugh, women and the women's movement have "chickified" and ruined the culture.