

## **STUDY GUIDE FOR J397 EXAM 2**

*The best way to use this study guide is to simply find the answers. They will be in lecture notes and readings. Don't try to memorize the answers. Try to understand them in the context in which you read them. The exam will still be multiple choice and true/false with 55 questions total.*

1. What are the reasons we value privacy?
2. Name and describe the four legal torts dealing with privacy.
3. What are the shortcomings of dealing with privacy as only a legal concept?
4. The courts have traditionally given a lot of leeway to the media in privacy cases. What is one of the most important ways this manifests itself?
5. Define philosopher Sissela Bok's approach to lying.
6. Define the various forms of lying discussed in lecture.
7. Explain the various elements of libel law including its forms.
8. What elements compose truth telling in journalism?
9. What are the questions a journalist must ask prior to using deception to get a story?
10. Explain in detail the Qualified Expectation of Reality test.
11. What is the "Pregnant Bruce Willis Test."
12. What constitutes social responsibility in Public Relations?
13. What approaches can PR use to inform the public of their social responsibility efforts?
14. What is professionalism, what are its characteristics and how has it historically developed?
15. What are the criteria need for an occupation to become a profession?
16. What are the most common unethical actions taken by PR professionals?
17. How did Amnesty International get free publicity for its Beijing Olympics advertising campaign?

18. What are some of the techniques PR uses to avoid telling the truth?
19. What are the benefits of advertising in our society?
20. What are the major problems with advertising delineated in class?
21. What is Moral Myopia?
22. What are some examples of stereotyping used in lecture?
23. What is pornography as defined by the Supreme Court?
24. What are the various principles usually cited for restricting speech-caused harm?
25. Can a “good cause” be used as an excuse for potentially offending a segment of your public?
26. What were some of the examples used in class to demonstrate that humor can help mitigate potentially offensive images?