

POLITICAL
COMMUNICATION

JEPARDY!

cmst 301 fall 2014

Ideology & Media	Naming, Form & Lies	Myths & Metaphors	Marriage & Binaries	Bias & Pot Luck
<u>Q \$100</u>	<u>Q \$100</u>	<u>Q \$100</u>	<u>Q \$100</u>	<u>Q \$100</u>
<u>Q \$200</u>	<u>Q \$200</u>	<u>Q \$200</u>	<u>Q \$200</u>	<u>Q \$200</u>
<u>Q \$300</u>	<u>Q \$300</u>	<u>Q \$300</u>	<u>Q \$300</u>	<u>Q \$300</u>
<u>Q \$400</u>	<u>Q \$400</u>	<u>Q \$400</u>	<u>Q \$400</u>	<u>Q \$400</u>
<u>Q \$500</u>	<u>Q \$500</u>	<u>Q \$500</u>	<u>Q \$500</u>	<u>Q \$500</u>

Final Jeopardy

\$100 Answer from C1

This is the belief
structure of the society.

\$100 Question from C1

What is
IDEOLOGY? [14]



\$200 Answer from C1

This theory argues that the media ‘inject’ intellectual substances into a person’s brain, with corresponding (usually negative) effects.

\$200 Question from C1

What is the
**HYPODERMIC NEEDLE
THEORY?** [49]



\$300 Answer from C1

This country's ideology stresses the values of Toleration, Individualism, and the Presumption of Equal Opportunity and Equal Treatment. (It also supports the seemingly contradictory notions of majority rule and minority rights.)

\$300 Question from C1

What is the United States
of America? [17]



\$400 Answer from C1

Every political question
is, at base, a question of
THIS and **THAT**.

\$400 Question from C1

What are “freedom”
and “order”? [4]



\$500 Answer from C1

These are the five Major Contemporary Arguments (and the partisan positions taken on each) covered in your textbook.

\$500 Question from C1

What are military
defense, government
surveillance, academic
freedom, welfare
programs, and taxes. [7-10]



\$100 Answer from C2

This is defined as “the artistic way in which a rhetor couches his/her arguments, how words are combined, how the speaker delivers the speech, etc.”

\$100 Question from C2

What is FORM? [73 & 76]



\$200 Answer from C2

This occurs when
speakers mask or deny the
fact that they are involved
in a definitional process.

\$200 Question from C2

What is NAMING? [55]



\$300 Answer from C2

This was President
Ronald Reagan's favorite
metaphor.

\$300 Question from C2

What is THE PATH? [79]



\$400 Answer from C2

This was President
Ronald Reagan's most
characteristic
(rhetorical) device.

\$400 Question from C2

What is SYNECDOCHE?

[75]



\$500 Answer from C2

Instead of thinking of them as **THESE**, we might be encountering language choices with which we disagree; or they are simplifications that we see as *oversimplifications*; or they are policies based on generalizations; or they are really pragmatic abstractions.

\$500 Question from C2

What are LIES? [94-95]



\$100 Answer from C3

This theory states that if we know the metaphors with which people describe a problem, we may be able to predict the nature of their solution even before they figure it out.

\$100 Question from C3

What is
TERMINISTIC
COMPULSION? [121]



\$200 Answer from C3

Water metaphors are
used by those who
perceive THIS.

\$200 Question from C3

What is DANGER? [118]



\$300 Answer from C3

This THEORIST identified 5 MYTHS:

1. You can't fight city hall.
2. Our leaders know best.
3. You cannot legislate morality.
4. The more things change, the more they remain the same.
5. It doesn't make any difference who we elect; they're all the same.

\$300 Question from C3

Who is
Michael Parenti? [125]



\$400 Answer from C3

The 5 axioms/myths
developed in
the Parentian Approach all
have in common
THESE OUTCOMES.

\$400 Question from C3

What is,
They all encourage citizen
PASSIVITY and
CONFORMITY. [129]



\$500 Answer from C3

This MYTH proclaims
that Americans are called
upon to save the world.

(As embodied in a “Manifest
Destiny” theme.)

\$500 Question from C3

What is the MESSIANIC
MYTH? [131]



\$100 Answer from C4

These are the **FOUR** distinct images **WOMEN** must conform to in American society. Each of these images reinforces a stereotype of the “perfect” woman (but they also contradict each other).

\$100 Question from C4

What are

1. Loving Mother
2. Seductive Siren
3. Innocent (young) Ingenue
4. Professional (serious)

Woman [147]



\$200 Answer from C4

The development of
THIS is inevitable in a
gender-controlled
system.

\$200 Question from C4

What is a **BINARY**
DISCOURSE
SYSTEM? [138]



\$300 Answer from C4

In the Binary Discourse System, American society focuses on the _____ of women while propelling men toward the _____ image.

\$300 Question from C4

What are BEAUTY
and WAR? [157]



\$400 Answer from C4

According to the Marriage Metaphor in Politics, presidential candidates must COURT _____, MARRY _____ once elected and inaugurated, and HONEYMOON with _____.

\$400 Question from C4

Who/what are
VOTERS,
CONGRESS, and
THE MEDIA? [ch. 9]



\$500 Answer from C4

According to your text, a presidential “marriage” can end in **THESE** three ways.

\$500 Question from C4

What are,

1. Death in office;
2. Replacement by a new suitor (one-term presidency); or
3. Removal from office (following impeachment—or the threat of impeachment). [178]



\$100 Answer from C5

These are Hahn's 8
“real media biases.”

\$100 Question from C5

What are,

1. What makes money;
2. The visual;
3. The contemporary & the immediate;
4. The status quo;
5. The assumptions of American society;
6. Fairness & balance;
7. Bad news; and
8. Certain ways of covering stories. [38-48]



\$200 Answer from C5

Richard Dreyfuss
declared these to be “the
non-partisan bases for
democracy.”

\$200 Question from C5

What are:

1. Reason,
2. Logic,
3. Clarity,
4. Dissent,
5. Civility, and
6. Debate.



\$300 Answer from C5

“THE GAME” (in class)
underscores the essential
clash between THESE TWO
approaches to human
interaction.

\$300 Question from C5

What are **COMPETITION**
and **COLLABORATION**?



\$400 Answer from C5

These are the **THREE**
components that comprise
Lloyd Bitzer's theory of
the Rhetorical Situation.

\$400 Answer from H5

What are

1. Audience;
2. Constraints; and
3. Exigence.



\$500 Answer from C5

According to the theory of the
RHETORICAL
PRESIDENCY, these are the
THREE reasons the Executive
Branch has morphed from the
founder's original design.

\$500 Answer from H5

What are:

1. Changes in technology and transportation;
2. Changes in party organization and purpose;
3. Changes in the Climate of Expectations.



Final Jeopardy

According to Hahn, this is the “best way to predict revolutions.” [See ch. 4]



Final Jeopardy Answer

WHAT IS:

Compare the language of the government with the language of the people. (“If their definitions are too disparate, the situation is desperate.”) [70]

