

7. Explain any one of “Advertising’s Fifteen Basic Appeals” from the article by Jib Fowles. (4 points)

8. In Kenneth Johnson’s article, “Epistemology and Responsibility of the Mass Media,” he describes the process by which a news story gets reported. This is an example of which process that we’ve discussed as a key principle in General Semantics? (4 points)

9. In Lee’s “General Semantics and Public Speaking: Perspectives on Rhetoric Comparing Aristotle, Hitler, and Korzybski,” who is credited with this statement: *Propaganda should not be in the least respectable; nor should it be mild or humble; it should be successful.* (3 points)
 - a. Aristotle
 - b. Heidigger
 - c. Korzybski
 - d. Goebbels

10. In Lee’s “General Semantics and Public Speaking: Perspectives on Rhetoric Comparing Aristotle, Hitler, and Korzybski,” whose concern is stated as: *How can I talk about the events of this world so that my talk evaluates them properly?* (3 points)
 - a. Aristotle
 - b. Hitler
 - c. Korzybski
 - d. Goebbels

11. Lee claims that Aristotle’s and Hitler’s rhetorical approaches each began with this question: (3 points)
 - a. How can we best inform the masses such that they form an enlightened democracy?
 - b. How can we persuade others to think as we do and act as we would have them act?
 - c. How can we control all means of mass communication?
 - d. How is it that our social structures have not progressed at the rate of our technology?

12. In the video “Toxic Sludge is Good for You,” how would you describe the point of view of the filmmakers? (3 points)