

- 1) Who coined the phrase “the medium is the message”?
- A) Weaver
 - B) Innis
 - C) Barthes
 - D) McLuhan
 - E) Shannon

Answer: D

Diff: 1 Type: MC Page Ref: 1

- 2) Marshall McLuhan and Harold Innis make up which school of communication?
- A) Connotative
 - B) Canadian
 - C) Semiotic
 - D) Process
 - E) Denotative

Answer: B

Diff: 1 Type: MC Page Ref: 1

- 3) A hot medium is one that
- A) serves as background noise.
 - B) does not require much involvement by the audience member.
 - C) is sent to the audience by way of equipment that heats up.
 - D) requires a high degree of thinking.
 - E) can be used passively.

Answer: D

Diff: 2 Type: MC Page Ref: 1

- 4) Which of the following does McLuhan call "cool" media?
- A) Television
 - B) Books
 - C) Movies
 - D) Magazines
 - E) Newspapers

Answer: A

Diff: 1 Type: MC Page Ref: 1–2

- 5) Who believed media had bias for either time or space?
- A) Weaver
 - B) McLuhan
 - C) Barthes
 - D) Innis
 - E) Shannon

Answer: D

Diff: 1 Type: MC Page Ref: 2

6) Which of the following is highest in time bias?

- A) Newspapers
- B) Clay tablets
- C) Radio broadcasts
- D) Movies
- E) Books

Answer: B

Diff: 2 Type: MC Page Ref: 2

7) Scholars at Ball State University in Indiana found that people are intentionally involved in a media activity during which percentage of their waking hours?

- A) 10 percent
- B) 20 percent
- C) 30 percent
- D) 40 percent
- E) 50 percent

Answer: C

Diff: 2 Type: MC Page Ref: 3

8) The Ball State researchers found that people spend what proportion of their time with media multi-tasking?

- A) One-fifth
- B) One-quarter
- C) One-half
- D) One-third
- E) One-sixth

Answer: D

Diff: 2 Type: MC Page Ref: 3

9) The mass media inform through

- A) recorded music.
- B) news stories and advertisements.
- C) demassification.
- D) globalization.
- E) conglomeration.

Answer: B

Diff: 1 Type: MC Page Ref: 4

- 10) The most listened-for item in morning newscasts is the weather forecast. This is an example of media as
- A) an entertainment source.
 - B) a public relations source.
 - C) personal dependence.
 - D) a persuasive source.
 - E) an information source.

Answer: C

Diff: 3 Type: MC Page Ref: 4

- 11) We depend on media, and media industries depend on having an audience. This is called
- A) entertainment.
 - B) personal dependence.
 - C) persuasion.
 - D) marketplace of ideas.
 - E) symbiosis.

Answer: e

Diff: 1 Type: MC Page Ref: 4

- 12) Possessing the knowledge to be competent in assessing messages carried by mass media is called
- A) the marketplace of ideas.
 - B) media literacy.
 - C) symbiosis.
 - D) media know-how.
 - E) information function.

Answer: B

Diff: 2 Type: MC Page Ref: 5

- 13) What is the foundation of media literacy?
- A) Factual foundation
 - B) Identity foundation
 - C) Entertainment foundation
 - D) Media foundation
 - E) Effects foundation

Answer: A

Diff: 2 Type: MC Page Ref: 5

- 14) Which agency governs broadcast media in Canada?
- A) CBC
 - B) Rogers

- C) CRTC
- D) Videotron
- E) Shaw Communications

Answer: C

Diff: 2 Type: MC Page Ref: 5

15) Most of our media exposure is

- A) visible.
- B) deliberate.
- C) invisible.
- D) planned.
- E) direct.

Answer: C

Diff: 3 Type: MC Page Ref: 5–6

16) The conventional wisdom that media violence begets real-life violence is an example of

- A) factual foundation.
- B) information.
- C) media myth.
- D) media theory.
- E) tradition.

Answer: C

Diff: 2 Type: MC Page Ref: 6

17) Two people talking face to face is called

- A) convergence.
- B) interpersonal communication.
- C) group communication.
- D) demassification.
- E) conglomeration.

Answer: B

Diff: 1 Type: MC Page Ref: 7

18) Which is a characteristic of mass audience?

- A) Heterogeneous
- B) Homogenous
- C) Similarity
- D) Sameness
- E) Convergence

Answer: A

Diff: 2 Type: MC Page Ref: 7

19) What has been the most sweeping effect of mass media?

- A) Media literacy
- B) Demassification
- C) Specialization
- D) Cultural unifier
- E) Divergence

Answer: D

Diff: 2 Type: MC Page Ref: 7

20) Most media content today is aimed at narrow segments. This is called

- A) unification.
- B) convergence.
- C) conglomeration.
- D) demassification.
- E) minor communication.

Answer: D

Diff: 1 Type: MC Page Ref: 8

21) What percent of Canadians rate CBC programming as good or better than good?

- A) 91 percent
- B) 28 percent
- C) 65 percent
- D) 82 percent
- E) 76 percent

Answer: e

Diff: 2 Type: MC Page Ref: 9

22) According to Friends of Canadian Broadcasting, the Canadian media industry's main function should be

- A) economic growth.
- B) information.
- C) cultural transmission.
- D) political support.
- E) media literacy.

Answer: C

Diff: 2 Type: MC Page Ref: 9

23) How is mass communication different from other types of communication?

- A) The message is transmitted.
- B) The message is encoded.

- C) The message is internalized.
- D) Someone must conceive a message.
- E) Feedback is not immediate.

Answer: e

Diff: 2 Type: MC Page Ref: 7

24) In a capitalistic environment, what is the primary driver of the behaviour of media companies?

- A) Politics
- B) Economics
- C) Entertainment
- D) Social conscience
- E) Government

Answer: B

Diff: 2 Type: MC Page Ref: 10

25) Which term describes income derived from the audience?

- A) Distribution revenue
- B) Subsidy revenue
- C) Circulation revenue
- D) Regulation revenue
- E) Advertising revenue

Answer: C

Diff: 2 Type: MC Page Ref: 10

26) Which term is used to describe the combining of companies into larger companies?

- A) Conglomeration
- B) Convergence
- C) Demassification
- D) Massification
- E) Externalization

Answer: A

Diff: 3 Type: MC Page Ref: 11

27) Which term is used to describe the early 21st-century model of media cross-ownership?

- A) Convergence
- B) Conglomeration
- C) Demassification
- D) Massification
- E) Media multi-tasking

Answer: A

Diff: 2 Type: MC Page Ref: 11

28) Bell Canada Enterprises (BCE) has major holdings that include CTV, Bell Internet, and the CHUM Radio Network. This is an example of

- A) specialization.
- B) gatekeeping.
- C) demassification.
- D) media multi-tasking.
- E) convergence.

Answer: e

Diff: 3 Type: MC Page Ref: 11

29) Who argued that concentrated media ownership and convergence affect the diversity of messages offered by the mass media?

- A) McLuhan
- B) Innis
- C) Bagdikian
- D) Morrison
- E) Black

Answer: C

Diff: 3 Type: MC Page Ref: 12

30) When many Canadians watch the Stanley Cup finals on television, this is an example of which media effect?

- A) Massification
- B) Demassification
- C) Unification
- D) Information
- E) Advertising

Answer: C

Diff: 3 Type: MC Page Ref: 7–8

31) What triggered media demassification?

- A) Sports fans
- B) CRTC
- C) Technology
- D) The marketplace
- E) Moral consensus

Answer: C

Diff: 3 Type: MC Page Ref: 9–10

- 32) What is an important issue with regards to advertising-funded media?
- A) Control over content
 - B) Quality
 - C) Demassification
 - D) Consensus
 - E) Unification

Answer: A

Diff: 3 Type: MC Page Ref: 10

- 33) A chuckle and a letter to the editor are both examples of
- A) amplification.
 - B) filtering.
 - C) noise.
 - D) feedback.
 - E) gatekeeping.

Answer: D

Diff: 3 Type: MC Page Ref: 7

- 34) Which term describes the concept that a robust exchange of ideas, with none barred, yields better consensus?
- A) Marketplace of ideas
 - B) Idealization
 - C) Demassification
 - D) Unification
 - E) Interpersonal communication

Answer: A

Diff: 2 Type: MC Page Ref: 4

- 35) According to Innis, cultures that used media that were biased for space were
- A) unchanging.
 - B) stable.
 - C) decentralized.
 - D) centralized.
 - E) hierarchical.

Answer: D

Diff: 2 Type: MC Page Ref: 2

- 36) Marshall McLuhan focused on the content of mass media messages.
- A) True
 - B) False

Answer: False

Diff: 2 Type: TF Page Ref: 1

37) Media where the audience is passive are called cool media.

- A) True
- B) False

Answer: True

Diff: 1 Type: TF Page Ref: 1

38) Hot media require more thinking than cool media.

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 1

39) Movies may be hot or cool, depending on where they are watched.

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 2

40) The mass media help unify people, such as by watching Team Canada at the Olympics.

- A) True
- B) False

Answer: True

Diff: 3 Type: TF Page Ref: 8

41) Interpersonal communication takes place between two people.

- A) True
- B) False

Answer: True

Diff: 1 Type: TF Page Ref: 7

42) Harold Innis is famous for saying “the medium is the message.”

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 1–2

43) Harold Innis claimed that social organization was influenced by the media used.

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 2

44) Space-biased societies are hierarchical and decentralized.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 2

45) Paper has a bias for space.

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 2

46) Marshall McLuhan said “All news is fake.”

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 2

47) Mass media are not very important in modern life.

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 3

48) In general, books are a hotter medium than television.

- A) True
- B) False

Answer: True

Diff: 1 Type: TF Page Ref: 1

49) A study by scholars at Ball State University found that people spend about five hours a day intentionally involved in media activities.

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 3

50) All media exposure involves mass communication.

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 3

51) Convergence is not an issue affecting Canadian media.

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 11

52) Ben Bagdikian says that conglomeration affects diversity in the media.

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 12

53) Ben Bagdikian is an opponent of convergence.

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 12

54) The only function of advertising is persuasion.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 4

55) People need the media, but the media do not need people.

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 4

56) Media literacy requires an understanding of how the media affects people.

- A) True
- B) False

Answer: True

Diff: 3 Type: TF Page Ref: 5

57) Most of our media exposure is visible and deliberate.

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 5

58) There is no difference in how different media transmit messages.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 6

59) Media literacy requires distinguishing between messages and the messenger.

- A) True
- B) False

Answer: True

Diff: 3 Type: TF Page Ref: 6

60) Media literacy focuses on the content of the message rather than on the motivation.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 6

61) Hundreds of serious studies have proven that media violence begets real violence.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 6

62) Group communication is the most intimate form of communication.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 7

63) Mass audiences are generally similar and homogeneous.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 7

64) Historically, print media are not very good at unification.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 8

65) The Canadian Radio-television Telecommunications Commission regulates broadcasting in Canada.

- A) True
- B) False

Answer: True

Diff: 2 Type: TF Page Ref: 3

66) The media often create controversy.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 8

67) Ian Morrison believes that the main function of media in Canada should be to transmit information.

- A) True
- B) False

Answer: False

Diff: 3 Type: TF Page Ref: 9

68) In a capitalistic environment, politics is the primary driver of the behaviour of media companies.

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 10

69) Mass media and mass communication mean the same thing.

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 7

70) Converged companies typically own only broadcast holdings.

- A) True
- B) False

Answer: False

Diff: 2 Type: TF Page Ref: 11

71) A message intended to persuade people to buy a product is called-

_____.

Answer: advertising

Diff: 2 Type: FIB Page-Ref: 4

72) _____ is the Canadian who speculated about hot and cool media.

Answer: McLuhan

Diff: 1 Type: FIB Page-Ref: 1

73) The most recent example of a medium that can unite people is the _

_____.

Answer: internet

Diff: 1 Type: FIB Page-Ref: 8

74) The fragmentation of the mass audience into narrower segments is called

_____.

Answer: demassification

Diff: 2 Type: FIB Page-Ref: 8

75) _____ owns TVA, the largest television network in Quebec.

Answer: Quebecor

Diff: 2 Type: FIB Page-Ref: 11

76) Income derived from the audience is called _____.

Answer: circulation revenue

Diff: 2 Type: FIB Page-Ref: 10

77) The concept of a robust exchange of ideas with none barred is called the _____.

Answer: marketplace of ideas

Diff: 3 Type: FIB Page-Ref: 14

78) CRTC stands for Canadian Radio-television and _____ Commission.

Answer: Telecommunications

Diff: 2 Type: FIB Page-Ref: 3

79) The Ball State researchers found that roughly _____ of the time people spend with mass media involves media multi-tasking.

Answer: one-third

Diff: 1 Type: FIB Page-Ref: 3

80) The mass audience is eclectic and _____.

Answer: heterogeneous

Diff: 2 Type: FIB Page-Ref: 7

81) A teacher lecturing to a class of students is an example of _____ communication.

Answer: group

Diff: 3 Type: FIB Page-Ref: 7

82) Mass communication is possible only through _____, whether it be a printing press, a broadcast transmitter, or an internet server.

Answer: technology

Diff: 3 Type: FIB Page-Ref: 7

83) _____ is unlike other communication in that the audience is distant.

Answer: Mass communication

Diff: 2 Type: FIB Page-Ref: 7

84) A letter to the editor is an example of _____.

Answer: feedback

Diff: 3 Type: FIB Page-Ref: 7

85) Harold Innis referred to bias in time and _____.

Answer: space

Diff: 1 Type: FIB Page-Ref: 2

86) Please match the items in the column with no repeats.

- I. Conglomeration
- II. Media cross-ownership
- III. Quebecor
- IV. Book
- V. Demassification

- A. Consolidation of companies
- B. Convergence
- C. TVA
- D. Hot media
- E. Seeking narrower audiences

Answer I-A, II-B, III-C, IV-D, V-E

Diff: 3 Type: Matching Page-Ref: 71

87) Please match the items in the column with no repeats.

- I. Ian Morrison
- II. Marshall McLuhan
- III. Quebecor
- IV. Book
- V. Demassification

- A. Consolidation of companies audiences
- B. Convergence
- C. TVA
- D. Hot media
- E. Seeking narrower

Answer I-A, II-B, III-C, IV-D, V-E

Diff: 3 Type: Matching Page-Ref: 71

88) The four functions of the mass media are as an information source, as an entertainment source, as a persuasion forum, and as a binding influence in creating community. Rank these four functions of the mass media by their relative importance, in your view. Offer examples to support your ranking.

Diff: 3 Type: ES Page Ref: 4

89) Explain the difference between hot and cool media. Make a list of various media and identify them as hot or cool.

Diff: 3 Type: ES Page Ref: 1–2

90) Describe the four elements of media literacy. Explain why these four elements are a hierarchy.

Diff: 3 Type: ES Page Ref: 5

91) Describe and compare interpersonal communication and mass communication.

Diff: 3 Type: ES Page Ref: 7

92) Describe media economics. Include a description of the various revenue streams and the corporate structure of mass media. Give Canadian examples.

Diff: 3 Type: ES Page Ref: 10–12