

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

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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

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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

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6) One of the four media functions is to

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

Answer: A, Topic: Media Ubiquity

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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

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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

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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

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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

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