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Chapter 1 Mass Media Literacy

1.1 Multiple-Choice Questions

1) Media researchers at Ball State University found that people are intentionally involved in a media activity for ______ percent of their waking hours.
   A) 1
   B) 10
   C) 30
   D) 60
   Answer: C, Topic: Media Ubiquity
   Page Ref: 3

2) Traditionally, mass communication is defined as the technology-assisted transmission of messages to
   A) print journalists.
   B) interpersonal audiences.
   C) mass audiences.
   D) only niche audiences.
   Answer: C, Topic: Media Ubiquity
   Page Ref: 4-5

3) According to the research firm Nielsen, the medium that is used much more per day than other media is
   A) music.
   B) magazines.
   C) television.
   D) newspapers.
   Answer: C, Topic: Media Ubiquity
   Page Ref: 4

4) Mass media have become so integrated into people’s lives that ______ is common.
   A) mainstreaming
   B) media multitasking
   C) writing letters
   D) niche casting
   Answer: B, Topic: Media Ubiquity
   Page Ref: 4

5) On most days, the most-listened-for item in morning newscasts is
   A) sports.
   B) consumer news.
   C) crime news.
   D) the weather.
   Answer: D, Topic: Media Ubiquity
   Page Ref: 5
6) Newspaper, radio, television and magazine companies cannot survive unless they
A) deliver an audience to advertisers.
B) provide the latest news.
C) offer low subscription rates.
D) serve the government.
Answer: A, Topic: Media Ubiquity
Page Ref: 5

7) The type of communication that occurs between two individuals, either by themselves or in a small group is
A) mediated communication.
B) meta-communication.
C) interpersonal communication.
D) symbiotic communication.
Answer: C, Topic: Mediated Communication
Page Ref: 5

8) An executive participating in a business meeting is engaged in
A) group communication.
B) industrial communication.
C) intrapersonal communication.
D) mediated communication.
Answer: A, Topic: Mediated Communication
Page Ref: 5

9) In order for something to be categorized as group communication, the audience must
A) consist of more than 10 people.
B) not be able to provide immediate feedback.
C) be more than one person and all be within earshot.
D) be a homogeneous group.
Answer: C, Topic: Mediated Communication
Page Ref: 5

10) Mass communication involves sending a message to a great number of people
A) who have paid or otherwise prepared to receive the message.
B) who are together in the same location so they can receive the message.
C) who are in widely separated locations.
D) who have common interests that make them a viable target audience.
Answer: C, Topic: Mediated Communication
Page Ref: 6

11) One characteristic that distinguishes mass communication from interpersonal and group communication is the
A) content of the message.
B) lack of immediate feedback.
C) ability of the receiver of the message to understand it.
D) length of the message.
Answer: B, Topic: Mediated Communication
Page Ref: 6
12) Which of the following social media traits is NOT shared with earlier, traditional mass media?
A) They reach millions of people in diverse locations.
B) They inform, persuade, amuse, and enlighten users.
C) They enable interactive dialogue among their users.
D) They bring in millions of dollars of revenue for their owners.
Answer: C, Topic: Mediated Communication
Page Ref: 7

13) Unlike production for industrial media, the production of content for social media
A) requires specialized skills, equipment, and training.
B) is primarily done by paid professional staff members.
C) is highly complicated, time consuming, and expensive.
D) uses readily accessible and affordable software tools.
Answer: D, Topic: Mediated Communication
Page Ref: 8

14) The mass media were almost entirely “word-centric” for hundreds of years until
A) libraries began using the Dewey Decimal System to categorize books.
B) it became technologically possible to duplicate and distribute images.
C) visual images became accepted as a form of communication as well as art.
D) motion pictures were invented and accepted as a mass medium.
Answer: B, Topic: Literacy for Media Consumers
Page Ref: 8

15) The term “visual literacy,” which is now part of the broader concept of media literacy, became popular with scholars
A) trying to explain the importance of prehistoric cave-paintings discovered in France.
B) around 1850 in response to the invention and development of photography.
C) about 1900 after motion pictures began to add movement to visual images.
D) in the 1960s when the education products coordinator for Kodak wrote about it.
Answer: D, Topic: Literacy for Media Consumers
Page Ref: 9

16) Media literacy involves
A) having access to all forms of media.
B) knowledge about mass media and the application of critical thinking.
C) your financial stake in the media landscape.
D) the ability to read media textbooks.
Answer: B, Topic: Assessing Media Messages
Page Ref: 10

17) Media literacy involves all of the following EXCEPT
A) not confusing messages and messengers.
B) understanding the limitations and possibilities of various media platforms.
C) having a clear framework for the history and traditions of media.
D) appropriately balancing the costs and benefits of various media messages.
Answer: D, Topic: Assessing Media Messages
Page Ref: 10
18) If Jill walks through a mall and notices the background music playing through the loudspeakers, she is demonstrating
A) intelligence.
B) a sophisticated shopping strategy.
C) media literacy.
D) in-depth knowledge of the music industry.
Answer: C, Topic: Assessing Media Messages
Page Ref: 12

19) Most of our media exposure is
A) through the media products we purchase.
B) invisible or unnoticed at a conscious level.
C) through billboards.
D) expensive.
Answer: B, Topic: Assessing Media Messages
Page Ref: 12

20) Someone who condemns a reporter for supporting a politician because she quotes that politician in a news story
A) has effectively demonstrated their media literacy.
B) has subconsciously revealed that they support the politician.
C) has fallen into the error of judgment addressed in the cliché about shooting the messenger.
D) has not adequately considered the editor’s role in telling the reporter what to report.
Answer: B, Topic: Assessing Media Messages
Page Ref: 12

21) One of the traditions of U.S. journalism implied in the Constitution is that the mass media should report news and
A) be inexpensive enough for consumers to afford.
B) offer space so advertisers can reach their potential customers.
C) provide politicians with a venue to speak uncensored to the citizenry.
D) serve as a watchdog of government on behalf of the people.
Answer: D, Topic: Assessing Media Messages
Page Ref: 12

22) One of the four purposeful functions of mass communication is to
A) inform.
B) initiate.
C) instigate.
D) irritate.
Answer: A, Topic: Purposeful Mass Communication
Page Ref: 14

23) One of the four purposeful functions of mass communication is to
A) patronize.
B) persuade.
C) promote.
D) publicize.
Answer: B, Topic: Purposeful Mass Communication
Page Ref: 14
24) One of the four purposeful functions of mass communication is to
A) amuse.
B) arouse.
C) assail.
D) assert.
Answer: A, Topic: Purposeful Mass Communication
Page Ref: 17

25) One of the four purposeful functions of mass communication is to
A) encapsule.
B) energize.
C) enlighten.
D) envision.
Answer: C, Topic: Purposeful Mass Communication
Page Ref: 17

26) The most visible form of information delivered by mass media is
A) personal opinion.
B) news.
C) advertising messages.
D) television listing.
Answer: B, Topic: Purposeful Mass Communication
Page Ref: 14

27) The most obvious form of mass media intended to persuade is
A) advertising.
B) books.
C) newspapers.
D) television.
Answer: A, Topic: Purposeful Mass Communication
Page Ref: 17

28) English thinker John Milton advocated exposure to competing ideas as the best way to discover truth in a concept he termed the
A) information-persuasion dichotomy.
B) marketplace of ideas.
C) information revelation function.
D) media market.
Answer: B, Topic: Purposeful Mass Communication
Page Ref: 16

29) Intense rivalry between most successful media companies to reach the largest possible audience and beat out their competition
A) is as old as the mass media themselves and continues to drive the media today.
B) is no longer a part of the media environment as a result of the Internet
C) intensified and later began to fade during the 20th century.
D) was an act staged by some unscrupulous media moguls to make more money.
Answer: C, Topic: Media and Society
Page Ref: 18
30) President Franklin Roosevelt’s nationwide radio addresses rallying support for programs to combat the Great Depression demonstrated the mass media’s ability to
A) give equal time to opposing political viewpoints.
B) unify the country by presenting common messages and shared experiences.
C) make a profit by presenting political messages.
D) combine information and entertainment.
Answer: B, Topic: Media and Society
Page Ref: 18

31) Network television broadcasts became a nationwide societal unifier because
A) they attracted huge audiences who all watched the same cultural fare.
B) prime time viewing hours encouraged people to stay at home with their families.
C) TV sets were manufactured in the United States and their sale created an economic boom.
D) people could choose from a wide variety of different types of programming.
Answer: A, Topic: Media and Society
Page Ref: 18

32) This national newspaper, launched in 1982, offered readers a “first-person” tone and enhanced graphic features that set it apart from its competition.
A) The New York Times
B) The Wall Street Journal
C) USA Today
D) Newsday
Answer: C, Topic: Media and Society
Page Ref: 19

33) Which of the following media was among the first to demassify in the 1950s?
A) television
B) radio
C) magazines
D) newspapers
Answer: B, Topic: Media and Society
Page Ref: 19

34) Demassification has NOT contributed to the growth of
A) general-interest magazines.
B) alternative media for narrow genres in the mass audience.
C) cable television networks.
D) neighborhood and suburban weekly newspapers.
Answer: A, Topic: Media and Society
Page Ref: 19-20

35) A term coined in the 1980s to describe how the broadcast industry reaches niche audiences is
A) fringecasting.
B) fragcasting.
C) narrowcasting.
D) cablecasting.
Answer: C, Topic: Media and Society
Page Ref: 20
1.2 True/False Questions

1) Media literacy enables us to more effectively use the mass media for our own advantage and avoid being conned by them.
   Answer: TRUE, Topic: Media Tag-Alongs
   Page Ref: 3

2) Although we don't always pay attention to them, we are exposed to media messages more than two-thirds of our waking hours.
   Answer: TRUE, Topic: Media Ubiquity
   Page Ref: 3

3) A study at Ball State University found that people intentionally spend 30 percent of their waking hours with the media.
   Answer: TRUE, Topic: Media Ubiquity
   Page Ref: 3

4) The mass media are the vehicles through which messages are disseminated to mass audiences.
   Answer: TRUE, Topic: Media Ubiquity
   Page Ref: 3

5) Mass media have become so integrated into our lives that media multitasking is common.
   Answer: TRUE, Topic: Media Ubiquity
   Page Ref: 4

6) Instant messaging and e-mail are two of the newest mass media to emerge as a result of computer technology.
   Answer: FALSE, Topic Media Ubiquity
   Page Ref: 5

7) Technology makes it possible to draw clear distinctions between interpersonal communication and mass communication.
   Answer: FALSE, Topic: Media Ubiquity
   Page Ref: 5

8) People who use media, the industries that advertise in media and the companies built around media have a symbiotic relationship.
   Answer: TRUE, Topic: Media Ubiquity
   Page Ref: 5

9) Once technology is brought into a communication situation it can no longer be considered interpersonal communication.
   Answer: FALSE, Topic: Mediated Communication
   Page Ref: 5

10) Feedback is defined as the response to a message.
    Answer: TRUE, Topic: Mediated Communication
    Page Ref: 6
11) Group communication involves an audience of more than one, all within earshot.
   Answer: TRUE, Topic: Mediated Communication
   Page Ref: 6

12) Mass communication would NOT have been possible WITHOUT the invention of technologies such as the printing press, broadcast transmitters, and Internet servers.
   Answer: TRUE, Topic: Mediated Communication
   Page Ref: 6

13) Their ability to exchange user-generated content is one of the main reasons “social media” became the common name for this 21st century form of communication.
   Answer: TRUE, Topic: Mediated Communication
   Page Ref: 7

14) Social media and mass communication are both mediated forms of communication.
   Answer: TRUE, Topic: Mediated Communication
   Page Ref: 7-8

15) Industrial media production can be successfully accomplished by almost anyone who has access to an Internet-capable computer and basic software skills.
   Answer: FALSE, Topic: Mediated Communication
   Page Ref: 8

16) Visual literacy, a key part of media literacy, can be described as the ability “to read” still and moving images.
   Answer: TRUE, Topic: Literacy for Media Consumers
   Page Ref: 8

17) “Film literacy” which deals with the conventions and techniques of motion media was already a well-established term and area of study long before “visual literacy” came on the scene.
   Answer: TRUE, Topic: Literacy for Media Consumers
   Page Ref: 10

18) Most of our media exposure is invisible to us – or at least goes unnoticed – at a conscious level.
   Answer: FALSE, Topic: Assessing Media Messages
   Page Ref: 12

19) One measure of media literacy is awareness of the presence of media messages.
   Answer: TRUE, Topic: Assessing Media Messages
   Page Ref: 10

20) The better your media literacy skills, the better equipped you are to deal with a deluge of media messages.
   Answer: TRUE, Topic: Assessing Media Messages
   Page Ref: 10-14

21) Media literacy is only concerned with how messages are received and perceived; media production is concerned with how they are prepared and sent.
   Answer: FALSE, Topic: Assessing Media Messages
   Page Ref: 10
22) Realizing that a letter personally addressed to you with several references to your hometown and school is part of a mass mailing and not a personal message demonstrates your media literacy.
Answer: TRUE, Topic: Assessing Media Messages
Page Ref: 12

23) Media literacy requires distinguishing between messages and the messenger.
Answer: TRUE, Topic: Assessing Media Messages
Page Ref: 12

24) Intelligent use of the mass media requires assessing the motivation for a message.
Answer: TRUE, Topic: Assessing Media Messages
Page Ref: 12

25) The different technologies on which media are shaped do NOT affect messages.
Answer: FALSE, Topic: Assessing Media Messages
Page Ref: 12

26) Media literacy emphasizes the importance of understanding tradition as a way of understanding the media and thereby promotes many of the most popular media myths.
Answer: FALSE, Topic: Assessing Media Messages
Page Ref: 12

27) Researchers have consistently proven that video games directly cause violent crime.
Answer: FALSE, Topic: Assessing Media Messages
Page Ref: 12

28) The role of the media in China is much different than it is in the United States.
Answer: TRUE, Topic: Assessing Media Messages Page Ref: 12

29) In the U.S., mass media have traditionally served as a watchdog on behalf of the people against governmental misdeeds.
Answer: TRUE, Topic: Assessing Media Messages
Page Ref: 12

30) The most visible mass-delivered information is news.
Answer: TRUE, Topic: Purposeful Mass Communication
Page Ref: 14

31) Information comes in many forms besides news; even advertising offers information that helps consumers make intelligent buying decisions.
Answer: TRUE, Topic: Purposeful Mass Communication
Page Ref: 14

32) The outcome of Cairo, Egypt’s Arab Spring in 2011 was heavily influenced by key protesters’ ability to apply their media literacy skills to a serious political problem.
Answer: TRUE, Topic: Purposeful Mass Communication
Page Ref: 15
33) Cell phone communication was one of the primary tools used by organizers to successfully oust Egypt’s ruler during the Arab Spring of 2011.
Answer: TRUE, Topic: Purposeful Mass Communication
Page Ref: 16

34) The role of persuasion is especially important in a democratic society.
Answer: TRUE, Topic: Purposeful Mass Communication
Page Ref: 16

35) Advertising is the only type of mass message that is persuasive.
Answer: FALSE, Topic: Purposeful Mass Communication
Page Ref: 17

36) Before mass media, people created their own diversion, entertainment and amusement.
Answer: TRUE, Topic: Purposeful Mass Communication
Page Ref: 17

37) Insights into the human condition that are presented by the mass media can be very important in helping us figure out and better understand ourselves.
Answer: TRUE, Topic: Purposeful Mass Communication
Page Ref: 17

38) Mass media first came into existence in the late-1800s.
Answer: FALSE, Topic: Purposeful Mass Communication
Page Ref: 17

39) A far-reaching effect of mass media has been as a cultural unifier.
Answer: TRUE, Topic: Media and Society
Page Ref: 17

40) The mass media can help a society identify its values and establish a cultural identity.
Answer: TRUE, Topic: Media and Society
Page Ref: 17

41) As they did on 9/11, the mass media can help connect and bind people together during a crisis.
Answer: TRUE, Topic: Media and Society
Page Ref: 18

42) Media coverage of events like Arab Spring, the Asian tsunamis, Hurricane Katrina or even the Super Bowl provide a shared cultural experience.
Answer: TRUE, Topic: Media and Society
Page Ref: 18

43) Regrettably, the mass media’s ability to unify and bind society only applies to negative situations and times of pain, sorrow, and tragedy.
Answer: FALSE, Topic: Media and Society
Page Ref: 18

44) Thorough media coverage presented over time tends to bring about societal consensus even on controversial issues.
Answer: TRUE, Topic: Media and Society
Page Ref: 18

45) Over time, mass media contribute to the evolution of society's view of what is considered acceptable and what is unacceptable behavior.
Answer: TRUE, Topic: Media and Society
Page Ref: 18

46) The general trend among the mass media today is to seek the largest possible mass audience.
Answer: FALSE, Topic: Media and Society
Page Ref: 19

47) Demassification means that mass media are narrowing their audience focus.
Answer: TRUE, Topic: Media and Society
Page Ref: 19

48) Defragmentation is an alternate term for demassification of the mass media.
Answer: FALSE, Topic: Media and Society
Page Ref: 19

49) Narrowcasting, as opposed to broadcasting, is a term coined to reflect how radio and television are now seeking niche audiences.
Answer: TRUE, Topic: Media and Society
Page Ref: 20

50) Today's demassification and media diversity contributes to less social cohesion than the mass audiences and limited number of media choices enjoyed by previous generations.
Answer: TRUE, Topic: Media and Society
Page Ref: 20

1.3 Completion Questions

1) The technology-assisted transmission of messages to mass audiences is known as ________.
Answer: mass communication, Topic: Media Ubiquity
Page Ref: 4

2) Simultaneous exposure to messages from different media is called ________.
Answer: media multitasking, Topic: Media Ubiquity
Page Ref: 4

3) ________ requires an audience of more than one, all within earshot.
Answer: Group communication, Topic: Mediated Communication
Page Ref: 5

4) ________ is communication between two individuals.
Answer: Interpersonal communication, Topic: Mediated Communication
Page Ref: 5
5) In mass communication, _______ are massive, eclectic, and heterogeneous.
Answer: audiences, Topic: Mediated Communication
Page Ref: 6

6) A synonym sometimes used for _______ is “industrial communication” because it requires such
large-scale or industrial-sized technology.
Answer: mass communication, Topic: Mediated Communication
Page Ref: 7

7) The mass audience generally lacks the opportunity for immediate _______.
Answer: feedback, Topic: Mediated Communication
Page Ref: 6

8) Compared to industrial media, _______ are less centralized and less hierarchical. They also
provide more points of origin for content.
Answer: social media, Topic: Mediated Communication
Page Ref: 8

9) Linguistic _______ means being competent in using spoken and written language.
Answer: literacy, Topic: Literacy for Media Consumers
Page Ref: 8

10) *Understanding Comics: The Invisible Art*, a graphic reference book, has become a highly-
regarded explanation of _______ literacy for artists and their audiences.
Answer: visual, Topic: Literacy for Media Consumers
Page Ref: 9

11) _______ literacy does not just refer to motion pictures; it also applies to television, video, and
other motion media.
Answer: Film, Topic: Literacy for Media Consumers
Page Ref: 10

12) People who are _______ literate are aware of their media environment.
Answer: media, Topic: Assessing Media Messages
Page Ref:12

13) Media literate Americans recognize the traditional view that the news media should serve as a
_______ for the people to point out government misdeeds.
Answer: watchdog, Assessing Media Messages
Page Ref: 12

14) The most visible information delivered by mass media is _______.
Answer: news, Topic: Purposeful Mass Communication
Page Ref: 14

15) The _______ of ideas is a concept that a robust exchange of ideas yields better consensus.
Answer: marketplace, Topic: Purposeful Mass Communication
Page Ref: 16
16) The role of persuasion is especially important in a _______ society so that public policy can emerge from meaningful public discussion.
Answer: democratic, Topic: Purposeful Mass Communication
Page Ref: 16

17) A form of message intended to persuade people to buy a product is called _______.
Answer: advertising, Topic: Purposeful Mass Communication
Page Ref: 17

18) The fragmentation of the mass audience into narrower segments is called _______.
Answer: demassification, Topic: Media and Society
Page Ref: 19

19) _______ was the first of the mass media to begin demassification.
Answer: Radio, Topic: Media and Society
Page Ref: 19

20) Radio had to seek fragmented audiences to survive economically because _______ was “stealing” much of its audience and many of its biggest advertisers.
Answer: television, Topic: Media and Society
Page Ref: 19

21) _______ is the term used by broadcast media to describe reaching for smaller, niche audiences.
Answer: Narrowcasting, Topic: Media and Society
Page Ref: 20

1.4 Matching Questions

Please match the terms with their definitions.

1) Marketplace of Ideas
2) Media literacy
3) Cultural identity
4) Mass communication
5) Demassification

A) Seeking narrower audiences
B) Knowledge about mass media
C) Sending of messages to many people
D) Free expression of competing ideas
E) Shared experiences

Answers: 1) D 2) B 3) E 4) C 5) A
Page Ref: 6, 9-11
Match each term in the left column with the most appropriate explanation in the right column.

1) Communication  
A) Reading and writing skills

2) Group communication  
B) Ability to analyze, understand, and prepare messages

3) Interpersonal communication  
C) Sending messages to vast audiences

4) Mass communication  
D) Focuses on the use and meaning of motion

5) Mediated communication  
E) Competency with both spoken and written language

6) Literacy  
G) Two-way dialogue, usually involving two individuals

7) Film literacy  
H) Requires participants to be within earshot

8) Linguistic literacy  
I) Deciphers meaning from images

9) Media literacy  
J) Dissemination or sharing of information or ideas

10) Visual literacy  
K) Technology-assisted transmission of messages


Page Ref: 5-7, 8-10

1.5 Essay Questions

1) Studies have shown Americans on average spend almost one-third of their waking hours actively using the mass media and now depend on the mass media to help them live their lives. Estimate how much time you devote to each of the major media in a typical week or month and discuss how this compares to the current national averages. Also describe three ways in which you depend on the mass media.
Page Ref: 3-5, Topic: Media Ubiquity

2) Is the Internet a form of mass communication or interpersonal communication? Provide two detailed examples to support your position.
Page Ref: 5-8, Topic: Mediated Communication

3) Define media literacy and discuss three ways consumers can become more media literate.
Page Ref: 10, 12-14, Topic: Assessing Media Messages

4) Nicholas Carr, a widely published technical writer, is concerned that “The Internet has been chipping away at his capacity for concentration and contemplation” and has reduced his ability to do “deep reading.” Discuss how and why Carr’s concerns may relate to Novelist Philip Roth’s fear that the novel has become a dying art form and may cease to exist.
Page Ref: 11, 13, Topic: Assessing Media Messages

5) The mass media can inform, persuade, entertain, and enlighten individual consumers. Rank these four functions in terms of their relative importance to you, personally. Explain your rankings by citing a specific example of how you have recently used the media for each of these purposes.
Page Ref: 14-16 Topic: Purposeful Mass Communication

6) In addition to the functions they serve for individual consumers, the mass media act as a cultural unifying influence at the societal level. Describe three recent examples that illustrate how and why the actions or content of the mass media can help bind a society together.
Page Ref: 17-18 Topic: Media and Society
7) Describe the role mass media have played in resolving or exacerbating a contentious, contemporary issue facing the United States and explain how they have hindered or aided us in reaching community consensus. Cite specific examples of media actions to support your position. Page Ref: 17-20, Topic: Media and Society

8) Describe demassification and explain the circumstances that have brought it about. Do you foresee further demassification occurring as a result of further technological advances? Cite examples that support your outlook. Page Ref: 19-20, Topic: Media and Society
Chapter 2 Media Technology

2.1 Multiple-Choice Questions

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
Page Ref: 27

2) When people communicate face-to-face, we call it
A) individual communication.
B) non-applied media.
C) interpersonal communication.
D) basic pedagogy.
Answer: C, Topic: Media Technology
Page Ref: 27

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
Page Ref: 28

4) Photography and movies have relied on this technology throughout most of their history.
A) chemical technology
B) print technology
C) electronic technology
D) digital technology
Answer: A, Topic: Media Technology
Page Ref: 28

5) The first of the electronic media was
A) film.
B) sound recording.
C) television.
D) e-mail
Answer: B, Topic: Media Technology
Page Ref: 28
6) In addition to printing technology, mass media have been based on all of the following EXCEPT
   A) chemical technology.
   B) digital technology.
   C) electronic technology.
   D) nanotechnology.
   Answer: D, Topic: Media Technology
   Page Ref: 28

7) This 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
   Page Ref: 28

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
   Page Ref: 29

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
   Page Ref: 30

10) This 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
    Page Ref: 30

11) In the years following Gutenberg's invention of movable metal type, society was transformed in
    all of the following ways EXCEPT
    A) the oral tradition of story-telling 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
    Page Ref: 30
12) Richard Hoe perfected the high-speed, rotary press during the ________, a period when the technology to mass produce paper on large rolls was also developed.
   A) American Revolution
   B) Industrial Revolution
   C) French Revolution
   D) Media Revolution
   Answer: B, Topic: Printing Technology
   Page Ref: 31

13) Frederick Ives invented this 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
   Page Ref: 32

14) The process of reproducing black-and-white images by printing variously sized dots of ink that will look like different tones of gray is
   A) halftone printing.
   B) ink dot process.
   C) celluloid imagery.
   D) digital photography.
   Answer: A, Topic: Printing Technology
   Page Ref: 32

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) Time.
   Answer: B, Topic: Printing Technology
   Page Ref: 32

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: Chemistry Technology
   Page Ref: 33

17) All of 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: Chemistry Technology
   Page Ref: 35
18) The first sound recording and playback machine was the
A) telegraph.
B) microphone.
C) dictaphone
D) phonograph.
Answer: D, Topic: Electrical Technology
Page Ref: 36

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
Page Ref: 36

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
Page Ref: 36

21) Guglielmo Marconi is well known for transmitting the first
A) photographic image.
B) wireless message.
C) television signal.
D) text message.
Answer: B, Topic: Electrical Technology
Page Ref: 34

22) Hertzian waves, named for Heinrich Hertz who proved their existence in 1877 are now more commonly called
A) doppler waves.
B) electronic waves.
C) radio waves.
D) television waves.
Answer: C, Topic: Electrical Technology
Page Ref: 37

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
Page Ref: 37
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
Page Ref: 40

25) A ground station that beams a signal to an orbiting communication satellite is called
A) an uplink.
B) a downlink.
C) an exciter
D) a router.
Page Ref: 37

26) A ground station that receives a signal relayed from a communication satellite is called
A) an uplink.
B) a downlink.
C) a retriever.
D) a derouter.
Page Ref: 40

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
Page Ref: 41

28) Thin, flexible fibers of glass that transmit signals using bursts of light are called
A) fiber-optic cables.
B) coax cables.
C) jumper cables.
D) digital cables.
Answer: A, Topic: Current Technologies
Page Ref: 42

29) The silicon chips that provide the foundation for digital technology are
A) digital conductors.
B) Lays chips.
C) semiconductors.
D) Bell Labs chips.
Answer: C, Topic: Digital Integration
Page Ref: 42
30) The melding of print, electronic and photographic media into digitized form is called
A) media convergence.
B) a digital mash up.
C) digicommunication.
D) media integration.
Answer: A, Topic: Digital Integration
Page Ref: 43

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: Digital Integration
Page Ref: 43

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: Digital Integration
Page Ref: 42-43

33) This high-capacity global telephone network links computers.
A) the Internet
B) cellular communication
C) satellite communication
D) Global Net
Answer: A, Topic: Digital Integration
Page Ref: 43

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: Digital Integration
Page Ref: 43

35) Tim Berners-Lee invented the
A) communication satellite.
B) fiber-optic cable.
C) Internet.
Answer: D, Topic: Digital Integration
Page Ref: 44
36) The development of cloud computing has fueled all of the following trends EXCEPT
A) dramatic increases in the number of Apps available for mobile devices.
B) increasing prices for high-speed, game-ready laptops and smart phones.
C) decreasing the need for ever-larger-capacity hard-drives in laptop computers.
D) decreasing the weight of laptops, tablets, cell phones, and other mobile devices.
Answer: D, Topic: Digital Integration
Page Ref: 46

37) “Apps,” the software programs usually found on mobile devices,
A) are called “Apps” because the first ones were for Apple computers and phones.
B) must sell for $9.95 or less.
C) are simpler and more narrowly-focused programs than software suites.
D) use cloud computing technology and cannot work unless they’re “in the cloud.”
Answer: C, Topic: Digital Integration
Page Ref: 46

38) This 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
Page Ref: 47

39) 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
Page Ref: 47

40) 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
Page Ref: 47

41) 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: C, Topic: Technology and Mass Communication
Page Ref: 47, 49
42) The center ring in the concentric circle model of mass communication represents
A) the media environment from which all of the other elements arise.
B) the audience being targeted by the mass media messages.
C) the messages that are shaped and affected by all the surrounding influences.
D) the communicators who originate the messages aimed at the audience. Answer: D, Topic: Technology and Mass Communication
Page Ref: 47,49

43) Media people who make judgments about what to include in news broadcasts, newspapers, websites and other media products are called
A) regulators.
B) gatekeepers.
C) fact checkers.
D) subject matter experts.
Answer: B, Topic: Technology and Mass Communication
Page Ref: 48

44) Amplification in relation to mass communication theory means
A) increasing the number of people delivering the message.
B) increasing the type size in printed messages or the volume of spoken messages.
C) increasing the potential audience size through channel selection.
D) increasing the action or emotional appeal of a message to attract more people.
Answer: C, Topic: Technology and Mass Communication
Page Ref: 48

45) A military censor who blocks a combat story from being released is acting as
A) an amplifier.
B) a gatekeeper.
C) a regulator.
D) a mediator.
Answer: C, Topic: Technology and Mass Communication
Page Ref: 48

46) In communication theory, “noise” is an impediment to communication that occurs before a message reaches a receiver and includes all of the following EXCEPT
A) semantic noise.
B) digitization noise.
C) channel noise.
D) environmental noise.
Answer B, Topic: Technology and Mass Communication
Page Ref: 48

47) A speaker who slurs his speech during a televised address is creating A) channel noise.
B) environmental noise.
C) semantic noise.
D) articulated noise.
Answer: C, Topic Technology and Mass Communication
Page Ref: 48
48) 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: A, Topic Technology and Mass Communication
Page Ref: 50

49) 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
Page Ref: 50

50) These types of mass communication can all be described with the same Points Model EXCEPT
A) book publishing.
B) motion pictures.
C) radio broadcasting .
D) web communication.
Answer: D, Topic: Technology and Mass Communication
Page Ref: 50

2.2 True/False Questions

1) The Internet and other computerized communication systems are so important that computer sabotage committed by another country is considered an act of war that warrants a military response from U.S. armed forces.
Answer: TRUE, Topic: A Cyber-War Tool
Page Ref: 27

2) Mass communication is any technology-enabled process that permits long-distance messaging.
Answer: FALSE, Topic: Media Technology
Page Ref: 27

3) The media landscape evolves with the rise of new technology.
Answer: TRUE, Topic: Media Technology
Page Ref: 28

4) Mass production of the written word became possible with movable metal type.
Answer: TRUE, Topic: Printing Technology
Page Ref: 28

5) Johannes Gutenberg invented movable metal type in the mid-1800s.
Answer: FALSE, Topic: Printing Technology
Page Ref: 28
6) Movable metal type made the printing press an agent for mass communication.
   Answer: TRUE, Topic: Printing Technology
   Page Ref: 28

7) The growing quantity of printed materials fueled literacy and, slowly, a standardization in written languages.
   Answer: TRUE, Topic: Printing Technology
   Page Ref: 30

8) Books and other print publications immediately became plentiful after the printing press was created because of the plentiful supply of paper and ink.
   Answer: FALSE, Topic: Printing Technology
   Page Ref: 31

9) Originally only 2,000 Gutenberg Bibles were printed.
   Answer: FALSE, Topic: Printing Technology
   Page Ref: 29

10) Movable metal type allowed more effective exchanges of information among scientists and other scholars.
    Answer: TRUE, Media People: Gutenberg Legacy
    Page Ref: 30

11) Pulp fiction is a derisive term for cheap novels.
    Answer: TRUE, Topic: Printing Technology
    Page Ref: 31

12) Photography began to increase the communicative power of the written word in the mid-1900s.
    Answer: FALSE, Topic: Printing Technology
    Page Ref: 32

13) Halftones allow us to see shapes and images produced by variously sized dots of ink.
    Answer: TRUE, Topic: Printing Technology
    Page Ref: 32

14) With the launch of *Sports Illustrated* in 1934, photography moved the magazine industry into new visual ground.
    Answer: FALSE, Topic: Printing Technology
    Page Ref: 32

    Answer: FALSE, Topic: Printing Technology
    Page Ref: 32

16) Photography and movies have relied on chemical technology throughout most of their history.
    Answer: TRUE, Topic: Chemistry Technology
    Page Ref: 33
17) The technology involved in early film and movies was electrical chemistry.
Answer: FALSE. Topic: Chemistry Technology
Page Ref: 33

18) Mathew Brady is known for his photographic coverage of the U.S. Civil War.
Answer: TRUE. Topic: Chemistry Technology
Page Ref: 33, 35

19) The Kodak brothers opened the first motion picture exhibition hall.
Answer: FALSE. Topic: Chemistry Technology
Page Ref: 35

20) Television programming cannot be presented in 3-D because of the human eye’s persistence of vision.
Answer: FALSE. Topic: Chemistry Technology
Page Ref: 34

21) The first sound recording and playback machine was called the phonograph.
Answer: TRUE. Topic: Electrical Technology
Page Ref: 36

22) The telegraph allowed for long-distance communication between point A and point B.
Answer: TRUE. Topic: Electrical Technology
Page Ref: 36

23) Samuel Morse invented the telephone in 1844.
Answer: FALSE. Topic: Electrical Technology
Page Ref: 36

24) Granville Woods pioneered a wireless way to communicate with moving trains.
Answer: TRUE. Topic: Electrical Technology
Page Ref: 36

25) In 1895, Guglielmo Marconi used Morse code, a telegraph key, and his knowledge of Hertzian waves to successfully send the first wireless messages.
Answer: TRUE. Topic: Electrical Technology
Page Ref: 37

26) Philo Farnsworth conceived a viable plan for live transmission of moving images when he was just 13 years old.
Answer: TRUE. Topic: Electrical Technology
Page Ref: 37

27) The concept of using geosynchronous satellites for worldwide communication was advocated by sci-fi author Arthur C. Clarke.
Answer: TRUE. Topic: Current Technologies
Page Ref: 40

28) Telstar was the first communication satellite to transmit telephone signals.
Answer: TRUE. Topic: Current Technologies
Page Ref: 40
29) An uplink is a ground station that beams a signal to an orbiting communication satellite.
Answer: TRUE, Topic: Current Technologies
Page Ref: 40

30) A downlink is a ground station that receives a signal relayed from a communication satellite.
Answer: TRUE, Topic: Current Technologies
Page Ref: 40

31) Copper wires are replacing fiber-optic cables as a more efficient way of carrying telephone messages.
Answer: FALSE, Topic: Current Technologies
Page Ref: 40

32) The first cable television systems were created to provide television to apartment complexes in metropolitan areas.
Answer: FALSE, Topic: Current Technologies
Page Ref: 41

33) Satellite technology dramatically reshaped the fundamental structures and operating practices of the telephone, television, and radio industries but had little impact on printed media.
Answer: FALSE, Topic: Current Technologies
Page Ref: 40-41

34) The semiconductor has had little influence in the development of digital technology.
Answer: FALSE, Topic: Digital Integration
Page Ref: 42

35) The high cost of Internet production and delivery will hinder the expansion of media content.
Answer: FALSE, Topic: Digital Integration
Page Ref: 43-44, 46

36) The Internet is a high-capacity global telephone network that links computers.
Answer: TRUE, Topic: Digital Integration
Page Ref: 43

37) University and military researchers were the driving forces behind the early rendition of the Internet.
Answer: TRUE, Topic: Digital Integration
Page Ref: 43

38) The melding of print, electronic and photographic media is called the melting pot.
Answer: FALSE, Topic: Digital Integration
Page Ref: 43

39) Steve Jobs invented the World Wide Web
Answer: FALSE, Topic: Digital IntegrationPage Ref: 44

40) Jesuit scholar Walter Ong worries that online reading has “technologized the written word” so much that traditional printed media may become obsolete.
Answer: TRUE, Topic: Digital Integration
Page Ref: 45

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41) For the first time in media history, a new technology and medium – the Internet – may actually be threatening previously developed media.
Answer: FALSE, Topic: Digital Integration
Page Ref: 45

42) The size of your computer's internal hard drive is less important than it used to be due to the growth of cloud computing.
Answer: TRUE, Topic: Digital Integration
Page Ref: 46

43) Harold Lasswell devised the narrative communication model.
Answer: TRUE, Topic: Technology and Mass Communication
Page Ref: 47

44) One aspect of the narrative communication model is that it explores which channel is being used to communicate.
Answer: TRUE, Topic: Technology and Mass Communication
Page Ref: 47

45) Gatekeepers are media people who make judgments about the content of messages.
Answer: TRUE, Topic: Technology and Mass Communication
Page Ref: 48

46) The Federal Communication Commission is an example of a regulator.
Answer: TRUE, Topic: Technology and Mass Communication
Page Ref: 48

47) A military censor who stops a combat story from being released is called a gatekeeper.
Answer: FALSE, Topic: Technology and Mass Communication
Page Ref: 48

48) Unlike “noise,” a filter does not impede mass communication.
Answer: FALSE, Topic: Technology and Mass Communication
Page Ref: 48-49

49) One obstacle in regulating the Internet is that it is decentralized.
Answer: TRUE, Topic: Technology and Mass Communication
Page Ref: 50

50) Unlike broadcasting, web communication shifts much of the control of the communication process to the recipient.
Answer: TRUE, Topic: Technology and Mass Communication
Page Ref: 50
2.3 Short Answer Questions

1) ______ most often involves two people communicating face-to-face.
   Answer: Interpersonal communication, Topic: Media Technology
   Page Ref: 27

2) Even old and traditional mass media have been adapting to ______ technology since the dawning of the 21st century.
   Answer: digital, Topic: Media Technology
   Page Ref: 28

3) ______ technology made the birth of the book, newspaper and magazine industries possible.
   Answer: Printing, Topic: Media Technology
   Page Ref: 28

4) Photography and movies have relied on ______ technology through most of their history.
   Answer: chemical, Topic: Media Technology
   Page Ref: 28

5) ______ invented movable metal type in the mid-1440s.
   Answer: Johannes Gutenberg , Topic: Printing Technology
   Page Ref: 28

6) The ______, invented by Omar Mergenthaler in 1884, automated and dramatically increased the speed with which text could be typeset for printing.
   Answer: linotype, Topic: Printing Technology
   Page Ref: 31

7) Reproduction of an image in which the various tones of gray or color are produced by variously sized dots of ink is called ______.
   Answer: halftone, Topic: Printing Technology
   Page Ref: 32

8) Time founder Henry Luce launched ______ magazine in 1934.
   Answer: Life, Topic: Printing Technology
   Page Ref: 32

9) Mathew Brady is known for creating a photographic record of the ______.
   Answer: U.S. Civil War, Topic: Chemistry Technology
   Page Ref: 33, 35

10) ______ of vision allows motion pictures to trick our eyes into perceiving motion when we’re actually being shown a series of still images.
    Answer: Persistence, Topic: Chemistry Technology
    Page Ref: 35

11) Advocates of ______ such as Jeffrey Katzenberg of DreamWorks believe it will further enhance movies, television, and other visual media by giving viewers “the feeling of being immersed in the stories and characters.”
    Answer: 3-D, Topic: Chemistry Technology
    Page Ref: 34
12) Sound recording and playback were made possible by a machine called the ________.
Answer: phonograph, Topic: Electrical Technology
Page Ref: 36

13) The inventor of the telegraph was ________.
Answer: Samuel Morse, Topic: Electrical Technology
Page Ref: 36

14) In 1887, Granville Woods discovered a way to send messages to and from moving ________.
Answer: trains, Topic: Electrical Technology
Page Ref: 36

15) Guglielmo Marconi transmitted the first ________ messages in 1895.
Answer: wireless, Topic: Electrical Technology
Page Ref: 37

16) Philo Farnsworth was the inventor of the “image dissector,” a device we would call a ________ today.
Answer: television, Topic: Electrical Technology
Page Ref: 37

17) A ground station that receives a relayed signal from a communication satellite is called a(n) ________.
Answer: downlink, Topic: Current Technologies
Page Ref: 40

18) Communication satellites are most effective when placed in ________ orbit so they appear to remain in a constant position above the earth.
Answer: geosynchronous, Topic: Current Technologies
Page Ref: 40

19) The high-capacity, global-telephone network that links computer is also known as the ________.
Answer: Internet, Topic: Digital Integration
Page Ref: 43

20) As a result of media convergence, even traditional mass media are increasingly using the ________ to deliver their content.
Answer: Internet, Topic: Digital Integration
Page Ref: 45

21) ________ computing lets people store and access their data and programs on the Internet instead of on their own computer or other digital device.
Answer: Cloud, Topic: Digital Integration
Page Ref: 46

22) Harold Lasswell’s model of mass communication is: Who says what? In which channel? ________? With what effect?
Answer: To whom, Topic: Technology and Mass Communication
Page Ref: 46.
23) Hiebert, Ungurait and Bohn’s model of mass communication is drawn as concentric circles with the ________ in the center.
Answer: communicators, Topic: Technology and Mass Communication
Page Ref: 47, 49

24) Impediments to communication that occur before a message reaches a receiver are called _____.
Answer: noise, Topic: Technology and Mass Communication
Page Ref: 48

2.4 Matching Questions

Please match each inventor/innovator in the left column with his invention/innovation in the right column.

1) Johannes Gutenberg  
2) Frederick Ives  
3) Philo Farnsworth  
4) Samuel Morse  
5) Guglielmo Marconi  
6) Emile Berliner  
7) Lumiere Brothers  
8) Omar Mergenthaler  
9) William Dickson  
10) Tim Berners-Lee

A) Telegraph  
B) Thermoplastic disks (records) for playing recorded sound  
C) Wireless messages  
D) Movie projector and movie house  
E) Television  
F) Linotype typesetting machine  
G) Movable metal type  
H) HTML and the World Wide Web  
I) Halftones for including photos in printed works  
J) First movie camera

Page Ref: 24 - 41

2.5 Essay Questions

1) Discuss the four primary technologies on which mass media have been built and identify at least one mass medium based on each of these technologies.
Page Ref: 28, Topic: Media Technology

2) Discuss at least three ways Gutenberg’s invention of metal movable type impacted society.
Page Ref: 30, Topic: Printing Technology

3) Explain why photography and movies were considered chemical technologies throughout most of their history. What has happened to them in the last few decades to change that and make them less dependent on chemical technology. Page Ref: 33, 35, Topic: Chemistry Technology

4) Television and movies both show moving images to viewers, but they do it using very different technologies. Describe and explain the differences between the way television captures and presents images and the way movies do.
Page Ref: 35, 37-40, Topics: Chemistry Technology, Electrical Technology
5) Start by sketching Hiebert, Ungurait, and Bohn's model of mass communication and correctly label at least four of its eight concentric circles. Explain what the model is meant to show happening between its center and the outer-most circle.
Page Ref: 49, 47-48, Topic: Technology and Mass Communication

6) Discuss the difference between gatekeepers and regulators and describe the kinds of impact they can have on mass communication. Provide at least two examples of each.
Page Ref: 48, Topic: Technology and Mass Communication

7) Explain the differences between linear communication, mass communication and web communication. (This may but does not have to include sketches of the three models.) Describe at least one example of each.
Page Ref: 50, Topic: Technology and Mass Communication