***Introduction to Mass Communication, 10e* (Baran)**

**Chapter 1 Mass Communication, Culture, and Media Literacy**

1) Communication is best defined as

A) the transmission of a message from a receiver to a source.

B) conversation between two or a few people.

C) the process of creating shared meaning.

D) the product of large media industries.

2) Feedback is

A) the response to a given communication.

B) distortion typically attributed to electronic equipment.

C) sometimes present in communication.

D) rarely present in communication.

3) Communication between two or a few people is

A) mass communication.

B) feedback.

C) interpersonal communication.

D) reciprocal communication.

4) When messages are transformed into an understandable sign and symbol system by a participant in the communication process, \_\_\_\_\_\_\_\_ is said to have occurred.

A) noise

B) encoding

C) decoding

D) feedback

5) When signs and symbols are interpreted by a participant in the communication process, \_\_\_\_\_\_\_\_ is said to have occurred.

A) noise

B) encoding

C) decoding

D) feedback

6) Anything that interferes with successful communication is said to be

A) noise.

B) encoding.

C) decoding.

D) feedback.

7) In communication, the means by which messages are carried is

A) the feedback loop.

B) encoding.

C) decoding.

D) the medium.

8) The process of creating shared meaning between the mass media and their audiences is

A) mass communication.

B) feedback.

C) interpersonal communication.

D) encoding.

9) In mass communication, feedback is typically

A) instant and direct.

B) quite powerful.

C) absent.

D) delayed and inferential.

10) Large, hierarchically structured organizations are typical of

A) mass communication.

B) feedback.

C) interpersonal communication.

D) noise.

11) Ongoing and reciprocal messages are characteristic of

A) mass communication.

B) feedback.

C) interpersonal communication.

D) noise.

12) "Communication is a symbolic process whereby reality is produced, maintained, repaired, and transformed" is

A) the cultural definition of communication.

B) a sophisticated definition of feedback.

C) interpersonal communication when it works well.

D) the biological definition of communication.

13) No matter what the newspaper says about your favored candidate for mayor, you believe it is underselling her candidacy, including the articles that claim to support her. You may be suffering from

A) the hostile media effect.

B) confirmation bias.

C) noise.

D) negative feedback.

14) Culture is

A) opera, theater, and symphonic music.

B) communication between two or a few people.

C) the learned behavior of members of a given social group.

D) the improvement of public tastes.

15) The culture that seems to hold sway with the majority of a given people is the \_\_\_\_\_\_\_\_ culture.

A) primary

B) bounded

C) dominant

D) transformed

16) Groups with specific but not dominant cultures that exist as part of those larger cultures are \_\_\_\_\_\_\_\_ cultures.

A) secondary

B) bounded

C) minority

D) transformed

17) Culture is constructed and maintained through

A) the mass media.

B) feedback.

C) encoding and decoding.

D) communication.

18) The idea that machines and their development drive economic and cultural change is

A) technological determinism.

B) manifest destiny.

C) technological despotism.

D) latent destiny.

19) Lasswell's model of communication is expressed as "Who Says What in Which Channel \_\_\_\_\_\_\_\_ with What Effect."

A) with How Much Noise

B) to Whom

C) Using Which Medium

D) to Which Interpreter

20) The Osgood and Schramm conception of the mass communication process replaces source and receiver with

A) initiator and destination.

B) interpreters.

C) decoders.

D) Participant A and Participant B.

21) Culture is the world made meaningful; it is socially constructed and maintained through communication. It limits as well as liberates us; it differentiates as well as unites us. It defines our realities and thereby

A) shapes the ways we think, feel, and act.

B) tells us what is true and false.

C) creates a national togetherness.

D) offers us hope for a unified future.

22) We can think of mass communication as a giant courtroom where, as a people, we discuss and debate our culture—what it is and what we want it to be. This view sees mass communication as a

A) cultural storyteller.

B) repository of cultural understanding.

C) cultural forum.

D) unrelenting agent of change.

23) If we apply the standard model of capitalism to prime-time television programming, the television network is the producer, \_\_\_\_\_\_\_\_ are the product, and advertisers are the consumers.

A) the programs

B) the commercials

C) audiences

D) the actors

24) In Schramm's model of mass communication, messages from the media organization to the mass audience are characterized as

A) delayed and inferential.

B) expertly decoded.

C) many and identical.

D) difficult to interpret.

25) The differences between the individual elements of interpersonal and mass communication change the \_\_\_\_\_\_\_\_ the communication process.

A) purpose of

B) noise in

C) outcome of

D) nature of

26) The ability to effectively and efficiently comprehend and use any form of mediated communication is

A) conversationalism.

B) literacy.

C) comprehensibility.

D) media literacy.

27) Which of the following is *not* an element of media literacy?

A) possessing an awareness of media's impact

B) possessing an understanding of the process of mass communication

C) possessing strategies for analyzing and discussing media messages

D) possessing the skill to disconnect from the media's messages

28) When we read media content at a variety of different levels, we are said to be engaging the content

A) intelligently.

B) as the producers had intended.

C) from multiple points of access.

D) intuitively.

29) Media literacy is

A) only necessary for communication scholars.

B) a skill that can be improved through practice.

C) impossible for young people to master.

D) more advanced in the United States than abroad.

30) The ability to comprehend and use written symbols effectively and efficiently is

A) literacy.

B) orality.

C) learning.

D) democracy.

31) Printing presses and movable type were first used by the \_\_\_\_\_\_\_\_ between 600 C.E. and 1000 C.E.

A) Germans

B) Sumerians

C) Chinese

D) Koreans

32) The Gutenberg printing press was an advance over earlier printing presses, because it

A) produced books in a widely understood language.

B) used metal type and was designed for the production of large numbers of volumes.

C) was developed in central Europe, giving more people access to it.

D) used steam power.

33) Gutenberg developed his press to produce

A) books of maps.

B) official government publications.

C) political treatises.

D) Bibles.

34) Print helped foster the Industrial Revolution

A) because people who read books began to demand change.

B) because it helped build and disseminate bodies of knowledge that led to scientific and technological development and the refinement of new machines.

C) through its creation of leisure and entertainment.

D) because it created jobs.

35) The ability to enjoy, understand, and appreciate media content; an understanding of media content as a text that provides insight into our culture and our lives; and an understanding of the ethical and moral obligations of media practitioners are elements of

A) literacy.

B) social responsibility.

C) media literacy.

D) ethics.

36) The common assumption that others are influenced by media messages but we are not is

A) the third-person effect.

B) a violation of the second principle of media literacy.

C) the otherness effect.

D) the CNN effect.

37) An understanding of and respect for the power of media messages, the development of heightened expectations of media content, a knowledge of genre conventions, and the ability to recognize when conventions are being mixed are examples of

A) the third-person effect.

B) impediments to media literacy.

C) media literacy skills.

D) good television-viewing skills.

38) Categories of expression within the different media—for example, the evening news and documentaries—are media

A) conventions.

B) production values.

C) genres.

D) formats.

39) The characteristic, distinctive, standardized style elements of a given form of media expression—for example, the upbeat music that introduces the local evening news—are media

A) conventions.

B) production values.

C) genres.

D) formats.

40) Knowledge of media's conventions is important because

A) they keep us involved in the material.

B) we can identify when a content producer is attempting to fool us.

C) they cue or direct our meaning making.

D) it enhances our experience of the media.

41) The specific internal language of a given medium—for example, the choice of lighting in a soap opera—is a media

A) convention.

B) production value.

C) genre.

D) format.

42) Brewer Budweiser recently had to pull an ad campaign that seemed to suggest that its beer might make date rape a bit easier by removing "no" from the drinker's vocabulary, just as toy maker Mattel issued a new line of Barbie dolls that more accurately represented real girls' bodies. Both are examples of our ability to

A) confuse beer with toys.

B) identify when content producers are mixing production conventions.

C) contest culture.

D) have complete control over media.

43) Communication requires a sharing of meaning.

44) When a professor lectures to a large class of students, this is an example of mass communication.

45) *Evening news*, *documentary*, *horror film*, and *gossip magazine* are examples of genres.

46) From the beginning, newspapers have been an advertiser-supported medium.

47) If you explain an idea to a friend in a letter, you have encoded your message.

48) Biases and predispositions are common forms of noise.

49) People rarely succeed in contesting the dominant culture.

50) Different bounded cultures can share a common dominant culture.

51) Gutenberg not only became world famous as a result of his invention, but rich as well.

52) An understanding of and respect for the power of media messages is an important media literacy skill.

53) Genres are such things as choice of lighting, editing, special effects, camera angle, and size and placement of a headline.

54) After Gutenberg's introduction of the printing press to 1450s Europe, the technology spread slowly but steadily throughout the continent.

55) Media literacy is a skill that can be acquired and developed.

56) Define communication.

57) What does it mean to say that there must be a "sharing of meaning" for communication to occur?

58) Differentiate between encoding and decoding.

59) Define culture.

60) What does it mean to say that "media are cultural storytellers"?

61) What does it mean to say that "mass communication serves as a cultural forum"?

62) What is technological determinism?

63) What was Gutenberg's advance over existing methods of mechanical printing?

64) How did the mass production of printed materials foster the development of capitalism?

65) Define literacy.

66) Define media literacy.

67) Define and explain multiple points of access.

68) Define and explain the third-person effect.

69) How do genre conventions and production values differ?

70) What is the relationship between communication and culture?

71) What is the impact of technology on communication?

72) How does culture limit and liberate?

73) Do you see the audience as the consumer or the product in our mass media system? Explain your answer.

74) What are the eight elements of media literacy as defined by Art Silverblatt and your textbook author? Describe each.

75) What are the seven media literacy skills? Describe each.

76) What threat to the practice of democracy does the hostile media effect pose?