

Chapter 02: Media Technology

Key: Answer, Page, Type, Learning Objective, Level

Type

A=Applied

C=Conceptual

F=Factual

Level

(1)=Easy; (2)=Moderate; (3)=Difficult

LO=Learning Objective

SG=Used in Study Guide

p=page

Chapter 02: Media Technology

Multiple Choice Single Select

- 1) A defining characteristic of mass communication is that it
 - a) can easily survive without technological assistance.
 - b) relies on technology.
 - c) preceded technology.
 - d) continues to exist despite technological advances.

Answer: b

Topic: Media Technology

Learning Objective: 2.1.1: Differentiate interpersonal communication from mass communication

Skill Level: Understand

Difficulty: Easy

- 2) Johan and Marcus stop in the hallway and talk about the weekend basketball game. This situation is an example of
 - a) individual communication.
 - b) non-applied media.
 - c) interpersonal communication.
 - d) basic pedagogy.

Answer: c

Topic: Media Technology

Learning Objective: 2.1.1: Differentiate interpersonal communication from mass communication

Skill Level: Apply

Difficulty: Moderate

- 3) Traditional media products and new products are emerging from
- a) analog technology.
 - b) landlines.
 - c) digital technology.
 - d) broadcasting.

Answer: c

Topic: Media Technology

Learning Objective: 2.1.2: Summarize the evolution of media technology

Skill Level: Understand

Difficulty: Easy

- 4) Which technology have photography and movies relied on throughout most of their history?
- a) chemical technology
 - b) print technology
 - c) electronic technology
 - d) digital technology

Answer: a

Topic: Media Technology

Learning Objective: 2.1.2: Summarize the evolution of media technology

Skill Level: Understand

Difficulty: Easy

- 5) The first of the electronic media was
- a) film.
 - b) sound recording.
 - c) television.
 - d) e-mail

Answer: b

Topic: Media Technology

Learning Objective: 2.1.2: Summarize the evolution of media technology

Skill Level: Understand

Difficulty: Easy

- 6) In addition to printing technology, mass media have been based on all the following EXCEPT
- a) chemical technology.
 - b) digital technology.
 - c) electronic technology.
 - d) nanotechnology.

Answer: d

Topic: Media Technology

Learning Objective: 2.1.2: Summarize the evolution of media technology

Skill Level: Understand

Difficulty: Easy

- 7) Which innovation made the printing press an agent for mass communication?
- a) paper in rolls
 - b) lithographic film
 - c) printing ink
 - d) movable metal type

Answer: d

Topic: Printing Technology

Learning Objective: 2.2.1: Describe the invention of moveable metal type

Skill Level: Understand

Difficulty: Easy

- 8) The man who invented movable type and printed at least 200 Bibles with it was
- a) Richard Hoe.
 - b) Frederick Ives.
 - c) Johannes Gutenberg.
 - d) Martin Luther.

Answer: c

Topic: Printing Technology

Learning Objective: 2.2.1: Describe the invention of moveable metal type

Skill Level: Understand

Difficulty: Easy

- 9) Although the Chinese invented paper and created the first print culture, their movement toward the mass production of printed works in China stalled because of
- a) a lack of materials.
 - b) the Chinese language having more than 5,000 basic characters.
 - c) an internal civil war.
 - d) insufficient financial support.

Answer: b

Topic: Printing Technology

Learning Objective: 2.2.2: Outline the ways in which moveable metal type changed communication

Skill Level: Understand

Difficulty: Easy

- 10) Which technological innovation of the 1440s allowed scientists to print their theories and experimental results for wide dissemination?
- a) photography
 - b) printing paper
 - c) rotary press
 - d) movable metal type

Answer: d

Topic: Printing Technology

Learning Objective: 2.2.1: Describe the invention of moveable metal type

Skill Level: Understand

Difficulty: Easy

- 11) In the years following the invention of movable metal type, society was transformed in all the following ways EXCEPT
- a) the oral tradition of storytelling was displaced by people reading stories for themselves.
 - b) national languages emerged and gradually replaced local dialects.
 - c) books and literacy became subject to tighter control and scrutiny by church authorities.
 - d) authors who were previously ignored began to be recognized and paid for their work.

Answer: c

Topic: Printing Technology

Learning Objective: 2.2.2: Outline the ways in which moveable metal type changed communication

Skill Level: Understand

Difficulty: Easy

- 12) Richard Hoe perfected the high-speed, rotary press during the _____ Revolution, a period when the technology to mass produce paper on large rolls was also developed.
- a) American
 - b) Industrial
 - c) French
 - d) Media

Answer: b

Topic: Printing Technology

Learning Objective: 2.2.3: Summarize the development of print media after Gutenberg
Skill Level: Understand
Difficulty: Easy

- 13) Frederick Ives invented which process in 1876 that allowed visual images to be printed to accompany the words printed on a page?
- a) Photography
 - b) Halftone
 - c) Camera obscura
 - d) Movable type

Answer: b

Topic: Printing Technology

Learning Objective: 2.2.4: Relate the invention of halftone to the integration of visual media in print

Skill Level: Understand

Difficulty: Easy

- 14) The process of reproducing black-and-white images by printing variously sized dots of ink that look like different tones of gray is
- a) halftone printing.
 - b) the ink dot process.
 - c) celluloid imagery.
 - d) digital photography.

Answer: a

Topic: Printing Technology

Learning Objective: 2.2.4: Relate the invention of halftone to the integration of visual media in print

Skill Level: Understand

Difficulty: Easy

- 15) In 1934, *Time* founder Henry Luce launched another visually-oriented magazine called
- a) *Harper's Bazaar*.
 - b) *Life*.
 - c) *Better Homes and Gardens*.
 - d) *Vogue*

Answer: b

Topic: Printing Technology

Learning Objective: 2.2.4: Relate the invention of halftone to the integration of visual media in print

Skill Level: Understand

Difficulty: Easy

- 16) By the time of the U.S. Civil War, this still-developing technology made it possible to capture a new kind of archival record.
- a) photography
 - b) printing press
 - c) video recording
 - d) radio

Answer: a

Topic: Chemical Technology

Learning Objective: 2.3.1: Explain the impact of chemical technology on the evolution of photography

Skill Level: Understand

Difficulty: Easy

- 17) All the following contributed to development of motion pictures as a mass medium EXCEPT
- a) exposure to light making silver nitrate turn dark.
 - b) persistence of vision in the human eye.
 - c) projecting images on a wall instead of showing them in a personal viewing box.
 - d) television's ability to transmit visual images to another location.

Answer: d

Topic: Chemical Technology

Learning Objective: 2.3.1: Explain the impact of chemical technology on the evolution of photography

Skill Level: Understand

Difficulty: Easy

- 18) The first sound recording and playback machine was the
- a) telegraph.
 - b) microphone.
 - c) Dictaphone
 - d) phonograph.

Answer: d

Topic: Electrical Technology

Learning Objective: 2.4.2: Describe early developments in sound recording

Skill Level: Understand

Difficulty: Easy

- 19) This inventor of the telegraph talked Congress into spending \$30,000 to string electricity-conducting wire 41 miles from Washington to Baltimore.
- a) Thomas Edison
 - b) Samuel Morse
 - c) Emile Berliner
 - d) William Dickson

Answer: b

Topic: Electrical Technology

Learning Objective: 2.4.3: Outline the evolution of electrical communication

Skill Level: Understand

Difficulty: Easy

- 20) The first recording machine, the phonograph, was invented in 1877 by
- a) Thomas Edison.
 - b) Emile Berliner.
 - c) Samuel Morse.
 - d) George Eastman.

Answer: a

Topic: Electrical Technology

Learning Objective: 2.4.2: Describe early developments in sound recording

Skill Level: Understand

Difficulty: Easy

- 21) Guglielmo Marconi is well known for transmitting the first
- a) photographic image.
 - b) wireless message.
 - c) text message.
 - d) television signal.

Answer: b

Topic: Electrical Technology

Learning Objective: 2.4.3: Outline the evolution of electrical communication

Skill Level: Understand

Difficulty: Easy

- 22) Hertzian waves, named for Heinrich Hertz, who proved their existence in 1877, are now more commonly called _____ waves.
- a) Doppler
 - b) electronic
 - c) radio
 - d) television

Answer: c

Topic: Electrical Technology

Learning Objective: 2.4.3: Outline the evolution of electrical communication

Skill Level: Understand

Difficulty: Easy

- 23) Idaho farm boy Philo Farnsworth developed the first practical
- a) talking pictures.
 - b) television receiver.
 - c) transmitting tower.
 - d) two-way radio.

Answer: b

Topic: Electrical Technology

Learning Objective: 2.4.3: Outline the evolution of electrical communication

Skill Level: Understand

Difficulty: Easy

- 24) The first communication satellite was launched in 1960 and called
- a) Westlink 1.
 - b) Startel.
 - c) CNN.
 - d) Telstar.

Answer: d

Topic: Current Technologies

Learning Objective: 2.5.1: Explain how satellite technology affected media communication

Skill Level: Understand

Difficulty: Easy

- 25) A ground station that beams a signal to an orbiting communication satellite is called a(n)
- a) uplink.
 - b) downlink.
 - c) exciter.
 - d) router.

Answer: a

Topic: Current Technologies

Learning Objective: 2.5.1: Explain how satellite technology affected media communication

Skill Level: Understand

Difficulty: Easy

- 26) A ground station that receives a signal relayed from a communication satellite is called a(n)
- a) uplink.
 - b) downlink.
 - c) retriever.
 - d) derouter.

Answer: b

Topic: Current Technologies

Learning Objective: 2.5.1: Explain how satellite technology affected media communication

Skill Level: Understand

Difficulty: Easy

- 27) Any telecommunication connection using cable laid across the land, buried underground, or suspended from poles is called a
- a) landline.
 - b) circuit.
 - c) downlink.
 - d) landlink.

Answer: a

Topic: Current Technologies

Learning Objective: 2.5.2: Characterize the cable industry in the mid-1900s

Skill Level: Understand

Difficulty: Easy

- 28) Thin, flexible fibers of glass that transmit signals using bursts of light are called _____ cables.
- a) fiber-optic
 - b) coax
 - c) jumper
 - d) digital

Answer: a

Topic: Current Technologies

Learning Objective: 2.5.2: Characterize the cable industry in the mid-1900s

Skill Level: Understand

Difficulty: Easy

- 29) The silicon chips that provide the foundation for digital technology are
- a) digital conductors.
 - b) fiber-optic chips.
 - c) semiconductors.
 - d) Bell Labs chips.

Answer: c

Topic: Current Technologies

Learning Objective: 2.5.3: Explain how digitization led to changes in mass communication

Skill Level: Understand

Difficulty: Easy

- 30) The melding of print, electronic, and photographic media into digitized form is called
- a) media convergence.
 - b) a digital mash-up.
 - c) digi telecommunications.
 - d) media integration.

Answer: a

Topic: Current Technologies

Learning Objective: 2.5.5: Describe the ways in which the Digital Revolution changed mass communication

Skill Level: Understand

Difficulty: Easy

- 31) The early version of what became the Internet linked government contractors and universities so researchers could exchange information and was known as
- a) Comp-U-Link.
 - b) Compuserve.
 - c) U.S.A. Net.
 - d) ARPAnet.

Answer: d

Topic: Current Technologies

Learning Objective: 2.5.4: Compare the World Wide Web to older forms of communication media

Skill Level: Understand

Difficulty: Easy

- 32) The type of technology through which media messages are coded into 1s and 0s for transmission and delivery then decoded into their original appearance for consumers is
- a) digital.
 - b) analog.
 - c) mixed media.
 - d) convergent.

Answer: a

Topic: Current Technologies

Learning Objective: 2.5.5: Describe the ways in which the Digital Revolution changed mass communication

Skill Level: Understand

Difficulty: Easy

- 33) Which high-capacity global telephone network links computers?
- a) the Internet
 - b) cellular communication
 - c) satellite communication
 - d) Global Net

Answer: a

Topic: Current Technologies

Learning Objective: 2.5.4: Compare the World Wide Web to older forms of communication media

Skill Level: Understand

Difficulty: Easy

- 34) Another name for the current digital revolution affecting communication all over the world is
- a) media clash.
 - b) fragmentation.
 - c) democratization.
 - d) media convergence.

Answer: d

Topic: Current Technologies

Learning Objective: 2.5.5: Describe the ways in which the Digital Revolution changed mass communication

Skill Level: Understand

Difficulty: Easy

- 35) Tim Berners-Lee invented
- a) the communication satellite.
 - b) fiber-optic cable.
 - c) the Internet.
 - d) the World Wide Web.

Answer: d

Topic: Current Technologies

Learning Objective: 2.5.4: Compare the World Wide Web to older forms of communication media

Skill Level: Understand

Difficulty: Easy

- 36) A home of the future has a touchscreen hidden in its walls where people can touch it to activate heating, cooling, and even refrigerator temperatures. Most likely, this technology consists of
- a) Gorilla Glass.
 - b) semiconductor strips.
 - c) transducer codes.
 - d) cloud frames.

Answer: a

Topic: Current Technologies

Learning Objective: 2.5.6: Summarize current trends in media architecture

Skill Level: Apply

Difficulty: Moderate

- 37) Which Yale professor devised one of the most long-lived and elegantly simple narrative models of mass communication in the 1950s?
- a) Guglielmo Marconi
 - b) Harold Lasswell
 - c) Johannes Gutenberg
 - d) Ed Parsons

Answer: b

Topic: Technology and Mass Communication

Learning Objective: 2.6.1: Apply the Lasswell Model to a media message

Skill Level: Understand

Difficulty: Easy

- 38) In Lasswell's model, the medium through which a message is sent to a mass audience is called a
- a) channel.
 - b) system.
 - c) network.
 - d) path.

Answer: a

Topic: Technology and Mass Communication

Learning Objective: 2.6.1: Apply the Lasswell Model to a media message

Skill Level: Understand

Difficulty: Easy

- 39) The narrative model of mass communication includes four key questions. Which of the following is NOT one of them?
- a) Who says what?
 - b) In which channel?
 - c) To whom?
 - d) Under what circumstances?

Answer: d

Topic: Technology and Mass Communication

Learning Objective: 2.6.1: Apply the Lasswell Model to a media message

Skill Level: Understand

Difficulty: Easy

- 40) Hiebert, Ungurait, and Bohn developed an excellent model that visually presents the process of mass communication as
- a) boxes with directional arrows between them leading from the sender to the audience.
 - b) a staircase of operational steps that go upward from idea to understanding.
 - c) concentric circles representing the factors that affect the outcome of mass communication.
 - d) several sets of circles that are entwined and connected in different ways.

Answer: b

Topic: Technology and Mass Communication

Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication

Skill Level: Understand

Difficulty: Easy

- 41) The center ring in the concentric circle model of mass communication represents the
- a) media environment from which all the other elements arise.
 - b) audience being targeted by the mass media messages.
 - c) messages that are shaped and affected by all the surrounding influences.
 - d) communicators who originate the messages aimed at the audience.

Answer: d

Topic: Technology and Mass Communication

Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication

Skill Level: Understand

Difficulty: Easy

- 42) Margot is an editor for a news station. She makes the final decision about what to include in the news broadcasts. Margot is known as a
- a) regulator.
 - b) gatekeeper.
 - c) fact checker.
 - d) subject matter expert.

Answer: b

Topic: Technology and Mass Communication

Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle

Model of Communication

Skill Level: Apply

Difficulty: Moderate

- 43) Amplification in relation to mass communication theory means increasing the
- a) number of people delivering the message.
 - b) type size in printed messages or the volume of spoken messages.
 - c) potential audience size through channel selection.
 - d) action or emotional appeal of a message to attract more people.

Answer: c

Topic: Technology and Mass Communication

Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle

Model of Communication

Skill Level: Understand

Difficulty: Easy

- 44) A military censor who blocks a combat story from being released is acting as a(n)
- a) amplifier.
 - b) gatekeeper.
 - c) regulator.
 - d) mediator.

Answer: c

Topic: Technology and Mass Communication

Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle

Model of Communication

Skill Level: Apply

Difficulty: Moderate

- 45) In communication theory, “noise” is an impediment to communication that occurs before a message reaches a receiver and includes all the following EXCEPT _____ noise.
- a) semantic
 - b) concentric

- c) channel
- d) environmental

Answer: b

Topic: Technology and Mass Communication

Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle

Model of Communication

Skill Level: Understand

Difficulty: Easy

- 46) A speaker who slurs his speech during a televised address is creating _____ noise.
- a) channel
 - b) environmental
 - c) semantic
 - d) articulated

Answer: c

Topic: Technology and Mass Communication

Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle

Model of Communication

Skill Level: Apply

Difficulty: Moderate

- 47) The biggest problem in trying to apply older models of mass communication to 21st century mass communication is that
- a) message preparation and transmission technology are now decentralized.
 - b) computers weren't included in earlier models but are crucial for communication today.
 - c) the speed of communication today is faster than earlier theorists could have imagined.
 - d) audiences are much bigger today than they ever were in the past.

Answer: b

Topic: Technology and Mass Communication

Learning Objective: 2.6.4: Determine how gatekeeping functions on the Internet

Skill Level: Understand

Difficulty: Easy

- 48) The World Wide Web has shifted much of the control of communication from the mass media to
- a) Internet monitors.
 - b) message senders.
 - c) message recipients.
 - d) software designers.

Answer: c

Topic: Technology and Mass Communication

Learning Objective: 2.6.4: Determine how gatekeeping functions on the Internet

Skill Level: Understand

Difficulty: Easy