

Chapter 2 - Quiz

Question 1 (5 points)

Some factors that help determine how to approach the target audience are their age, income, and education.

- a) True
- b) False

Question 2 (5 points)

Psychographics means:

- a) there is no need to study the psychology of the target audience.
- b) thinking about what is going on in the mind of the target audience.
- c) there is rarely a problem if there is no connection with the target audience's emotions.
- d) you must know the target audience's mind, body, and spirit.

Question 3 (15 points)

There are seven steps a writer should follow when developing a concept for a production. Number the answers (steps) below in the correct order.

- ___ Define the content (What)
- ___ Define the strategy (How)
- ___ Define the objective (Why)
- ___ Define the medium (Which medium)
- ___ Define the target audience (Who)
- ___ Define the communication problem (What need)
- ___ Define the Creative Concept (the scriptwriting process)

Question 4 (5 points)

Every program is a response to a communication problem of some kind

- a) True
- b) False

Question 5 (5 points)

Friedman's First Law of Media Communication means:

Question 6 (5 points)

Friedman's Second Law of Communication means:

Question 7 (5 points)

An appeal to emotion is

- a) pathos
- b) logos
- c) ethos
- d) none of the above

Question 8 (5 points)

An appeal to reason is

- a) Pathos
- b) Logos
- c) Ethos
- d) none of the above

Question 9 (5 points)

An appeal to ethical principles is

- a) Pathos
- b) Logos
- c) Ethos
- d) none of the above

Question 10 (5 points)

In the seven-step process, clients may choose a medium(s) for the project. What mediums might be chosen? Pick all that apply:

- a) Television
- b) YouTube
- c) Film
- d) Web
- e) Radio
- f) Billboards

g) Print

Question 11 (10 points)

Communication Strategy involves:

- a) the producer, the director, and the extras.
- b) breakfast, lunch, and dinner.
- c) getting the audience's attention by humor or shock or audience involvement so the information or idea can be delivered.
- d) writing script for an advertising agency.

Question 12 (10 points)

Over 2,400 years ago, the terms Pathos, Ethos, and Logos were introduced by:

- a) Socrates
- b) Aristotle
- c) Julius Caesar
- d) Plato

Question 13 (10 points)

Choose all that apply:

List the major characteristics of a person that is better known in Visual Media as Demographics.

- a) Gender
- b) Income
- c) Age
- d) Education
- e) Height and Weight

Question 14 (10 points)

Fill in the one word that makes this sentence make sense.

There are no _____ subjects, only _____ writers.