

CHAPTER 2

THE CRITICAL APPROACH

Multiple Choice

1. Which of the following is an example of what Karl Marx identified as *surplus value*?
 - a. A worker increases her rate of production but does not get a corresponding raise in pay.
 - b. A person works a second job because he has additional time in the evenings.
 - c. A company is owned by the workers who share equally in any profits the company makes.
 - d. An auto mechanic uses his skills in his free time to help his neighbor fix his car.

Answer: A (p. 61)

2. Which of the following envisioned popular culture as something that was administered from above as an instrument of social control?
 - a. Cultural Studies
 - b. The Frankfurt School
 - c. Karl Marx
 - d. All of the above

Answer: B(p. 70)

3. Which of the following rejected the distinction between high and low culture?
 - a. Cultural Studies
 - b. The Frankfurt School
 - c. Karl Marx
 - d. None of the above

Answer: A (p. 76)

4. The term used to describe a great deal of neo-Marxist theory and research based on the ideas of the Frankfurt School is:
 - a. Critical theory
 - b. Economic determinism
 - c. Semiotics
 - d. Social constructionism

Answer: A (p. 69)

5. Blake has decided that to truly address the problems in his organization, he (and other organization members) must understand and address communication issues in and around the organization, because he believes communication actually creates (not simply reflects) the realities in which we live. This approach is referred to as:
 - a. Historical materialism
 - b. Logical positivism
 - c. Pragmatism
 - d. Social constructionism

Answer: D (p. 84-85)

6. Which of the following modes of ownership and production did Marx *not* consider exploitative?
- a. Ancient
 - b. Feudal
 - c. Tribal
 - d. All of the above

Answer: C (p. 59)

7. The \$1 billion Facebook paid to acquire Instagram in 2012 was based on Instagram's:
- a. Common value
 - b. Exchange value
 - c. Surplus value
 - d. Use value

Answer: B (pp. 60-61)

8. Nintendogs is a Nintendo game in which you take care of, train, and bond with an adorable (virtual) puppy. The availability of everything, including virtual puppy ownership, to be bought and sold is a property of capitalism called:
- a. Commodification
 - b. Corporatization
 - c. Hegemony
 - d. Materialism

Answer: A (p. 61)

9. Important Frankfurt School members included all of the following, *except*:
- a. Max Horkheimer
 - b. Rudolf Carnap
 - c. Theodor Adorno
 - d. Walter Benjamin

Answer: B (p. 68)

10. Frankfurt School members were interested in all of the following, *except*:
- a. Examining the course that modernist, Enlightenment thought was taking in the 20th century
 - b. Fostering of social change
 - c. Examining the nature of knowledge itself
 - d. Uncovering immutable truths

Answer: D (pp. 68-69)

11. According to the Frankfurt School, the culture industry affects consumerism through advertising by:
- a. Arguing that all needs are capable of fulfillment
 - b. Never leaving the customer alone
 - c. Predetermining needs

- d. All of the above

Answer: D (p. 70)

12. Frankfurt School members were most concerned about the growing dominance of which type of reasoning?

- a. Emotional
- b. Instrumental
- c. Progressive
- d. Reflective

Answer: B (p. 73)

13. *McDonaldization*, the term used to describe the proliferation of prepackaged, instant, easily consumable products and lifestyles, would be associated most closely with which of the following concepts?

- a. The cultural studies' systems of representation
- b. The Frankfurt School's culture industry
- c. Marx's economic determinism
- d. None of the above

Answer: A (p. 80)

14. Culture jamming, the practice of using corporate advertising against the corporations by reworking the meaning of the advertisement, is understood best from which of the following schools of critical theory?

- a. Cultural studies
- b. Frankfurt School
- c. Karl Marx
- d. None of the above

Answer: A (p. 79)

15. According to cultural studies, people with more _____ have greater influence over the meaning construction process and are better able to get others to share in their view of the world.

- a. Cultural capital
- b. Economic resources
- c. Social trust
- d. Political clout

Answer: A (p. 80)

16. According to the communicative construction of organization approach, which of the following forms of communication is (are) able to shape organizational members' behavior in significant ways?

- a. Annual report
- b. Organizational mission statement
- c. One-on-one conversation
- d. All of the above

Answer: D (p. 85)

17. Which of the following is (are) a political site(s)?

- a. The Coca-Cola Company
- b. Greenpeace
- c. Fellowship Church
- d. All of the above

Answer: D (p. 87-88)

18. According to the critical perspective, organizations are:

- a. Entities constructed by powerful capitalists in order to increase wealth
- b. Political sites in which competing interests are equally represented
- c. Institutions that are key in the development of our identities
- d. Sites in which ethics are generally irrelevant
- e. Answer: C (pp. 84-91)

19. Which of the following criteria is (are) important for ethical communication?

- a. Communication focuses on recognizing one common organizational reality.
- b. Communication promotes agreement amongst different organizational stakeholders.
- c. Communication promotes individual and relational growth amongst organization members.
- d. All of the above

Answer: C (p. 91)

20. The ideology of work/life balance, as promoted by corporations, can create discursive closure by:

- a. Highlighting the importance of work
- b. Equating life with family
- c. Making individuals responsible for the balance
- d. All of the above

Answer: D (p. 88)

True/False

21. A Sandals resort vacation is an example of how the “culture industry” operates to rationalize a product or experience.

Answer: T (pp. 71-72)

22. According to cultural studies, popular culture, which includes phenomena such as movies based on comic books or the music of Britney Spears, is a source of serious objects of study.

Answer: T (p. 76)

23. According to the Frankfurt School, how we see reality depends on the ideas of those who control the means of production. In other words, the ruling material force in society is the ruling intellectual force.
Answer: F (p. 68)
24. According to Marx, capitalism would naturally evolve into socialism.
Answer: T (p. 65)
25. According to all three schools of thought (Marx, Frankfurt School, and cultural studies), there is always and inevitably resistance to capitalist control.
Answer: F (p. 82)
26. For the most part, organizations do not exercise power coercively but engage in unobtrusive control.
Answer: T (p. 86)
27. Discursive closure extends the ways in which people can think, feel, experience, speak, and act in their organizations.
Answer: F (p. 88)
28. In organizational decision making, the choice of one set of ethics over another is most often based on its ethical superiority.
Answer: F (p. 91)
29. The approach that explores the ways in which economics, culture, and politics interact to create social reality is called Marxism.
Answer: F (p. 69)
30. Typology is the scientific study of systems of representation that focuses on the relationship, and difference, between one sign and other signs in the same system.
Answer: F (p. 77)

Fill in the Blank

31. The spread of corporate ideologies and discourses to every aspect of our lives, including who we are as human beings has been labeled _____.
Answer: corporate colonization (p. 88)
32. In the system of _____, workers are “expropriated”; because they do not own the means of production, they must sell their labor power in order to survive.
Answer: capitalism (p. 58)
33. Members of the Frankfurt School were interested in what they termed the _____ : the mass production of popular culture, administered from above, that creates needs in people that they would not otherwise have.
Answer: culture industry (p. 70)

34. Researchers in the _____ tradition take popular culture as a serious object of study, examining the complex ways in which it structures social reality.

Answer: cultural studies (p. 76)

35. A group maintains _____ when it is able to create a worldview that other people and groups actively support, even though that worldview may not be in their interests.

Answer: hegemony (p. 86)

36. Marx's theory of _____ analyzes history according to different modes of production.

Answer: historical materialism (p. 59)

37. The source of profit for the capitalism is the difference between the value of the labor power as purchased and the action value produced by the laborer, which Marx refers to as _____.

Answer: surplus value (p. 61)

38. _____ is a system of attitudes, beliefs, ideas, perceptions, and values that structure reality.

Answer: ideology (p. 63)

39. The idea that the nature of society is causally determined by its economic foundation is called _____.

Answer: economic determinism (p. 69)

40. The work of _____ is a common thread that runs through all the variations of the critical approach.

Answer: Karl Marx (p. 57)