1. AGENDA SETTING THEORY -Using premises associated with FRAMING, explain and give at least one example of how the media suggested that the Shop Around the Corner versus Fox Books was an important issue. (Think about selection, emphasis, exclusion & elaboration).
2. FACE NEGOTIATION THEORY - Ting-Toomey identifies three face concerns: self, other, and mutual. Identify the strategies Joe uses to save face when he first meets Kathleen at the bookstore and when he sees her at the party. Which of the face concerns does Joe demonstrate in each setting? Provide an explanation for your response.
3. SPEECH CODES THEORY - Philipsen's Theory of Speech Codes suggests that every culture has a unique speech code. What are the speech codes of the internet culture today? Using the speech codes you identified, create a sample email conversation that could have occurred in the film between Joe and Kathleen.
4. MUTED GROUP THEORY - Kramarae posits that women have been muted throughout history based on men's domination of language. Identify and apply one instance of Muted Group Theory evidenced in the film to one of the theory's premises. State and explain the premise, then provide an example from the film that illustrates that premise.
5. STANDPOINT THEORY - Wood argues that marginalized groups have more motivation to understand the perspective of those in power rather than the other way around. Provide an example from the film to illustrate this premise. Think about who is in power, who is marginalized and how.
6. GENDERLECT - Tannen identifies various differences in the way men and women communicate. Select two of the communication differences listed below. For each difference, provide a brief explanation of the difference and an example from the film to illustrate the difference. Be sure to explain how/why your example illustrates the difference: Connection vs. Status --- Rapport vs. Report --- Differences in Managing Conflict --- Understanding vs. Advice --- Intimacy vs. Independence --- Information vs. Feelings.
7. DIFFUSION OF INNOVATION -- Using the three factors that influence the adoption of innovations (technical compatibility, technical complexity, and perceived need), analyze Frank's attitude about using a typewriter instead of a computer. Based on adopter categories, how would you categorize Frank? Explain why.
8. USES AND GRATIFICATIONS THEORY - Uses and gratifications theory identifies two different types of media users: Ritualized users and instrumental users. Based on Kathleen's use of the computer, how would you characterize her as a user? Provide a rationale for your response.
9. SPIRAL OF SILENCE THEORY - Spiral of Silence Theory focuses on the growth and spread of public opinion, often maintaining that the views of the minority are silenced. Select any one of the premises associated with the theory. Provide a brief explanation of the premise, then provide an example from the film that illustrates the premise. Be sure you explain how/why the example supports or challenges the premise.