

Name: _____ Date: _____

Dissecting Mass Media: A Pop Culture Analysis Quiz for College

How do subcultures transform into commodities? Apply semiotic and sociological lenses to analyze the evolution of modern media and identity.

1. The global popularity of the 'Dark Academia' aesthetic primarily reflects a yearning for institutional belonging while critiquing the high cost of elite education. This dualistic interpretation is an example of which analytical framework?

- A. Cultivation Theory
- B. Encoding/Decoding Theory
- C. Technological Determinism
- D. The Agenda-Setting Function

2. In the context of the 'Attention Economy,' the monetization of user-generated content on platforms like Twitch represents the 'Prosumer' phenomenon, blurring the lines between producer and consumer.

- A. True
- B. False

3. The process by which subcultural symbols, such as punk safety pins or streetwear, are stripped of their original political meaning to be sold as mainstream fashion is known as _____.

- A. Cultural Lag
- B. Intertextuality
- C. Commodity Incorporation
- D. Pastiche

4. When analyzing the 2024 'Cottagecore' resurgence through a Marxist lens, the trend is best viewed as:

- A. A genuine return to pre-industrial labor methods
- B. An escapist fantasy that masks the alienating nature of modern digital labor
- C. A symbolic celebration of the urban working class
- D. The natural progression of agricultural technology

5. In media studies, the concept of _____ refers to the way a text's meaning is shaped by another text, such as how 'The Lion King' references 'Hamlet.'

- A. Hyperreality
- B. Intertextuality
- C. Parasociality
- D. Convergence

6. Jean Baudrillard's concept of 'Hyperreality' suggests that in contemporary culture, the simulation or map has become more 'real' to the audience than the actual geographic or social reality it represents.

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- A. True
- B. False

7. Which term describes the psychological relationship where an audience member develops a one-sided sense of intimacy with a media personality, such as a YouTuber or Podcast host?

- A. Social Heuristic
- B. Parasocial Interaction
- C. Cognitive Dissonance
- D. The Male Gaze

8. When assessing the impact of a viral meme, a scholar utilizing _____ would focus on how the meme reinforces or challenges existing power structures and hierarchies.

- A. Formalism
- B. Quantitative Analysis
- C. Critical Theory
- D. Aestheticism

9. Cultural Hegemony suggests that the ruling class maintains power not through force, but by making their own values and beliefs the 'common sense' or default of the broader culture.

- A. True
- B. False

10. The use of an 'Anti-Hero' in modern prestige television—such as a character who commits crimes but remains the protagonist—challenges which traditional narrative convention?

- A. The Moral Polarization of the Hero's Journey
- B. The Three-Act Structure
- C. The Suspension of Disbelief
- D. Deus Ex Machina