

Chapter 1: Mass Media and Everyday Life

1. **The average U.S. adult spends more than ____ of his or her waking life with the mass media.**

- a. 20 percent
- b. 30 percent
- c. 50 percent
- d. 75 percent

ANSWER: d

REFERENCES: Mass Media Are Everywhere You Are

2. **Advertising makes up more than _____ of printed space in daily newspapers:**

- a. one-half
- b. three-fourths
- c. one-third
- d. two-thirds

ANSWER: d

REFERENCES: What Are the Mass Media Industries?

3. **The current trend of large companies buying smaller companies so that fewer companies own more types of media businesses is called:**

- a. conglomerate.
- b. chain.
- c. concentration of ownership.
- d. vertical integration.

ANSWER: c

REFERENCES: Mass Media Are Profit-Centered Businesses

4. **The Walt Disney Co. is an example of a company that is:**

- a. vertically integrated.
- b. a radio network.
- c. privately owned.
- d. a newspaper chain.

ANSWER: a

REFERENCES: Mass Media Are Profit-Centered Businesses

Chapter 1: Mass Media and Everyday Life

5. A conglomerate is a:

- a. company that owns more than one type of media property.
- b. large group of television networks.
- c. company that owns media companies and other companies that are unrelated to media.
- d. group of TV networks and newspapers.

ANSWER: c

REFERENCES: Mass Media Are Profit-Centered Businesses

6. Of all the media, _____ is/are growing the fastest.

- a. television
- b. Internet media
- c. newspapers
- d. radio

ANSWER: b

REFERENCES: What Are the Mass Media Industries?

7. The second information communications revolution began with the invention of:

- a. the typewriter.
- b. paper.
- c. the movable type printing press.
- d. offset printing.

ANSWER: c

REFERENCES: Technology Changes Mass Media Delivery and Consumption

8. Johannes Gutenberg printed a Bible on a press that used movable type with metal lettering in 1455, some 200 years after the _____ developed a printing press using wood type.

- a. Phoenicians
- b. Chinese
- c. Egyptians
- d. Italians

ANSWER: b

REFERENCES: Technology Changes Mass Media Delivery and Consumption

Chapter 1: Mass Media and Everyday Life

9. The media:

- a. provide information and entertainment.
- b. affect political institutions.
- c. affect cultural institutions.
- d. All of these choices are correct.

ANSWER: d

REFERENCES: Mass Media Both Reflect and Affect Politics, Society and Culture

10. Which of the following is not true about today's digital media environment:

- a. Today's digital media environment is an intricate, webbed network.
- b. Most of the systems in today's digital media environment are invisible.
- c. The digital network uses a single communications delivery system.
- d. Eventually digital technology will be available everywhere in the world.

ANSWER: c

REFERENCES: Mass Communication Becomes Wireless

11. The term that describes the way that different people process messages differently is:

- a. selective perception.
- b. vertical integration.
- c. mass communication.
- d. intrapersonal communication.

ANSWER: a

12. Mass communication:

- a. involves a direct sharing of experience between two people.
- b. is the same as intrapersonal communication.
- c. allows the most direct feedback of all types of communication.
- d. is communication from one person or group of persons through a transmitting device to large audiences or markets.

ANSWER: d

REFERENCES: How the Communication Process Works

Chapter 1: Mass Media and Everyday Life

13. **A response sent to a sender from someone who receives a message is called:**

- a. mass communication.
- b. noise.
- c. data compression.
- d. feedback.

ANSWER: d

REFERENCES: How the Communication Process Works

14. **Interpersonal communication:**

- a. means talking to yourself.
- b. is a direct sharing of experience between two people.
- c. happens when you listen to radio.
- d. involves use of a transmitting device.

ANSWER: b

REFERENCES: How the Communication Process Works

15. **Which of the following is an example of interactive media?**

- a. the Internet
- b. a DVD or a CD
- c. satellite radio
- d. over the air broadcast radio

ANSWER: a

REFERENCES: What Are the Mass Media Industries?

16. **Most of the income the mass media collect annually is from:**

- a. subscriptions.
- b. advertising.
- c. product sales.
- d. the government, in public subsidies.

ANSWER: b

REFERENCES: Advertisers and Consumers Pay the Bills

Chapter 1: Mass Media and Everyday Life

17. Recent developments in mass media industries include:

- a. many major newspapers adding reporters because of high per-reporter profitability.
- b. newspapers launching on-line editions as income from the print editions decline.
- c. a steady decline in Internet advertising revenues from 2000 to 2010.
- d. an increase in income from movies since 2005, reversing a 10-year downward trend.

ANSWER: b

REFERENCES: What Are the Mass Media Industries?

18. Satellite radio generates revenues primarily through:

- a. advertising.
- b. contributions.
- c. subscriptions.
- d. government subsidies.

ANSWER: c

REFERENCES: What Are the Mass Media Industries?

19. The first half of the 20th century brought which new media?

- a. books, newspapers, television and radio
- b. newspapers, magazines, movies and radio
- c. movies, radio, recordings and television
- d. radio, recordings, books and television

ANSWER: c

REFERENCES: What Are the Mass Media Industries?

20. Which of the following is not considered a mass media industry?

- a. movies
- b. the Internet
- c. books
- d. advertising

ANSWER: d

REFERENCES: What Are the Mass Media Industries?

Chapter 1: Mass Media and Everyday Life

21. The U.S. mass media:

- a. provide only entertainment.
- b. provide everyone in the U.S. with the same mass media experience.
- c. actively influence American society as well as mirror it.
- d. deliver about 10 advertising messages each day, on average, to someone living in an American city.

ANSWER: c

REFERENCES: Mass Media Both Reflect and Affect Politics, Society and Culture

22. According to the Impact / Society box, “Average Time Americans Spend Using Mass Media Each Day,” how many hours per day does the average American spend with the mass media?

- a. 5 hours
- b. 7 hours
- c. 9 hours
- d. 12.5 hours

ANSWER: d

REFERENCES: Mass Media Are Everywhere You Are

23. According to the Impact / Money box, “U.S. Mass Media Industries Annual Income 1987–Today,” print industries did best in:

- a. the 1970s.
- b. the 1980s.
- c. the 1990s.
- d. 2000–2009.

ANSWER: b

REFERENCES: What Are the Mass Media Industries?

24. According to the Impact / Society box, “Elements of Mass Communication,” which of the following can change a message after it has been sent?

- a. sender
- b. channel
- c. medium
- d. noise

ANSWER: d

REFERENCES: How the Communication Process Works

Chapter 1: Mass Media and Everyday Life

25. **According to the Impact / Convergence box, “How the Global Communications Network Works,” which delivery systems connect your devices and the national-international network?**

- a. mobile media devices
- b. telephone, satellite, and cable companies
- c. computers
- d. television

ANSWER: b

REFERENCES: Media Take Advantage of Digital Delivery

26. **Interpersonal communication differs from mass communication because it takes place internally within one person.**

- a. True
- b. False

ANSWER: False

REFERENCES: How the Communication Process Works

27. **Media convergence is the melding of the communications, computer and electronics industries.**

- a. True
- b. False

ANSWER: True

REFERENCES: Convergence Dominates the Media Business

28. **Vertical integration means that companies own other companies unrelated to mass media.**

- a. True
- b. False

ANSWER: False

REFERENCES: Mass Media Are Profit-Centered Businesses

29. **The second information communications revolution began with the invention of paper.**

- a. True
- b. False

ANSWER: False

REFERENCES: Technology Changes Mass Media Delivery and Consumption

Chapter 1: Mass Media and Everyday Life

30. **Books, newspapers and magazines were America’s only mass media for 250 years after the first American book was published in 1640.**

- a. True
- b. False

ANSWER: True

REFERENCES: What Are the Mass Media Industries?

31. **A conglomerate like Sony holds an interest in media companies as well as companies unrelated to the media business.**

- a. True
- b. False

ANSWER: True

REFERENCES: Mass Media Are Profit-Centered Businesses

32. **The audience share of the original three broadcast networks—ABC, CBS and NBC—has remained stable since the introduction of cable networks and satellite delivery services.**

- a. True
- b. False

ANSWER: False

REFERENCES: What Are the Mass Media Industries?

33. **Affiliates are stations that use network programming but are owned by companies other than the networks.**

- a. True
- b. False

ANSWER: True

REFERENCES: Mass Media Are Profit-Centered Businesses

34. **According to the Impact / Money box, “U.S. Mass Media Industries Annual Income 1987–Today,” movie industry income has steadily grown, even after the advent of the Internet.**

- a. True
- b. False

ANSWER: True

REFERENCES: What Are the Mass Media Industries?

Chapter 1: Mass Media and Everyday Life

35. **According to the Impact / Society box, “Elements of Mass Communication,” channel and medium mean the same thing.**

- a. True
- b. False

ANSWER: True

REFERENCES: How the Communication Process Works

36. **Explain what vertical integration means. Give an example.**

ANSWER: Answers may vary.

REFERENCES: Mass Media Are Profit-Centered Businesses

37. **Discuss the impact of the rapid pace of current media technological developments on both media organizations and media audiences. List and explain three examples of the effects of recent technological developments on your own media use.**

ANSWER: Answers may vary.

REFERENCES: Why You Should Understand Mass Media and Everyday Life

38. **Discuss the practical effects of the availability of digitized communications. What does it mean to the media businesses that make information and entertainment available to you? How does digitization affect your access to information and entertainment? Give 3 examples from your current use of mass media.**

ANSWER: Answers may vary.

REFERENCES: Why You Should Understand Mass Media and Everyday Life

39. **Discuss why newspapers and broadcast companies are attractive investments at the same time that they adapt to the development of the Internet.**

ANSWER: Answers may vary.

REFERENCES: Discuss why newspapers and broadcast companies are attractive investments at the same time that they adapt to the development of the Internet.

40. **Discuss the pros and cons of concentrated media ownership, including its potential impact on the availability of diverse points of view and sources of information and entertainment.**

ANSWER: Answers may vary.

REFERENCES: Mass Media Are Profit-Centered Businesses