

Details Questions

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 [Chapter 13 Transformation books](#)

McLuhan says Electronic Media involves

 [Chapter 13 Transformation Books](#)

McLuhan says Print Media involves

 [Chapter 14 Sociability Facebook](#)

In a study of how people use Facebook, the author found these uses and gratifications of users:

 [Chapter 14 Sociability Facebook](#)

In a study of how people use Facebook, the author found these uses and gratifications of users:

⋮ [Chapter 15 Shape Milk Cartons](#)

In Uruguay, milk is packaged in plastic bags

⋮ [Chapter 18 Nationalism American Flag](#)

According to Andrew Edgar & Peter Sedwick, nationalism takes into account: ethnic criteria, historic criteria, linguistic criteria, and political notions.

⋮ [Chapter 16 Diffusion Bagels](#)

In the Book, Communication Models to Study of Mass Communication, by Denis McQuail & Sven Windahl, four elements in process of innovation diffusion were shared: knowledge, persuasion, decision and confirmation.

⋮ [Tartan](#)

The authentic OSU Tartan plain has 4 colors.

⋮ [Tartan](#)

Some alumni may wear OSU tartan plaid apparel to show that they identify with OSU.

 [tartan](#)

OSU tartan products may be considered by many to be "authentic".

 [tartan](#)

OSU tartan products may only be purchased by students who hold a valid OSU ID.

 [tartan](#)

The colors of the OSU tartan include red and green.

 [Ch 17 Narrative](#)

The Uses and Gratifications approach was used by Berger to understand the popularity of Manga.

 [Ch 17 Narrative](#)

Berger said that people may use manga To obtain outlets for sexual drives in a risk-free manner.

 [Ch 17 Narrative](#)

Manga is

⋮ [Ch 17 Narrative](#)

Manga is

⋮ [Ch 17 Narrative](#)

From a Freudian psychoanalytic perspective, manga

⋮ [ch 17 narratives](#)

Examples of narratives include

⋮ [Chapter 1 Making Sense](#)

Rashomon is a 2014 American film by Akira Kurosawa and is set in 21st century Korea.

⋮ [Chapter 2 Making Sense](#)

In Roshomon, 4 different people give 4 very different versions of reality and we wonder:
Who is telling the truth?

⋮ [Chapter 2 Freudian Psychoanalytic](#)

It is vital for you to know the key buying motivation for your product or service.

⋮ [Chapter 1 Making Sense](#)

A theory is a way of seeing.

⋮ [Chapter 2 Freudian Psychoanalytic Approach](#)

Freud's Structural Hypothesis says that there are 14 forces at work in our psyche.

⋮ [Materialism & you](#)

By possessing certain brands we may come to feel that we are part of a brand community with which we identify.

⋮ [Materialism & you](#)

Materialism is the belief that only possessions will bring happiness.

⋮ [Japan, The U.S. & the Globalization of children's consumer culture](#)

Dolls and toys are not considered to be objects of international trade.

⋮ [Japan, The U.S. & the Globalization of children's consumer culture](#)

A recent trend internationally, is a shift towards increasing the production of toys that imitate the adult worlds of work & life.

⋮ [Chapter 3 Semiotic Approach](#)

Charles Sander Peirce called his theory semiotics.

⋮ [Chapter 3 Semiotic](#)

The Semiotic Theory approach to material culture

⋮ [Chapter 4 Sociological](#)

Sociological Theory:

⋮ [Chapter 4 Sociological Analysis](#)

"We are the 99 percent!"

⋮ [Chapter 7 Archaeological Theory](#)

Processual Theory stresses the importance of prediction

⋮ [Chapter 7 Archaeological Theory](#)

Processual Theory stresses the importance of quantification.

⋮ [Chapter 6 Cultural Theory](#)

Clotaire Rapaille wrote *The Culture Code: An ingenious Way to Understand People around the World*.

⋮ [Chapter 7 Archaeological](#)

Often, artifacts that archaeologists find & study have been considerably modified by natural processes.

⋮ [Chapter 7 Archaeological](#)

Cognitive Archaeology studies past ways of thought as inferred from material remains.

⋮ [Chapter 6 Cultural Theory](#)

According to Mary Douglas, objects & artifacts are chosen because they would not be tolerated in our “rejected” societies.

⋮ [Chapter 11 Globalization Coca-Cola](#)

Coca-Cola adopted the “classic” contour bottle in 2005 which differentiated Coca-Cola from other drinks since it was made from a special, high-impact plastic.

⋮ [Chapter 11 Globalization Coca-Cola](#)

In *Pop Iconology: Looking at the Coke Bottle*, it is stated that Coca-Cola is “the most widely recognized commercial product in the world”.

⋮ [Chapter 12 Identity Blonde Hair Dye](#)

The following are considered to be signs: garments, automobiles, dishes of cooked food, gestures, films and furniture.

⋮ [Chapter 9 Style Blue Jeans](#)

The clothes we wear send messages to others about ourselves.

⋮ [Chapter 9 Style Blue Jeans](#)

One of most intense current fashion wars is between lower-class & elite fashions.

⋮ [Chapter 10 Technology](#)

Smartphones are in use across the generations including users who are junior high school students and Senior citizens.

⋮ [Chapter 12 Identity Blonde Hair Dye](#)

It is not possible to “lie” with signs.

⋮ [Chapter 12 Identity Blonde Hair Dye](#)

Social scientists say that when we ask ourselves ‘Who am I?’ we are actually asking ‘To what group do I belong?’

⋮ [Chapter 11 Globalization Coca-Cola](#)

Drinking a coca cola from the classic contour bottle may represent

⋮ [Guest Lecture David Peters OSU Library](#)

Challenges faced by the OSU Archives include:

⋮ [Guest Lecture David Peters OSU Library](#)

Challenges faced by the OSU Archives include:

⋮ [Native American - Mosteller](#)

Potawatomi women wore

⋮ [Native American - Mosteller](#)

Potawatami women wore silver yokes

⋮ [chapter 5 economic theory](#)

ac cording to Marxist theory, the unequal distribution of goods leads to class conflict.

⋮ [chapter 5 economic theory](#)

According to Marxists, advertising is the main engine of consumer culture in capitalist societies.

⋮ [green](#)

In general, compliance means conforming to a rule, such as a specification, policy, standard or law.

⋮ [green](#)

A company is considered to be sustainable on the Environmental Performance Ruler when they

⋮ [Native Am Readings](#)

Most Native Americans named four points of the earth, the four directions of the compass--north, south, east, and west--and assigned a color to each one.

⋮ [Native Am Readings](#)

Each Native American group had its own set of meanings for colors and designs to use on ceremonial crafts.

 [chapter 8 Exchange Kula](#)

For the Kula, exchanges were based on detailed cultural codes that shaped the behavior of the participants

 [chapter 8 Exchange Kula](#)

The Law of Reciprocity is a central component of gift giving in only a few societies.

 [Chapter 11 Globalization Coca-Cola](#)

From a Marxist perspective, soft drinks are examples of the way Capitalist societies create false needs in people so they can be exploited.

 [Chapter 11 Globalization Coca Cola](#)

According to our textbook this semester, what you get when you choose Coca-Cola, is the personality or the “aura” of the drink generated by the enormous amount of advertising by Coca-Cola.

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