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| 1. Feedback plays a bigger role in social media than it does in the conventional SMCR model of mass communication.​   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 16 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 4:15 PM | |

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| 2. In an industrial society, most people are engaged in agriculture-related work.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 12 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing media throughout history | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 4:23 PM | |

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| 3. The digital divide refers to the issues that make Internet access more readily available to some people and not to others.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | pg. 10 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing media throughout history | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 6/15/2017 9:10 AM | |

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| 4. Radio talk shows and televised news reports are considered forms of mass communication.​   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | pg. 15 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 4:28 PM | |

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| 5. Online computer games are considered a form of interactive communication.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | pg. 7 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Media in a changing world | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 4:31 PM | |

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| 6. The Copyright Term Extension Act of 1998 broadened the copyright protection enjoyed by writers, performers, artists, and songwriters.​   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 9 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Media in a changing world | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 4:33 PM | |

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| 7. On-demand options such as pay-on-demand movies and streaming video are examples of asynchronous communication.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | pg. 20 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 7/25/2017 9:45 AM | |

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| 8. ​Empowering the audience or user to produce media content as well as consume it, sometimes known as Web 2.0, also occurs in social media.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 18 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 11/14/2016 4:39 PM | | *DATE MODIFIED:* | 11/14/2016 4:41 PM | |

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| 9. ​Large-group communication usually involves fewer than a dozen people.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 17 | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 11/14/2016 4:43 PM | | *DATE MODIFIED:* | 11/14/2016 4:45 PM | |

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| 10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is a term usually associated with interactive media technology, such as the Internet and video games.   |  |  |  | | --- | --- | --- | |  | a. | analog media | |  | b. | new media | |  | c. | old media | |  | d. | technical communication |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 19 | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 11/14/2016 4:51 PM | | *DATE MODIFIED:* | 7/28/2017 8:18 AM | |

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| 11. ​ In which historical period did written communications emerge as a specialized function controlled by the ruling classes?   |  |  |  | | --- | --- | --- | |  | a. | ​ pre-agricultural society | |  | b. | ​ industrial society | |  | c. | ​ agricultural society | |  | d. | ​ information society |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 11 | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing media throughout history | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:01 PM | |

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| 12. You watch a movie on your television. According to the SMCR model, what role does your television set fulfill?   |  |  |  | | --- | --- | --- | |  | a. | Sender | |  | b. | Encoder | |  | c. | Decoder | |  | d. | Receiver |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 14 | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 7/25/2017 9:48 AM | |

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| 13. One of the transformations caused by the convergence of different media outlets would be \_\_\_\_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | the ability to stream Netflix on your PlayStation 3 | |  | b. | the ability to install a satellite dish in a rural environment | |  | c. | the ability to subscribe to a newspaper published in another state | |  | d. | the ability to watch both cable and broadcast television channels |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 7 | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Media in a changing world | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 7/25/2017 9:49 AM | |

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| 14. \_\_\_\_\_\_\_\_\_means users are not discriminated against based on the amount or nature of the data they transfer on the Internet.​   |  |  |  | | --- | --- | --- | |  | a. | ​ copyright | |  | b. | ​ unlimited streaming | |  | c. | ​ digital divide | |  | d. | ​ net neutrality |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 9 | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Media in a changing world | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:05 PM | |

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| 15. Starting at the level of the individual and moving out to society as a whole, one encounters a series of different types of communication that relate to the size of the group communicating. What is the correct order for this process from smallest to largest?   |  |  |  | | --- | --- | --- | |  | a. | national—individual—citywide—small group—international | |  | b. | community—individual—neighborhood—international—city | |  | c. | intrapersonal—interpersonal—small group—large group—mass media | |  | d. | small group—individual—intrapersonal—large group—international |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 16 | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 7/25/2017 10:51 AM | |

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| 16. Consumers’ ability to “time shift” programs using DVRs and Internet video and other situations that lack simultaneity is an example of:   |  |  |  | | --- | --- | --- | |  | a. | asynchronous communication | |  | b. | digital communication | |  | c. | synchronous communication | |  | d. | streaming communication |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 20 | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 7/25/2017 9:59 AM | |

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| 17. An electronic or mechanical system that links the source to the receiver is called a:   |  |  |  | | --- | --- | --- | |  | a. | ​ remote | |  | b. | ​ digital controller | |  | c. | ​ console | |  | d. | ​ channel |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 5 | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Media in a changing world | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:18 PM | |

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| 18. Identify two of the different negative effects critics claim television often has on viewing audiences.   |  |  | | --- | --- | | *ANSWER:* | Over the years, television has been criticized for its impacts on sexual promiscuity, racial and ethnic stereotypes, sexism, economic exploitation, mindless consumption, childhood obesity, smoking, drinking, and political apathy. The impact of television on violence is an enduring concern of  parents and policy makers alike. | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 9 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Media in a changing world | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 7/25/2017 10:53 AM | |

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| 19. How did the Guttenberg printing press revolutionize communication practices worldwide?​   |  |  | | --- | --- | | *ANSWER:* | It was the first device that could mass reproduce the written word, making the availability of written materials balloon.​ | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 12 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:39 PM | |

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| 20. Define interactive communication technology.   |  |  | | --- | --- | | *ANSWER:* | Interactive communication allows the user to modify and control a message as it is presented. Interactive communication technology is best defined as technology that incorporates feedback from users. Some examples of interactive technologies would be laptop computers, smart phones, interactive tablets like iPads, and other Internet-enabled mobile devices people use. | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 19 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing media throughout history | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 7/25/2017 10:55 AM | |

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| 21. Identify and explain each step of the SMCR model.​   |  |  | | --- | --- | | *ANSWER:* | ​Signal: the source of a message (the person speaking); Message: the specific content of what the signal is presenting; Channel: the way the signal communicates the message (for example, television and radio are two types of channels); Receiver: the individual who receives the message (the audience in mass media). | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 14 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:26 PM | |

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| 22.  Give two examples of Web 2.0 technologies.​   |  |  | | --- | --- | | *ANSWER:* | Examples could include blogs or micro-blogs such as Tumblr, social networking sites like Facebook and Myspace, online discussion forums, customizable music sites like Pandora, or social media like Twitter, Pinterest, and Instagram. | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 18 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:28 PM | |

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| 23. What was the original purpose of the Internet, and what is it used for today?​   |  |  | | --- | --- | | *ANSWER:* | The Internet was originally developed to support communication between weapons research labs in the wake of a nuclear holocaust, the Internet has evolved into a tool for entertainment, commerce, communication, and education. Big media corporations now compete for its content with citizen journalists, Facebook users, garage bands, and amateur video producers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 4 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Media in a changing world | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:32 PM | |

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| 24. How would you best define the concept of “technological affordance”?​   |  |  | | --- | --- | | *ANSWER:* | Affordances are the technical features of communication channels that allow their users to perform useful functions. For example, the Like button found in Facebook, a computer keyboard that can be used to input commands would be “affordances." Every communication technology has specific affordances.​ | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 19 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:34 PM | |

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| 25. What is the major difference or differences between broadcasting and narrowcasting?   |  |  | | --- | --- | | *ANSWER:* | Broadcasting tries to reach the largest possible audience. Narrowcasting is the practice of targeting content to smaller audiences. It involves dedicating communication channels to specific audience subgroups, or market segments. | | *POINTS:* | 1 | | *DIFFICULTY:* | Hard | | *REFERENCES:* | pg. 20 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *TOPICS:* | Changing conceptions of the media | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 7/28/2017 8:19 AM | |

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| 26. What does the term “information society” mean?​   |  |  | | --- | --- | | *ANSWER:* | It is a society in which the production, processing, distribution and consumption of information are the primary economic and social activities. In such a society, information work dominates the workforce. The dominant medium in an information society is the computer, though other Internet-compatible devices like smart phones and tablets are beginning to play a larger role.​ | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | pg. 3 | | *QUESTION TYPE:* | Objective Short Answer | | *HAS VARIABLES:* | False | | *NATIONAL STANDARDS:* | United States - AACSB: Communication - AACSB: Ethics | | *DATE CREATED:* | 9/14/2016 1:25 PM | | *DATE MODIFIED:* | 11/14/2016 5:37 PM | |