

Chapter 1: Living in a Media World: An Introduction to Mass Communication

Test Bank

Multiple Choice

1. What is “fake news?”

- A. exaggerated news that is presented in a satirical form
- B. news that is false because of either error or deliberate fabrication
- C. news that a media critic doesn't like
- D. all of these

Ans: D

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: New Chapter-Opening Vignette

Difficulty Level: Medium

2. News is likely to break on _____.

- A. social media
- B. broadcast television
- C. cable news
- D. newspapers

Ans: A

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Knowledge

Answer Location: Levels of Communication

Difficulty Level: Easy

3. Twitter is a part of a growing type of online media known as which of the following?

- A. file sharing
- B. social media
- C. SMCR
- D. pre-media networking

Ans: B

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Knowledge

Answer Location: Levels of Communication

Difficulty Level: Easy

4. _____ is a mass communication channel.

- A. E-mail
- B. The Web
- C. A cell phone

D. A fax

Ans: B

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Comprehension

Answer Location: The Channel

Difficulty Level: Medium

5. Mass communication is an example of which type of one-on-many communication?

A. one receiver to many senders

B. one sender to many receivers

C. one receiver with many messages

D. one sender with many messages

Ans: B

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Comprehension

Answer Location: The Sender

Difficulty Level: Medium

6. A message being sent through the media must be _____ before it can be transmitted.

A. encoded

B. decoded

C. channeled

D. reprocessed

Ans: A

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Knowledge

Answer Location: The Message

Difficulty Level: Easy

7. In a television news broadcast, the sender would be which of the following?

A. the news anchor

B. the large media company that owns the station

C. the sources the anchor is interviewing

D. all of these

Ans: D

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Comprehension

Answer Location: The Sender

Difficulty Level: Medium

8. Which of the following was the world's first major communication network?

A. a gossip chain

B. early newspapers

C. the telegraph

D. the Roman Catholic Church

Ans: D

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Knowledge

Answer Location: Before Print: Pre–Mass Media Communication Networks

Difficulty Level: Easy

9. Which communication technology was first experimented with in the 1960s and 1970s?

- A. printing
- B. radio
- C. television
- D. computer networks

Ans: D

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Knowledge

Answer Location: Online and Mobile Media: Interactive Communication

Difficulty Level: Easy

10. In the late 1970s and early 1980s, the yellow ribbon was a symbol for which of the following causes?

- A. remembering the U.S. embassy hostages in Iran
- B. supporting the U.S. troops in the war on terror
- C. promoting AIDS awareness
- D. promoting breast cancer awareness

Ans: A

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Knowledge

Answer Location: Television News Goes 24/7

Difficulty Level: Easy

11. _____ has an average weekly audience of approximately 14 million.

- A. The Rush Limbaugh Show
- B. CNN
- C. Fox News
- D. The Daily Kos

Ans: A

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Knowledge

Answer Location: The Seven Secrets About the Media “They” Don’t Want You to Know

Difficulty Level: Easy

12. The book *Seduction of the Innocent* was about the dangers of which of the following types of media?

- A. online pornography
- B. crime and horror comic books
- C. violent movies

D. indecent rap videos

Ans: B

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Knowledge

Answer Location: The Seven Secrets About the Media “They” Don’t Want You to Know

Difficulty Level: Easy

13. The DC Comics movie *Wonder Woman* was the first modern superhero movie to _____.

A. earn more than \$400 million

B. feature a character created during the World War II era

C. be directed by and star a woman

D. lose half of its cost of production because of terrible box office

Ans: C

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Knowledge

Answer Location: The Message

Difficulty Level: Easy

14. One major change in society brought about by the prevalence of smartphones and other mobile devices is that _____.

A. online media exists everywhere we go

B. young people rarely talk directly to each other

C. even during times of disaster, such as hurricanes, people have a reliable form of communication

D. wealthy adults are the most likely to use a smartphone as their exclusive way to access the Internet

Ans: A

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Analysis

Answer Location: Media Transformations: When Media Connect Us to the Most Remote Places on Earth

Difficulty Level: Medium

15. A face-to-face conversation that Jasmine has with Christina would be called which of the following types of communication?

A. intrapersonal communication

B. interpersonal communication

C. group communication

D. mass communication

Ans: B

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: Interpersonal Communication

Difficulty Level: Medium

16. An e-mail that you send to your mother telling her you could really use some homemade cookies would be called which of the following types of communication?

- A. intrapersonal communication
- B. interpersonal communication
- C. group communication
- D. mass communication

Ans: B

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: Interpersonal Communication

Difficulty Level: Medium

17. Luis has just woken up. He debates within his own head whether he would rather sleep in or attend his early morning class. Luis has been using which of the following types of communication?

- A. intrapersonal communication
- B. interpersonal communication
- C. group communication
- D. mass communication

Ans: A

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: Intrapersonal Communication

Difficulty Level: Medium

18. Felicia is attending a concert in a coffee house. She is engaging in which of the following types of communication?

- A. intrapersonal communication
- B. interpersonal communication
- C. group communication
- D. mass communication

Ans: C

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: Group Communication

Difficulty Level: Medium

19. Jamal is reading a novel by John Green. He is engaging in which of the following types of communication?

- A. intrapersonal communication
- B. interpersonal communication
- C. group communication
- D. mass communication

Ans: D

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: Mass Communication

Difficulty Level: Medium

20. Andy is watching an episode of the animated series *Bob's Burgers* streaming on the Internet. He is engaging in which of the following types of communication?

- A. intrapersonal communication
- B. interpersonal communication
- C. group communication
- D. mass communication

Ans: D

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: Mass Communication

Difficulty Level: Medium

21. In a television news broadcast, the receiver would be which of the following?

- A. the news anchor
- B. the large media company that owns the station
- C. the sources the anchor is interviewing
- D. a family having dinner while the television news program is on

Ans: D

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Comprehension

Answer Location: The Receiver

Difficulty Level: Medium

22. The _____ model of mass communication looks at the process of mass communication by considering each of the elements of how a mass media message is sent and received.

- A. transmission
- B. ritual
- C. publicity
- D. reception

Ans: A

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Knowledge

Answer Location: The Players in the Mass Communication Process

Difficulty Level: Easy

23. The _____ model of mass communication looks at how audience members use the mass media to create a shared experience.

- A. transmission
- B. ritual
- C. publicity
- D. reception

Ans: B

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Knowledge

Answer Location: Ritual Model

Difficulty Level: Easy

24. The _____ model of mass communication looks at how media messages are used to draw attention to an individual or issue.

- A. transmission
- B. ritual
- C. publicity
- D. reception

Ans: C

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Knowledge

Answer Location: Publicity Model

Difficulty Level: Easy

25. The _____ model of mass communication looks at how audience members derive and create meaning out of media content.

- A. transmission
- B. ritual
- C. publicity
- D. reception

Ans: D

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Knowledge

Answer Location: Reception Model

Difficulty Level: Easy

26. What was the first medium to allow ideas to easily move beyond the place where they were initially created?

- A. books
- B. radio
- C. television
- D. the Internet

Ans: A

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Comprehension

Answer Location: Print: Arrival of the Book

Difficulty Level: Medium

27. Which of the following is the medium that emphasizes the interchangeability of the sender and receiver?

- A. books
- B. radio
- C. television

D. the Internet

Ans: D

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Knowledge

Answer Location: Online and Mobile Media: Interactive Communication

Difficulty Level: Easy

28. An audience member's skills at decoding the intellectual meaning of an argument presented in a newspaper editorial involve the _____ dimension of media literacy.

A. cognitive

B. emotional

C. aesthetic

D. moral

Ans: A

Learning Objective: 1-5: Define media literacy.

Cognitive Domain: Application

Answer Location: The Cognitive Dimension

Difficulty Level: Hard

29. An audience member's skills at decoding the meaning of the menacing music in a horror movie involve the _____ dimension of media literacy.

A. cognitive

B. emotional

C. aesthetic

D. moral

Ans: B

Learning Objective: 1-5: Define media literacy.

Cognitive Domain: Application

Answer Location: The Emotional Dimension

Difficulty Level: Hard

30. An audience member's skills at decoding the underlying message of an action show that force is the proper solution to all problems involve the _____ dimension of media literacy.

A. cognitive

B. emotional

C. aesthetic

D. moral

Ans: D

Learning Objective: 1-5: Define media literacy.

Cognitive Domain: Application

Answer Location: The Moral Dimension

Difficulty Level: Hard

31. An audience member's skills at decoding the artistic success of a new novel involve the _____ dimension of media literacy.

- A. cognitive
- B. emotional
- C. aesthetic
- D. moral

Ans: C

Learning Objective: 1-5: Define media literacy.

Cognitive Domain: Application

Answer Location: The Aesthetic Dimension

Difficulty Level: Hard

True/False

1. Sponsors of the 2018 Super Bowl paid approximately \$5 million for a 30-s television commercial.

Ans: T

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Knowledge

Answer Location: The Message

Difficulty Level: Easy

2. Danielle Corsetto's Web comic *Girls With Slingshots* has been widely criticized for its stereotypical portrayal of people with disabilities.

Ans: F

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Knowledge

Answer Location: Online and Mobile Media: Interactive Communication

Difficulty Level: Easy

3. Following Hurricane Maria's destruction in Puerto Rico, approximately 90% of the island was without mobile phone service.

Ans: T

Learning Objective: 1-6: Describe the "Seven Secrets" about the mass media.

Cognitive Domain: Knowledge

Answer Location: Media Transformations: When Media Connect Us to the Most Remote Places on Earth

Difficulty Level: Easy

4. Intrapersonal communication is communication that you do with two or more people.

Ans: F

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Knowledge

Answer Location: Intrapersonal Communication

Difficulty Level: Easy

5. Interpersonal communication is communication that you do with yourself within your own head.

Ans: F

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Knowledge

Answer Location: Interpersonal Communication

Difficulty Level: Easy

6. Group communication involves an unequal number of senders and receivers.

Ans: T

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Knowledge

Answer Location: Group Communication

Difficulty Level: Easy

7. Mass communication and the mass media are really the same thing.

Ans: F

Learning Objective: 1-2: Explain the difference between mass communication and mass media.

Cognitive Domain: Knowledge

Answer Location: Elements of Mass Communication

Difficulty Level: Easy

8. The SMCR model is also known as the transmission model.

Ans: T

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Knowledge

Answer Location: The Players in the Mass Communication Process

Difficulty Level: Easy

9. According to media scholar James Potter, media messages have consistent meanings to all receivers.

Ans: F

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Comprehension

Answer Location: The Message

Difficulty Level: Medium

10. Different media channels can give messages different meanings.

Ans: T

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Comprehension

Answer Location: The Channel

Difficulty Level: Medium

11. An example of semantic noise would be when static keeps you from understanding a message on the radio.

Ans: F

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Application

Answer Location: The Receiver

Difficulty Level: Hard

12. An example of mechanical noise would be when static keeps you from understanding a message on the radio.

Ans: T

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Application

Answer Location: The Receiver

Difficulty Level: Hard

13. Media scholar Neil Postman argues that a major effect of television is that it turns serious subjects into entertainment.

Ans: T

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Knowledge

Answer Location: Test Your Media Literacy: Can Television Take Anything Seriously?

Difficulty Level: Easy

14. The telegraph was the first electronic form of communication.

Ans: T

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Knowledge

Answer Location: Electronic Networks: Telegraph, Gramophone, Radio, Movies, and Television

Difficulty Level: Easy

15. Consumers with low levels of media literacy assume the media have large, obvious, and generally negative effects on the public at large.

Ans: T

Learning Objective: 1-5: Define media literacy.

Cognitive Domain: Comprehension

Answer Location: Defining Media Literacy

Difficulty Level: Medium

16. One problem with studying the mass media is that all-new problems pop up every time a new medium comes along; it's useless to look to the past for explanations.

Ans: F

Learning Objective: 1-6: Describe the "Seven Secrets" about the mass media.

Cognitive Domain: Comprehension

Answer Location: The Seven Secrets About the Media "They" Don't Want You to Know

Difficulty Level: Medium

17. The media industry is so varied that it is difficult to make broad generalizations to describe it at all levels from local to national.

Ans: T

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Comprehension

Answer Location: The Seven Secrets About the Media “They” Don’t Want You to Know

Difficulty Level: Medium

18. Critics saw the 2017 movie version of *Wonder Woman* as significant because it featured actresses formerly known for playing princesses as warriors.

Ans: T

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Comprehension

Answer Location: Defining Media Literacy

Difficulty Level: Medium

19. The secret “All media are social” only applies to media in the 21st century. Before then media weren’t social.

Ans: F

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Comprehension

Answer Location: The Seven Secrets About the Media “They” Don’t Want You to Know

Difficulty Level: Medium

20. Young people streaming their video game play on Twitch can have substantially larger audiences than programming on major cable television networks.

Ans: T

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Comprehension

Answer Location: The Seven Secrets About the Media “They” Don’t Want You to Know

Difficulty Level: Medium

21. It is useful to make generalizations about the media industry as a whole.

Ans: F

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Comprehension

Answer Location: The Seven Secrets About the Media “They” Don’t Want You to Know

Difficulty Level: Medium

22. When the cast of the popular TV show *Glee* performed a version of the musical *The Rocky Horror Show*, producers received extensive criticism for maintaining all the gay themes of the play.

Ans: F

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Comprehension

Answer Location: The Seven Secrets About the Media “They” Don’t Want You to Know

Difficulty Level: Medium

Essay

1. Define *communication*.

Ans: Communication is a process by which we interact with others using messages.

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: Levels of Communication

Difficulty Level: Medium

2. Define *mass communication*.

Ans: Mass communication is when an individual or institution uses technology to send a message to a large, mixed audience, most of whose members are not known to the sender.

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Comprehension

Answer Location: Mass Communication

Difficulty Level: Medium

3. What is the difference between mass communication and the mass media?

Ans: Mass communication is the process of transmitting messages to a mass audience, while the mass media are the channels used to transmit the messages.

Learning Objective: 1-2: Explain the difference between mass communication and mass media.

Cognitive Domain: Comprehension

Answer Location: Elements of Mass Communication

Difficulty Level: Medium

4. List each of the four elements of the SMCR model.

Ans: Sender, message, channel, receiver.

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Comprehension

Answer Location: The Players in the Mass Communication Process

Difficulty Level: Medium

5. What is a heterogeneous audience?

Ans: An audience made up of a mix of people who differ in age, sex, income, and other demographic characteristics.

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Comprehension

Answer Location: The Receiver

Difficulty Level: Medium

6. What does Neil Postman mean when he says television is “amusing us to death?”

Ans: He means that television by its very nature turns everything into entertainment.

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Comprehension

Answer Location: Electronic Networks: Telegraph, Gramophone, Radio, Movies, and Television

Difficulty Level: Medium

7. How did the telegraph differ from earlier forms of communication?

Ans: It was the first channel where the message could travel faster than the fastest form of transportation.

Learning Objective: 1-4: Explain the historical evolution of the media world.

Cognitive Domain: Comprehension

Answer Location: Electronic Networks: Telegraph, Gramophone, Radio, Movies, and Television

Difficulty Level: Medium

8. In a brief essay, explain how you should process news of a tragedy like a mass shooting that is breaking on social media.

Ans: You should note that early reports of tragedies are often contradictory and include information that is later found to be inaccurate. You should focus on social news that comes from police and other official sources and information from credible news outlets.

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Application

Answer Location: The Seven Secrets About the Media “They” Don’t Want You to Know

Difficulty Level: Hard

9. In a brief essay, explain the evolution of the concept of “fake news.” Make sure your essay includes at least three of the meanings of fake news.

Ans: Fake news had its origins when writers used fiction in the 1730s–1740s to tell roughly true stories about the British parliament at a time when it was illegal for reporters to directly cover the body. Fictional and satirical news has also been used as a way of commenting on current events. More recently, fake news has come to mean news that has been fabricated to attract an audience or manipulate voters. Finally, fake news has been used as a general-purpose media criticism.

Learning Objective: 1-6: Describe the “Seven Secrets” about the mass media.

Cognitive Domain: Application

Answer Location: New Chapter-Opening Vignette

Difficulty Level: Hard

10. In a brief essay, explain, with examples, how a social networking site such as Facebook or Twitter includes multiple levels of communication.

Ans: The example should include naming and defining interpersonal, group, and mass communication. It should then support these levels with examples of how the sites are

used for one-on-one messaging, sharing messages with a group of friends, and sharing messages with a large group of people the sender doesn't know.

Learning Objective: 1-1: Identify the four levels of communication.

Cognitive Domain: Application

Answer Location: A Mix of Levels

Difficulty Level: Hard

11. Define and provide an example of each of the following models of mass communication: ritual, publicity, and reception.

Ans: The ritual model looks at how and why audience members consume media messages. An example would discuss the situations in which people consume media. The publicity model examines how media coverage makes a topic important. An example of how a topic came to be discussed after receiving media coverage would support this. The reception model looks at how audience members derive and create meaning out of media content. An example would be how different people interpret messages in different ways depending on their backgrounds.

Learning Objective: 1-3: Define three contemporary models of mass communication.

Cognitive Domain: Application

Answer Location: Contemporary Models of Mass Communication

Difficulty Level: Hard

12. In a brief essay, explain James Potter's four major dimensions of media literacy and how people with higher levels of media literacy differ from those of lower media literacy.

Ans: Students should name and define the four dimensions: cognitive, emotional, aesthetic, and moral. People with higher levels of media literacy have higher levels of control of their view of the world and can decide what media messages mean. People with lower levels of media literacy may have exaggerated fears of societal problems. They may assume that the media have large, obvious, and generally negative effects on other people but few effects on themselves. They tend to blame the media for complex social problems.

Learning Objective: 1-5: Define media literacy.

Cognitive Domain: Application

Answer Location: Defining Media Literacy

Difficulty Level: Hard

13. Name and provide an example of three of the Seven Secrets.

Ans: Secret 1--The media are essential components of our lives. Secret 2--There are no MSM. Secret 3--Everything from the margin moves to the center. Secret 4--Nothing's new: Everything that happened in the past will happen again. Secret 5--All media are social. Secret 6--Online media are social media. Secret 7--There is no "they."

Learning Objective: 1-6: Describe the "Seven Secrets" about the mass media.

Cognitive Domain: Comprehension

Answer Location: The Seven Secrets About the Media "They" Don't Want You to Know

Difficulty Level: Medium

14. In a brief essay, explain what kind of bias Fox News and CNN have in common that led to the misreporting of the U.S. Supreme Court's 2012 decision about the Affordable Care Act (or Obamacare).

Ans: The example should explain that both networks, despite their differing political orientations, want to make a profit by drawing the largest possible audience. Among the ways networks do this is by trying to report a story first. Unfortunately, both CNN and Fox neglected to read far enough into the court's ruling before they decided what the decision said. Correct reporting of the case came from the slower, but more careful, SCOTUSblog.

Learning Objective: 1-2: Explain the difference between mass communication and mass media.

Cognitive Domain: Analysis

Answer Location: The Sender

Difficulty Level: Medium