

C101 Second Exam Study Guide Spring 2020, Prof. Conway

Wednesday, May 6th . Exam window is 8am – 2pm EST

Once you open the exam, you have 2 hours, or until 2pm EST, whichever comes first.

2nd Exam (only material from Week 9 to Week 15).

Canvas Exam

Multiple choice & true/false questions

Because of our online situation, this exam will be “open book.” You are allowed to access the readings, videos, slide decks, notes, etc. You are on your honor not to look up questions online beyond our class material. Keep in mind that the questions come from our material, so if you did try to google search an answer, it may not be correct.

*Below is a study guide to remind you of the material that we used during the second half of the semester. For the main reading of the week, I’ve included *some* of my notes. You are also responsible for taking your own notes. My notes are not exhaustive for those readings.*

You will find our class materials in two places. Check each “page” on Canvas for material. If you can’t find it there, check the Canvas C101 file titled “Other 2nd Exam Material.” That’s where you’ll find the slide decks for the various video presentations.

Week 9 Sports & Media

The Guardian, “How the ‘Natural Talent’ Myth is Used Against Black Athletes”

- What are the key points of this article about racial stereotyping in sports coverage?
- What have researchers found when they study the descriptors used to explain athletic success?

Monday Lecture -Sports, Media & Money Cycle

-differences between sports journalism and overall sports media

-Five components in sports media money cycle

-athletic talent

-team owners

-media (especially TV)

-advertisers

-public

-why can athletes receive such high salaries?

-TV is especially important to sports because of the unpredictable nature of live events

-fan base is critical to sports, media and money cycle

Prof. Galen Clavio Guest Lecture -How Sports Impact Media & Society

-review his slide deck presentation

Week 12 Cinema Studies & Film Production

American Cinema/American Culture, John Belton

Chap 3, Classical Hollywood Cinema Style

(some key points, you should also review full chapter)

- Film Form and Character Development
- Mise-En-Scene
- Camera Angles and Distance
 - high angle vs. low angle
 - long shot, medium shot, close up
- Camera movement
 - zoom
 - pan
 - tracking
- Three Point Lighting
 - Key, fill, and backlight
- Sound Mixing
- Musical Score
- Editing -transitions from shot to shot or scene to scene
- 180 degree rule

Tim Bell's Guest Lecture

- review video and/or slide show

Suzanne Schwib's "How Film Speaks" (referenced in Tim Bell's video lecture)

- review slide show

Week 13 Video Game Design

"The Formal Systems of Games and Game Design Atoms"

Lennart Nacke, 2014

-notes below are not exhaustive. You also want to review the chapter for yourself.

What is a Game? -don't try to define.. let creativity run

- maybe just call them interactive experiences

Game designers should focus on:

1. Context -spaces, objects, stories, behaviors you find in game (mise en scene)
2. Participants -players that act upon your game for manipulation or exploration
3. Meaning -something significant in game for players, agency

Core elements the one particular pattern of actions that you want your player to take over and over again'

- Territorial Acquisition (Risk)

- Prediction (roulette)
- spatial reasoning (Tetris)
- Survival (Dark Souls)
- Destruction -most games
- Building (Sim City, Minecraft)
- Collection (Match 3, Monopoly)
- Chasing or Ending (Pac Man)
- Trading -Settlers of Catan
- Race to the End (Life)

Magic Circle -games take us to another place)

- ancient man used the circle of the fire as the place where you could believe
- need to design so people will let go and believe
- use **audio, visuals, sense of curiosity**
- music.. big way to set emotion
 - opening music needs to set the tone and trigger positive emotions from players
- visuals.. bring us to a new place, let us cross over
- curiosity -you want to know about the world being created

Games as Systems and the Items that affect each other.

1. Objects -elements or parts of system can be physical or abstract
2. Attributes -properties or qualities of an item
3. Internal Relationships -objects in system in relation to each other
4. Environment -systems influenced by context around them

Relationship between formal elements is what makes game

1. Players
2. Objectives
3. Procedures -actions or methods of play allowed by the rules
4. Rules -building blocks of game system
5. Resources - scarcity and utility
6. Conflict -what in game keeps player from achieving goals
7. Boundaries -separation of magic circle and real world
8. Outcome -must be uncertain to foster interest

Game atoms

- smallest possible design element
- Players/Avatars/Game Bits
- Objectives/Goals
- Rules/Mechanics -how something works
- Resources
- Game States
- Game Views
- information
- sequencing

-player interaction

Gamer Gate -Toxic Masculinity in the World of Game Design (one reading/one video)

-Emily Todd VanDerWerf, “#GamerGate: Here’s why everybody in the video game world is fighting”

-ABC Nightline segment on “Gamer Gate”

Game Design -video lecture slides

Week 14 **Advertising**

Robin Landa, *Advertising by Designs*, 3rd ed., “Advertising Is...” Chap. 1
These are some of my notes, you also want to review the chapter yourself

A brand is a promise

Three steps of brand messaging that haven’t changed

1. Get people’s attention
2. Keep people’s attention
3. Call to action

parity goods.. competing brands about the same in ingredients and quality

“Advertising is a mass media leveler, the pop culture vehicle with which we all come into contact and know—from branded entertainment online to mobile ads to television commercials”

Advertisement –“a specific message constructed to inform, persuade, promote, provoke or motivate people on behalf of brand, entity or cause.”

Integrated Ad campaign -overarching strategy and core concept

Broad Advertising Concepts

- Integrated ad campaign
- Public service advertising
- Cause advertising -
- Commercial advertising

Advertising Takes Many Forms

- branded entertainment
- product placement
- user generated content
- in-game advertising
- branded utility

Media Channels

- paid media
- owned media
- earned media
- Push media
- Pull media

Advertising Media Channels

- Conventional media
- screen based media channels and forms
- support media
- unconventional
- sponsorships, partnerships, and branded entertainment
- miscellaneous

Types of Ad Agencies

- Full Service Agency
- Digital Agencies
- Social Agencies

Social Responsibility

- Treat audience w/ respect (religion, ethnicity, race, gender, age)
- be truthful and transparent
- be responsible
- act like a world citizen. Do good
- create advertising to benefit people

Implicit bias -unintentional discrimination

What You Need to Know to Begin Advertising Campaign

- 1/ Research
- 2/ Strategy Development
- 3/ Idea Generation
- 4/ Art Direction and Copy
- 5/ Production & Implementation
- 6/ Assessment and Stewardship

Jack Neff, "Gillette's 'The Best a Man Can Be' and the War on Toxic Masculinity," *Advertising Age*, September 30, 2019, p. 24
Review this article

-Chris Rund, Advertising Instructor, Guest Lecture on Advertising Principles
-review his guest presentation and/or slide deck

The TARES Test

- what are the five parts of the TARES test?

Week 15 Public Relations

The Business of Mass Media (or that could be a section of book)

Chap 12: "Public Relations and Framing the Message"

(These are some of my notes, you also want to review the chapter yourself)

"Advertising is controlled publicity that a company or individual buys; public relations attempts to secure favorable media publicity (which is more difficult to control) to promote a company or client."

Public relations "refers to the total communication strategy conducted by a person, government or organization, attempting to reach and persuade an audience to adopt a point of view."

Advertising -simple fixed messages

Public Relations History

Press Agents

P.T. Barnum

Buffalo Bill Cody

The Birth of Modern Public Relations

-Ivy Lee

-Edward Bernays

Propaganda -"communication strategically placed, either as advertising or as publicity, to gain public support for a special issue, program, or policy, such as a nation's war effort.

Conveying the Message

-Press releases

-Video news release

-Public Service Announcement -it's a VNR for non-profits

-Media Relations

Special events

Pseudo-events

Community & Consumer Relations

Government Relations and Lobbying

-lobbying

-earmarks

-Astroturf Lobbying,

Public Relations in a Crisis

-BP and Gulf Oil Spill

-Tylenol Tampering

Tensions Between PR and the Press

PRSA PROFESSIONAL VALUES

- Advocacy
- Honesty
- Expertise
- Independence
- Loyalty
- Fairness

-PR firms try to remain invisible.. as if they don't exist, helps create illusion that reporters came up with all this coverage

Media Literacy and the Critical Process

1. Description
 - search news coverage for names of top PR firms
2. Analysis
 - do stories link the PR firms to the clients? Politicians”
3. Interpretation
 - did you learn anything about how PR industry works? Or just about the firm they are promoting?
4. Evaluation -should journalists be more transparent on how they use PR?
5. Engagement - Spinwatch

How do we make sure voices that aren't backed by multi-million dollar PR firms get heard??

“The Internet and Social Media” in Public Relations

-You just want to skim this chapter for the key concepts

Video Lecture- Public Relations

-you want to review the lecture