

Chapter 1 Mass Media Literacy

1.1 Multiple-Choice Questions

1) 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

2) 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

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3) According to the research firm Nielsen, the medium that is used much more per day than other media is

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

Answer: C, Topic: Media Ubiquity

Page Ref: 4

4) 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

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5) 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

6) 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

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7) The type of communication that occurs between two individuals, either by themselves or in a small group is

- A) mediated communication.
- B) meta-communication.
- C) interpersonal communication.
- D) symbiotic communication.

Answer: C, Topic: Mediated Communication

Page Ref: 5

8) An executive participating in a business meeting is engaged in

- A) group communication.
- B) industrial communication.
- C) intrapersonal communication.
- D) mediated communication.

Answer: A, Topic: Mediated Communication

Page Ref: 5

9) 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 more than one person and all be within earshot.
- D) be a homogeneous group.

Answer: C, Topic: Mediated Communication

Page Ref: 5

10) Mass communication involves sending a message to a great number of people

- A) who have paid or otherwise prepared to receive the message.
- B) who are together in the same location so they can receive the message.
- C) who are in widely separated locations.
- D) who have common interests that make them a viable target audience.

Answer: C, Topic: Mediated Communication

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11) 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: Mediated Communication

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12) Which of the following social media traits is NOT shared with earlier, traditional mass media?

- A) They reach millions of people in diverse locations.
- B) They inform, persuade, amuse, and enlighten users.
- C) They enable interactive dialogue among their users.
- D) They bring in millions of dollars of revenue for their owners.

Answer: C, Topic: Mediated Communication

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13) Unlike production for industrial media, the production of content for social media

- A) requires specialized skills, equipment, and training.
- B) is primarily done by paid professional staff members.
- C) is highly complicated, time consuming, and expensive.
- D) uses readily accessible and affordable software tools.

Answer: D, Topic: Mediated Communication

Page Ref: 8

14) The mass media were almost entirely “word-centric” for hundreds of years until

- A) libraries began using the Dewey Decimal System to categorize books.
- B) it became technologically possible to duplicate and distribute images.
- C) visual images became accepted as a form of communication as well as art.
- D) motion pictures were invented and accepted as a mass medium.

Answer: B, Topic: Literacy for Media Consumers

Page Ref: 8

15) The term “visual literacy,” which is now part of the broader concept of media literacy, became popular with scholars

- A) trying to explain the importance of prehistoric cave-paintings discovered in France.
- B) around 1850 in response to the invention and development of photography.
- C) about 1900 after motion pictures began to add movement to visual images.
- D) in the 1960s when the education products coordinator for Kodak wrote about it.

Answer: D, Topic: Literacy for Media Consumers

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16) Media literacy involves

- A) having access to all forms of media.
- B) knowledge about mass media and the application of critical thinking.
- C) your financial stake in the media landscape.
- D) the ability to read media textbooks.

Answer: B, Topic: Assessing Media Messages

Page Ref:10

17) Media literacy involves all of the following EXCEPT

- A) not confusing messages and messengers.
- B) understanding the limitations and possibilities of various media platforms.
- C) having a clear framework for the history and traditions of media.
- D) appropriately balancing the costs and benefits of various media messages.

Answer: D, Topic: Assessing Media Messages

Page Ref: 10

18) 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: Assessing Media Messages

Page Ref: 12

19) 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: Assessing Media Messages

Page Ref: 12

20) Someone who condemns a reporter for supporting a politician because she quotes that politician in a news story

- A) has effectively demonstrated their media literacy.
- B) has subconsciously revealed that they support the politician.
- C) has fallen into the error of judgment addressed in the cliché about shooting the messenger.
- D) has not adequately considered the editor's role in telling the reporter what to report.

Answer: B, Topic: Assessing Media Messages

Page Ref: 12

21) One of the traditions of U.S. journalism implied in the Constitution is that the mass media should report news and

- A) be inexpensive enough for consumers to afford..
- B) offer space so advertisers can reach their potential customers.
- C) provide politicians with a venue to speak uncensored to the citizenry.
- D) serve as a watchdog of government on behalf of the people.

Answer: D, Topic: Assessing Media Messages

Page Ref. 12

22) One of the four purposeful functions of mass communication is to

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

Answer: A, Topic: Purposeful Mass Communication

Page Ref:14

23) One of the four purposeful functions of mass communication is to

- A) patronize.
- B) persuade.
- C) promote.
- D)publicize.

Answer: B, Topic: Purposeful Mass Communication

Page Ref:14

24) One of the four purposeful functions of mass communication is to

- A) amuse.
- B) arouse.
- C) assail.
- D) assert.

Answer: A, Topic: Purposeful Mass Communication

Page Ref:17

25) One of the four purposeful functions of mass communication is to

- A) encapsule.
- B) energize.
- C) enlighten.
- D) envision.

Answer: C, Topic: Purposeful Mass Communication

Page Ref:17

26) The most visible form of information delivered by mass media is

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

Answer: B, Topic: Purposeful Mass Communication

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

- A) advertising.
- B) books.
- C) newspapers.
- D) television.

Answer: A, Topic: Purposeful Mass Communication

Page Ref: 17

28) English thinker John Milton advocated exposure to competing ideas as the best way to discover truth in a concept he termed the

- A) information-persuasion dichotomy.
- B) marketplace of ideas.
- C) information revelation function.
- D) media market.

Answer: B, Topic: Purposeful Mass Communication

Page Ref: 16

29) Intense rivalry between most successful media companies to reach the largest possible audience and beat out their competition

- A) is as old as the mass media themselves and continues to drive the media today.
- B) is no longer a part of the media environment as a result of the Internet.
- C) intensified and later began to fade during the 20th century.
- D) was an act staged by some unscrupulous media moguls to make more money.

Answer: C, Topic: Media and Society

Page Ref: 18

30) President Franklin Roosevelt's nationwide radio addresses rallying support for programs to combat the Great Depression demonstrated the mass media's ability to

- A) give equal time to opposing political viewpoints.
- B) unify the country by presenting common messages and shared experiences.
- C) make a profit by presenting political messages.
- D) combine information and entertainment.

Answer B, Topic: Media and Society

Page Ref: 18

31) Network television broadcasts became a nationwide societal unifier because

- A) they attracted huge audiences who all watched the same cultural fare.
- B) prime time viewing hours encouraged people to stay at home with their families.
- C) TV sets were manufactured in the United States and their sale created an economic boom.
- D) people could choose from a wide variety of different types of programming.

Answer: A, Topic: Media and Society

Page Ref: 18

32) This national newspaper, launched in 1982, offered readers a "first-person" tone and enhanced graphic features that set it apart from its competition.

- A) *The New York Times*
- B) *The Wall Street Journal*
- C) *USA Today*
- D) *Newsday*

Answer: C, Topic: Media and Society

Page Ref: 19

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

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

Answer: B, Topic: Media and Society

Page Ref: 19

34) Demassification has NOT contributed to the growth of

- A) general-interest magazines.
- B) alternative media for narrow genres in the mass audience.
- C) cable television networks.
- D) neighborhood and suburban weekly newspapers.

Answer: A, Topic: Media and Society

Page Ref: 19-20

35) A term coined in the 1980s to describe how the broadcast industry reaches niche audiences is

- A) fringe casting.
- B) frag casting.
- C) narrow casting.
- D) cable casting.

Answer: C, Topic: Media and Society

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