

**COMS 360 – Mass Communication
Final Exam Review**

1. C. Wright Mills
 - **Publics**
 - **Masses**
2. Unlimited Effects/Hypodermic Needle Theory
3. Elihu Katz
 - **Two-Step Flow of Communication**
 - **Opinion Leaders**
4. Tom Gunning
 - **Cinema of Attractions**
5. Max Horkheimer and Theodor W. Adorno
 - **The Culture Industry**
 - **False Consciousness/False Needs**
6. Leslie Regan Shade and Michael Lithgow
 - **Convergence**
 - **Conglomeration and Concentration**
 - **Cultural Sovereignty**
7. Jonathan Gray
 - **Risk Adversity**
 - **Golden Rules**
 - **Innovation—Imitation—Saturation**
8. Stuart Hall
 - **Representation**
 - **Sign**
 - **Interpretation**
 - **Denotation/Connotation**
9. Teresa de Lauretis
 - **Sexual Difference**
 - **Technologies of Gender**
 - **Interpellation**
 - **Sex-Gender System**
10. Naomi Klein
 - **Culture Jamming**

11. John Fiske
 - **Fandom**
 - **Shadow Cultural Economy**
12. Henry Jenkins
 - **Affective Economies**
 - **Media Convergence**
13. Mike Gasher, David Skinner, and Rowland Lorimer
 - **Globalization**
14. Alfred Hermida
 - **Ambient News**
 - **Ambient Journalism**
15. Danah Boyd
 - **Social Convergence**