

Take-Home Midterm Exam

All papers must be **TYPED** and orally presented in class on
Thursday, October 15th
(Absence or late submission will sadly lower your grade!)

Some students report that communication theorists seem to have difficulty in communicating. In other words, I am told, they fail to present complex ideas in a way that our highly intelligent students can understand. Or perhaps they try to impress us by making them sound more complicated than they really are.

So here is a challenge for all of you!

Try to answer the following questions on George Gerbner and his associates' **Cultural Indicators Project**. Read carefully all the handouts dealing directly with the subject as well as related materials (which include your notes and class discussions) that will help you to answer the latter part of the exam.

Please answer in the space provided. If you require more space, use other side. Also try to be as **BRIEF** and **PRECISE** as possible.

Your answers will be evaluated by the extent to which they go to **THE HEART OF THE MATTER**.

1. How would you formulate Gerbner's basic hypothesis?

- a) define the main idea or ideas presented in the above hypothesis (for instance, if the hypothesis includes "symbolic environment," you need to explain what Gerbner means by that term).

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2. How does Gerbner rationalize or explain the significance of this project?

3. What methodology do you think he is using to get at the data he needs?

4. Can you state briefly some of the significant but tentative conclusions that Gerbner is making?

