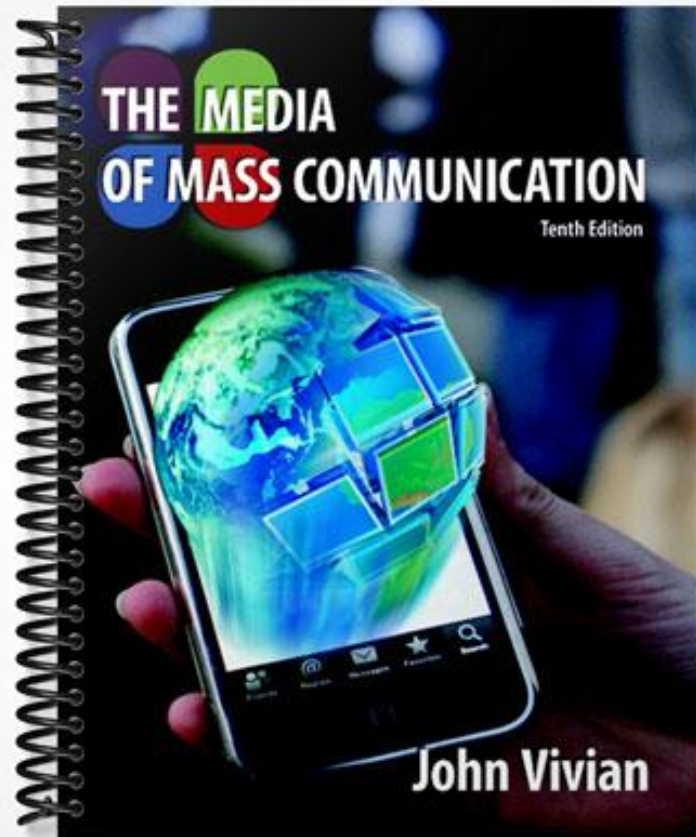


**TEST BANK**



# **Test Bank**

*for*

Vivian

# **The Media of Mass Communication**

Tenth Edition

*prepared by*

Keith Goldschmidt  
*University of West Florida*

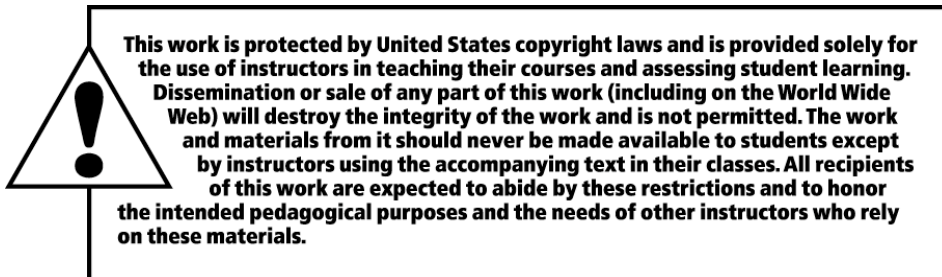
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## Chapter 1 Mass Media Literacy

### 1.1 Multiple-Choice Questions

1) Media in the 1860s helped spread information about slavery through

- A) advertisements on railroad cars.
- B) television, radio and movies.
- C) magazines and billboards.
- D) printed publications, such as newspapers and books.

Answer: D, Topic: Great Moral Issues

Page Ref: 2, 3

2) Media researchers at Ball State University found that people are intentionally involved in a media activity for \_\_\_\_\_ percent of their waking hours.

- A) 1
- B) 10
- C) 30
- D) 60

Answer: C, Topic: Media Ubiquity

Page Ref: 3

3) Traditionally, mass communication is defined as the technology-assisted transmission of messages to

- A) print journalists.
- B) interpersonal audiences.
- C) mass audiences.
- D) only niche audiences.

Answer: C, Topic: Media Ubiquity

Page Ref: 4

4) According to the research firm Veronis Suhler Stevenson, the media most often used daily is

- A) music.
- B) magazines.
- C) television.
- D) newspapers.

Answer: C, Topic: Media Ubiquity

Page Ref: 4

5) Mass media have become so integrated into people's lives that \_\_\_\_\_ is common.

- A) mainstreaming
- B) media multitasking
- C) writing letters
- D) niche casting

Answer: B, Topic: Media Ubiquity

Page Ref: 4

6) One of the four media functions is to

- A) inform.
- B) irritate.
- C) instigate.
- D) initiate.

Answer: A, Topic: Media Ubiquity

Page Ref: 5

7) On most days, the most-listened-for item in morning newscasts is

- A) sports.
- B) consumer news.
- C) crime news.
- D) the weather.

Answer: D, Topic: Media Ubiquity

Page Ref: 5

8) The mass media inform through

- A) demassification.
- B) news stories and advertisements.
- C) recorded music.
- D) conglomeration.

Answer: B, Topic: Media Ubiquity

Page Ref: 6

9) The most obvious form of mass media intended to persuade is

- A) interpersonal.
- B) satellite.
- C) newspaper.
- D) advertising.

Answer: D, Topic: Media Ubiquity

Page Ref: 6

10) English thinker John Milton is known for this concept about exposure to competing ideas known as

- A) entertainment-information.
- B) the marketplace of ideas.
- C) persuasion.
- D) the media market.

Answer: B, Topic: Media Ubiquity

Page Ref: 6

11) Newspaper, radio, television and magazine companies cannot survive unless they

- A) deliver an audience to advertisers.
- B) provide the latest news.
- C) offer low subscription rates.
- D) serve the government.

Answer: A, Topic: Media Ubiquity

Page Ref: 6

12) Media literacy is defined as having

- A) access to all forms of media.
- B) competence or knowledge about mass media.
- C) a stake in the media landscape.
- D) read the media textbook.

Answer: B, Topic: Media Ubiquity

Page Ref: 6

13) The most visible information delivered by mass media is

- A) personal opinion.
- B) news.
- C) advertising messages.
- D) television listing.

Answer: B, Topic: Media Ubiquity

Page Ref: 6

14) If Jill walks through a mall and notices the background music playing through the loudspeakers, she is demonstrating

- A) intelligence.
- B) a sophisticated shopping strategy.
- C) media literacy.
- D) in-depth knowledge of the music industry.

Answer: C, Topic: Media Ubiquity

Page Ref: 6, 7

15) Most of our media exposure is

- A) through the media products we purchase.
- B) invisible or unnoticed at a conscious level.
- C) through billboards.
- D) expensive.

Answer: B, Topic, Media Ubiquity

Page Ref. 7

16) One of the traditions of U.S. journalism that was born in the Constitution is that it

- A) should always be inexpensive for readers.
- B) offers space for advertisers to reach customers.
- C) provides politicians a venue to speak uncensored to the citizenry.
- D) serves as a watchdog of government on behalf of the people.

Answer: D, Topic: Media Ubiquity

Page Ref. 8

17) Feedback is important in interpersonal and small group communication because

- A) it affirms the message is correct.
- B) it provides immediate response.
- C) it demonstrates expertise on a subject.
- D) it means the receiver agrees with the message.

Answer: B, Topic: Human Communication

Page Ref: 9



18) One characteristic that distinguishes mass communication from interpersonal and group communication is the

- A) content of the message.
- B) lack of immediate feedback.
- C) ability of the receiver of the message to understand it.
- D) length of the message.

Answer: B, Topic: Human Communication

Page Ref: 9

19) In order for something to be categorized as group communication, the audience must

- A) consist of more than 10 people.
- B) not be able to provide immediate feedback.
- C) be larger than one, all within earshot.
- D) be a homogeneous group.

Answer: C, Topic: Human Communication

Page Ref. 9

20) Mass media help connect communities by

- A) distorting reality to disgust the audience.
- B) manipulating audiences to accept the big lie.
- C) focusing on segment audiences within the population.
- D) creating messages that become shared experiences.

Answer: D, Topic: Media and Society

Page Ref: 10

21) When President Franklin Roosevelt talked to the nation in real time over national radio during the Great Depression of the 1930s, he demonstrated the mass media's ability to

- A) sound intelligent.
- B) unify the country through messages of shared experiences.
- C) make a profit on political messages.
- D) shun advertisers.

Answer B, Topic: Media and Society

Page Ref: 10

22) Television became a societal unifier because

- A) huge audiences converged on networks, all promulgating the same cultural fare.
- B) it confined people to their homes at the same time of day.
- C) TV sets were manufactured in the United States.
- D) it allowed people to choose from different types of media.

Answer: A, Topic: Media and Society

Page Ref: 11

23) This publication, launched in 1982, offered readers a “first-person” tone and enhanced graphic features.

- A) *The New York Times*
- B) *The Dallas Morning News*
- C) *USA Today*
- D) *Rolling Stone*

Answer: C, Topic: Media and Society

Page Ref: 11

24) Which of the following media was among the first to demassify in the 1950s?

- A) broadcast television
- B) radio
- C) magazines
- D) newspapers

Answer: B, Topic: Media and Society

Page Ref: 12

25) Demassification has contributed to the growth of

- A) general-interest magazines.
- B) alternative media for narrow genres in the mass audience.
- C) mainstream media.
- D) media literacy.

Answer: B, Topic: Media and Society

Page Ref: 12

26) A term that entered the vocabulary in the 1980s to describe how the broadcast industry reaches niche audiences is

- A) fringe-casting.
- B) audience defragmentation.
- C) narrowcasting.
- D) cable mobility.

Answer: C, Topic: Media and Society

Page Ref: 12

27) With rare exception, the primary goal of most U.S. mass media is to

- A) make profits.
- B) provide news and information to the masses.
- C) entertain.
- D) provide an exchange of ideas.

Answer: A, Topic: Media finances

Page Ref: 13

28) A major revenue stream for American media is

- A) advertising.
- B) public relations.
- C) myopic profit orientation.
- D) editorial content.

Answer: A, Topic: Media Finances

Page Ref: 13

29) What advertisers are really paying the mass media for is

- A) prestige.
- B) access to potential customers.
- C) protection against financial stagnation.
- D) conglomeration.

Answer: B, Topic: Media Finances

Page Ref: 13

30) The book industry is unlike most other major media companies because

- A) its product contains in-depth information.
- B) it attracts audiences one reader at a time.
- C) it relies almost exclusively on direct sales for its revenue.
- D) it appeals to broad masses of people.

Answer: C, Topic, Media Finances

Page Ref: 13

31) The non-advertising part of a media product's content is called

- A) editorial content.
- B) infomercial.
- C) subscription.
- D) paid space.

Answer: A, Topic: Media Finances

Page Ref: 14

32) When the San Jose *Mercury News* ran a story about how car buyers can negotiate a better deal, enraged car dealers united to pull their advertising from the paper, thus attempting to control

- A) their advertising rates.
- B) editorial content.
- C) the newspaper's circulation.
- D) the size of their ads.

Answer: B, Topic: Media Finances

Page Ref: 14

33) The documentary *Fear and Favor* was considered controversial and was rejected by many corporate sponsors, television stations and networks because it

- A) heavily promoted responsible corporate advertising practices.
- B) was considered socialist propaganda.
- C) was narrated by Michael Moore.
- D) offered case after case of media kowtowing to powerful corporate interests.

Answer: D, Topic Mass Media Fear and Favor

Page Ref: 15

34) Which of the following media organizations relies in part on government funding?

- A) National Public Radio
- B) Home Box Office
- C) National Broadcasting Company
- D) *Time* magazine

Answer: A, Topic: Media Finances

Page Ref: 16

35) For most magazines, subscriptions are

- A) a minor revenue stream.
- B) a major revenue stream.
- C) the only revenue source.
- D) a new trend.

Answer: A, Topic: Media Finances

Page Ref: 16

36) Besides ticket sales, another source of revenue for Hollywood is

- A) popcorn sales.
- B) parking fees.
- C) awards shows.
- D) merchandise tie-ins, like Simpson toys.

Answer: D, Topic: Media Finances

Page Ref: 16

37) One of the difficulties Sam Zell faced when he purchased the *Chicago Tribune* was his lack of

- A) a personal fortune.
- B) ambition.
- C) knowledge of what constitutes great journalism.
- D) ties with the political class.

Answer: C, Topic: Media Finances

Page Ref: 17

38) Which controversial media mogul built News Corporation into one of the world's largest media empires?

- A) Jane Fonda
- B) Newt Gingrich
- C) Rupert Murdoch
- D) Tom Brokaw

Answer: C, Topic: Media Finances

Page Ref: 18

### 1.2 True/False Questions

1) Public figures like Michael J. Fox use the media to communicate their messages.

Answer: TRUE, Topic: Great Moral Issues

Page Ref: 2

2) The mass media theoretically enable people to participate in public affairs.

Answer: TRUE, Topic: Great Moral Issues

Page Ref: 3

3) A study at Ball State University found that people intentionally spend 30 percent of their waking hours with the media.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 3

4) The mass media are the vehicles through which messages are disseminated to mass audiences.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 3

5) Mass media have become so integrated into our lives that media multitasking is common.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 4

6) A brochure on meningitis given to incoming college students is a form of mass media.

Answer: TRUE, Topic Media Ubiquity

Page Ref: 5

7) People who use media, the industries who advertise in media and the companies built around media have a symbiotic relationship.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

8) The better your media literacy skills, the better equipped you are to deal with a deluge of media messages.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

10) Advertising is an important part of mass media's role as an entertainment source.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 6

11) The most visible mass-delivered information is news.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

12) Mass media are either strictly informational or strictly entertainment.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 6

13) Advertising is the only mass message that is persuasive.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 6

14) Before mass media, people created their own diversion, entertainment and amusement.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

15) The role of persuasion is especially important in a democratic society.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 6

16) People, in their contemporary lifestyles, need mass media, but industries do not.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 6

17) One measure of media literacy is awareness of the presence of media messages.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 7

18) Media literacy requires distinguishing between messages and the messenger.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 7

19) Intelligent use of the mass media requires assessing the motivation for a message.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 7

20) The different technologies on which media are shaped do NOT affect messages.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 7

21) In the U.S., mass media serve as a watchdog on behalf of the people against government misdeeds.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 8

22) Researchers have proven that video games cause violent crime.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 8

23) The role of the media in China is much different than it is in the United States.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 8

24) Feedback is defined as the response to a message.

Answer: TRUE, Topic: Human Communication

Page Ref: 9

25) Group communication involves an audience of more than one, all within earshot.

Answer: TRUE, Topic: Human Communication

Page Ref: 9

26) The most sweeping effect of mass media has been as a cultural unifier.

Answer: TRUE, Topic: Media and Society

Page Ref: 10

27) The mass media can help a society identify its values.

Answer: TRUE, Topic: Media and Society

Page Ref: 10

28) As on 9/11, the mass media can help connect people during times of crises.

Answer: TRUE, Topic: Media and Society

Page Ref: 11

29) The mass media trend today is to seek the largest possible mass audience.

Answer: FALSE, Topic: Media and Society

Page Ref: 11

30) Media coverage of Hurricane Katrina and even the Superbowl provide a shared cultural experience.

Answer: TRUE, Topic: Media and Society

Page Ref: 11

31) The media, in covering societal controversy, are divisive.

Answer: FALSE, Topic: Media and Society

Page Ref: 11

32) Demassification means that mass media are narrowing their audience focus.

Answer: TRUE, Topic: Media and Society

Page Ref: 11

33) Demassification has contributed to the growth of general-interest magazines.

Answer: FALSE, Topic: Media and Society

Page Ref: 12

34) The recent explosion in media sources has encouraged increased consensus-building.

Answer: FALSE, Topic: Media and Society

Page Ref: 12

35) Narrowcasting, as opposed to broadcasting, is the mass media seeking niche audiences.

Answer: TRUE, Topic: Media and Society

Page Ref: 12

36) Advertising generates most of the revenue for newspapers, magazines, radio and television.

Answer: TRUE, Topic: Media Finances

Page Ref: 13

37) Newspapers earn less from advertisers than readers.

Answer: FALSE, Topic: Media Finances

Page Ref: 13

38) Most U.S. mass media are profit-driven.

Answer: TRUE, Topic: Media Finances

Page Ref: 13

39) Advertisers have little impact on what messages are or are not spread by the media.

Answer: FALSE, Topic: Media Finances

Page Ref: 13

40) Advertisers buy access to the mass media's audiences.

Answer: TRUE, Topic: Media Finances

Page Ref: 13

41) The documentary *Fear and Favor* focused on the hands-off approach advertisers take to editorial content.

Answer: FALSE, Topic: Media People - Mass Media Fear and Favor

Page Ref: 14

42) A book succeeds or fails on direct sales.

Answer: TRUE, Topic: Media Finances

Page Ref.: 15

43) PBS and NPR derive most of their revenue from advertising.

Answer: FALSE, Topic: Media Finances

Page Ref: 15

44) Direct sales are the purest relationship between a media product and its audience.

Answer: TRUE, Topic: Media Finances

Page Ref: 15

45) Merchandise tie-ins are an insignificant revenue stream for Hollywood.

Answer: FALSE, Topic: Media Finances

Page Ref: 15

46) The reputation of the *Chicago Tribune* was sullied after being purchased by Sam Zell, who put politicians and advertising representatives on the board of editorial writers.

Answer: TRUE, Topic, Media Finances

Page Ref. 16

47) Robert Murdoch built one of the planet's largest media empires, which includes Fox television networks.

Answer: TRUE, Topic, Media Finances

Page Ref: 17

### 1.3 Completion Questions

1) The technology-assisted transmission of messages to mass audiences is known as \_\_\_\_\_.

Answer: mass communication, Topic: Media Ubiquity

Page Ref: 4

2) Simultaneous exposure to messages from different media is called \_\_\_\_\_.

Answer: media multitasking, Topic: Media Ubiquity

Page Ref: 4

3) The most visible information delivered by mass media is \_\_\_\_\_.

Answer: news, Topic: Media Ubiquity

Page Ref: 6

4) A form of message intended to persuade people to buy a product is called \_\_\_\_\_.

Answer: advertising, Topic: Media Ubiquity

Page Ref: 6



5) Before \_\_\_\_\_, people created their own diversion, entertainment and amusement.

Answer: mass media, Topic: Media Ubiquity

Page Ref: 6

6) The \_\_\_\_\_ is a concept that a robust exchange of ideas yields better consensus.

Answer: marketplace of ideas, Topic: Media Ubiquity

Page Ref: 6

7) In a (n) \_\_\_\_\_ society, the role of persuasion is especially important.

Answer: democratic, Topic: Media Ubiquity

Page Ref: 6

8) Industries have a symbiotic relationship with media because both need a(n) \_\_\_\_\_.

Answer: audience, Topic: Media Ubiquity

Page Ref: 6

9) When people are \_\_\_\_\_, they are aware of their media environment.

Answer: media literate, Topic: Media Ubiquity

Page Ref: 7

10) The U.S. Constitution implies that the news media should serve as a(n) \_\_\_\_\_ on behalf of the people against government misdeeds.

Answer: watchdog, Topic Media Ubiquity

Page Ref: 8

11) \_\_\_\_\_ requires an audience of more than one, all within earshot.

Answer: Group communication, Topic: Human Communication

Page Ref. 9

12) \_\_\_\_\_ is communication between two individuals.

Answer: Interpersonal communication, Topic: Human Communication

Page Ref: 9

13) The mass audience generally lacks the opportunity for immediate \_\_\_\_\_.

Answer: feedback, Topic: Human Communication

Page Ref: 9

14) Beginning with books, then newspapers and radio, the mass media helped the U.S. create a cultural\_\_\_\_\_.

Answer: identity, Topic: Media and Society

Page Ref: 10

15) The fragmentation of the mass audience into narrower segments is called \_\_\_\_\_.

Answer: demassification, Topic: Media and Society

Page Ref: 11

16) \_\_\_\_\_ is the term used by broadcast media to describe reaching for smaller, niche audiences.

Answer: Narrowcasting, Topic: Media and Society

Page Ref: 12

17) Mass media derive income either by selling their products directly to the audience or from\_\_\_\_\_.

Answer: advertising, Topic: Media Finances

Page Ref: 13

18) Advertisers buy time from the broadcast media and \_\_\_\_\_ from the print media.

Answer: space, Topic: Media Finances

Page Ref: 13

19) A(n) \_\_\_\_\_ is the term used to describe the various sources of income flowing into media.

Answer: revenue stream, Topic: Media Finances

Page Ref: 13

20) The non-advertising part of a media product's content is called \_\_\_\_\_.

Answer: editorial content, Topic: Media Finances

Page Ref: 14

#### 1.4 Matching Questions

Please match the terms with their definitions.

1) Marketplace of Ideas

2) Media literacy

3) Cultural identity

4) Mass communication

5) Demassification

A) Seeking narrower audiences

B) Knowledge about mass media

C) Sending of messages to many people

D) Free expression of competing ideas

E) Shared experiences

Answers: 1) D 2) B 3) E 4) C 5) A

Page Ref: 6, 9-11

#### 1.5 Essay Questions

1) The mass media are an information source, an entertainment source, a persuasion forum, and an influence in creating and unifying community. How would you rank these in importance? In your response, offer an example of each to support your ranking.

Page Ref: 5-6, Topic: Media Ubiquity

2) Please define media literacy and discuss three ways consumers could become more media literate.

Page Ref: 6-8, Topic: Media Ubiquity

3) Is the Internet a form of mass communication or interpersonal communication? Provide two detailed examples to support your position.

Page Ref: 9, Topic: Human Communication

4) Describe the role mass media play in a contentious, contemporary issue facing the United States and how they hinder or aid community consensus. Provide examples to support your position.

Page Ref: 11. Topic: Media and Society

5) Describe demassification and the reasons behind its development. Do you foresee further demassification as technology advances? Please provide examples.

Page Ref: 11-12, Topic: Media and Society

6) Name several mass media that don't rely solely on advertising revenue to stay in operation. What impact does this have on content? Provide examples to support your position.

Page Ref: 15-16, Topic: Media Finances

7) Discuss the benefits of three major revenue streams (sources of income) for media products. Provide detailed examples for each.

Page Ref: 13-16, Topic: Media Finances

## Chapter 2 Media Technology

### 2.1 Multiple-Choice Questions

1) During the 1864 presidential election, Thomas Nast's political cartoon played an influential role and was significant in the history of mass communication because it

- A) demonstrated that color cartooning had immense impact.
- B) demonstrated that humor had a place in politics.
- C) was the child of new printing technology called lithography.
- D) was the first cartoon for Nast, who became the most powerful political cartoonist of his time.

Answer: C, Topic: Turning Voters

Page Ref: 23

2) One defining characteristic of mass communication is it

- A) can easily survive without technological assistance.
- B) relies on technology.
- C) preceded technology.
- D) exists despite technological advances.

Answer: B, Topic: Media Technology

Page Ref: 23

3) When people communicate face-to-face, we call it

- A) mass communication.
- B) media.
- C) interpersonal communication.
- D) pedagogy.

Answer: C, Topic: Media Technology

Page Ref: 23

4) Traditional media products and new products are emerging from

- A) analog technology.
- B) landlines.
- C) digital technology.
- D) none of these.

Answer: C, Topic: Media Technology

Page Ref: 24

5) Photography and movies have relied on this technology throughout most of their history.

- A) chemical technology
- B) print technology
- C) electronic technology
- D) digital technology

Answer: A, Topic: Media Technology

Page Ref: 24