**Chapter 1: Mass Communication: A Critical Approach**

**True/False**

1. According to the textbook, the mass media are cultural industries that help articulate and distribute a society’s values. (T)

2. The manuscript culture that existed between 1000 b.c.e. and the mid-fifteenth century primarily served the ruling classes. (T)

3. With the coming of the printing press, the printed newspaper became the first mass-marketed product in history. (F)

4. Gutenberg played an active role in the transition from oral to written culture. (F)

5. The printing press fostered the rise of tribal communities. (F)

6. According to the textbook, media convergence has two very different meanings. (T)

7. Postmodern cultural values include working efficiently and believing in a rational order. (F)

8. The computer was the first electronic medium. (F)

9. The senders of messages often have little control over how their messages will be received. (T)

10. The meaning of a message can be affected by the receiver’s gender, age, education level, ethnicity, and occupation. (T)

11. High culture is the same as popular culture. (F)

12. The “culture as map” metaphor distinguishes between high culture and low culture. (F)

13. Researchers do not all agree on whether watching violent TV shows makes viewers more likely to commit violent acts than not watching such TV shows. (T)

14. The goal of scientific social research is to develop testable hypotheses, gather data, and determine whether the data verify the hypotheses. (T)

15. Content analysis is a tool of the social scientific approach. (T)

16. The Progressive Era is another name for the postmodern period. (F)

17. Those who consult research to acquire media literacy should concentrate on either cultural studies or social scientific studies. (F)

18. In the textbook’s comparison of two types of research about cancer news coverage, the social scientific approach focused on interpretation of the content of the media stories. (F)

19. The critical process consists of describing, analyzing, interpreting, evaluating, and engaging with mass media. (T)

**Multiple Choice**

*Note: The correct answer is asterisked.*

20. Some ancient philosophers thought that

A. Written communication was superior to oral communication

B. Oral communication was superior to written communication\*

C. There was no difference between the two types of communication

D. Written communication would lead to a postmodern culture

21. Which of the following was a direct result of the printing press?

A. The rise of the middle class

B. The concept of nationalism

C. A decline in the power of religious authority

D. All options are correct\*

22. For the first time in mass media history, the speed of communication surpassed the speed of transportation with the development of

A. Radio

B. The Internet

C. The movable press

D. The telegraph\*

E. The sound-recording cylinder

23. The electronic era really took off with the widespread use of what?

A. Radio

B. Television\*

C. The Internet

D. The telegraph

24. The linear communication model can be criticized on the grounds that

A. It assumes that culture is hierarchical

B. It asserts that audiences create their own meanings from messages sent

C. It suggests an active, unified sender and a passive receiver\*

D. It conforms too closely to the EPS model

25. Which of the following is *not* a value that the textbook associates with “postmodern culture”?

A. Resistance to ideas such as “high” and “low” culture that set hierarchies of taste

B. An emphasis on the fragmentation and mixing of cultural styles

C. Increased faith in science due to technological and scientific advances\*

D. A tendency to embrace and even celebrate paradox

E. All options are associated with postmodern culture

26. Postmodern values include which of the following?

A. A belief in rational order

B. Working efficiently

C. Diversifying and recycling culture\*

D. Rejecting tradition

E. No option is correct

27. Which of the following does the book associate with postmodern culture?

A. *The Matrix*\*

B. The *New York Times*

C. The Gutenberg Bible

D. All options are correct

E. No option is correct

28. Which of the following statements does *not* represent part of the traditional mass culture critique aimed against popular culture?

A. Popular culture inhibits political discourse and social change

B. Popular culture translates classic works into simplistic forms

C. Popular culture debases our taste for finer culture

D. Popular culture undermines the elite and offers some potential for a multicultural democracy\*

29. What is one main meaning of the term *media convergence*?

A. The technological merging of content on different mass media, such as songs being available on cell phones\*

B. The appropriation of American products by foreign advertisers

C. The diversification of various media holdings—such as cable connections, phone services, television transmissions, and Internet access—into separate companies

D. All options are correct

30. The textbook describes three stages in the emergence of a media innovation. Which of the following is *not* one of them?

A. Mass media stage

B. Novelty or development stage

C. Entrepreneurial stage

D. Consumer stage\*

**Fill in the Blank**

31. The five major phases in communication history include the \_\_\_\_\_\_\_\_\_\_, written, print, electronic, and digital periods. (oral)

32. The telegraph was the first media development to break the connection between transportation and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. (communication)

33. The electronic era really took off in the 1950s and 1960s, with the arrival of \_\_\_\_\_\_\_\_\_\_\_. (television)

34. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the technological merging of content in different mass media. (One form of media convergence)

35. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ model seeks to develop and test theories about how the media affect individuals and society in measurable ways. (social scientific)

36. The stages in the development of most new mass communication industries are called the \_\_\_\_\_\_\_\_\_\_\_ stage, the entrepreneurial stage, and the mass medium stage. (novelty *or* development)

**Essay**

37. Explain why the printing press is considered one of the most important developments in mass media history.

38. Explain why it is more accurate to think of culture as a map rather than a ladder or hierarchy.

39. Name three ways in which high culture differs from popular culture.

40. Using your own familiar or favorite example from popular media (a hip-hop or alternative rock song, a TV show, a magazine), explain how it works as culture.

41. Explain media convergence. Be sure to address the two main definitions discussed in the textbook.

42. Compare and contrast the linear model and the cultural model approaches of understanding media literacy.

43. Explain the three stages in the development of a new mass medium.

**Chapter 2: Books and the Power of Print**