

EMS 3OI EXAM REVIEW 2010

Welcome to the exam review. Are you ready? Let's start.

The Four Key Concepts Of Media

Do you know them? You really should. Please make sure you can express at least 2-3 specific examples from your notes, or more specifically something we studied in class, like the movie Trekkies.

You really should know basic terms like Mass Media and Adcreep as well.

Manufacturing Consent

There is a worksheet on this website that gives you a detailed analysis of Noam Chomsky's Manufacturing Consent. It is a really good idea to know this and know this well, including all the techniques he mentions. Don't forget VISUAL NEWS and the concept of Disaster Pornography.

McLuhan's Four Laws of Media

Understand the Tetrad and give examples of media (technology) using the four laws.

Deconstruction of Advertising/ Constructing Emotional Appeal/ Psychographics

Really, you have to know this and be able to relate these ideas to an actual example.

An example will be provided on the exam.

Make sure you read the text on the ad (copy) and use it in your analysis.

Understand issues related to Adcreep, The Code, Subliminal Advertising and Cool Hunting including the videos The Persuaders and The Merchants of Cool.

Technical and Structural Elements

Include concepts of the Monomyth, Television Genres, Subject-Camera Distance and Camera Angles (understand the Effect/Purpose of the angle and distance)

Know what elements were used for Citizen Kane and Raiders of the Lost Ark.

That's about it.

You should review Mean World Syndrome and the concepts related to The Conspiracy Theories (particularly the PCT).