

1. The telegraph was invented in the \_\_\_\_\_.
  - a) 1650s
  - b) 1750s
  - c) 1850s
  - d) 1950s
  
2. The 'mathematical' model of communication was developed by \_\_\_\_\_.
  - a) Shannon and Weaver
  - b) Harold Lasswell
  - c) Harold Innes
  - d) Marshall McLuhan
  
3. 'Communication' is \_\_\_\_\_.
  - a) the act of making something common between two or more people
  - b) something people actually do
  - c) a form of 'social' action
  - d) all of the above
  
4. According to the text, 'mass communication' means \_\_\_\_\_.
  - a) one-way communication
  - b) communication on a large scale
  - c) a mathematical model of communication
  - d) a specific group of people
  
5. Which of the following might NOT be considered a communication medium?
  - a) a stained glass window
  - b) clothing
  - c) a memorial sculpture
  - d) All of the above can be seen as communication media.
  
6. In communication studies, convergence can be understood as \_\_\_\_\_.
  - a) merging of a wide range of previously-separate communication technologies.
  - b) the merging of once-separate languages
  - c) the merging of space and time
  - d) all of the above
  
7. The social model of the media stresses \_\_\_\_\_.
  - a) the role of the media as an active meaning-generating agent
  - b) that audiences are passive
  - c) the role of technology over other factors
  - d) contributing little to our understanding of the world

8. The mass media are major contributors to our knowledge and understanding of the world because of \_\_\_\_\_.

- a) the information they carry
- b) the interpretation they place on that information
- c) the comfort they bring during the harsh Canadian winters
- d) both A and B

9. In Canada, not-for-profit media include \_\_\_\_\_.

- a) provincial broadcasters
- b) community radio
- c) community television
- d) all of the above

10. The Broadcasting Act \_\_\_\_\_.

- a) is the pre-eminent statute controlling broadcasting
- b) defines broadcast undertakings
- c) specifies who can own outlets
- d) all of the above

11. The radio was invented in the mid-twentieth century.

- a) True
- b) False

12. While television was first demonstrated in the mid-1920s, it wasn't until the 1950s that it began to find wide-scale use in homes in Canada.

- a) True
- b) False

13. For most of its life, television has been an interactive medium.

- a) True
- b) False

14. One definition of the term 'culture' is \_\_\_\_\_.

- a) a general process of intellectual, spiritual, and aesthetic development
- b) the body of institutions and relationships within which a large group of people lives
- c) painting
- d) all of the above

15. Media policy in Canada is driven by the concern that \_\_\_\_\_.

- a) without it, foreign media may eclipse or overwhelm Canadian media.
- b) Canadians need more choice in international media products
- c) American media products are inherently better than their Canadian counterparts.
- d) both A and B

16. Media play an important economic role in our society \_\_\_\_\_.
- a) as businesses themselves
  - b) as part of consumer culture
  - c) as part of the information economy
  - d) all of the above
17. Capitalism is characterized by \_\_\_\_\_.
- a) production for profit
  - b) wage labour
  - c) community ownership
  - d) both A and B
18. Elements of Canadian culture include \_\_\_\_\_.
- a) official languages
  - b) customs
  - c) songs
  - d) all of the above
19. Social elements involved in the process of identity formation include \_\_\_\_\_.
- a) social class
  - b) family
  - c) education
  - d) all of the above
20. For Innis, Rome represented \_\_\_\_\_.
- a) an oral society
  - b) a literate society
  - c) an electronic society
  - d) epic poetry
21. The notion of 'electronic society' was introduced by \_\_\_\_\_.
- a) Walter Ong
  - b) Harold Innis
  - c) Marshall McLuhan
  - d) Howard Bloomberg
22. Technological determinism tends to downplay the role of \_\_\_\_\_ in the development of society.
- a) human agency
  - b) technology
  - c) memory
  - d) writing

23. Literate communication can be seen to be divided into two forms: \_\_\_\_\_.
- a) oral and written
  - b) prosaic and poetic
  - c) paper and electronic
  - d) classical and modern
24. 'Ballet' is generally considered a form of popular culture.
- a) True
  - b) False
25. One definition of the term 'society' is 'the tending of something, basically crops or animals.'
- a) True
  - b) False
26. The public sphere is an abstract place where people are able to consider matters of common concern.
- a) True
  - b) False
27. The 'two step flow' model of communication focuses on the way radio news often feeds television news.
- a) True
  - b) False
28. Innis argued that literate communication has a time bias.
- a) True
  - b) False
29. Both mainstream politicians and social activist organizations study the logic of television news coverage in order to obtain better coverage for themselves.
- a) True
  - b) False
30. Trust in the visual image has been undermined by the development of digital technology.
- a) True
  - b) False
31. The spread of humanist ideas was facilitated by \_\_\_\_\_.
- a) writing and printing
  - b) the radio
  - c) the telegraph
  - d) semaphore

32. The Enlightenment was distinguished by an intellectual approach based on \_\_\_\_\_.

- a) a scientific perspective
- b) a rational perspective
- c) religion
- d) both A and B

33. In Canada, the modern newspaper is rooted in the period \_\_\_\_\_.

- a) 1690 to 1720
- b) 1790 to 1820
- c) 1890 to 1920
- d) 1990 to 2010

34. The first electronic medium to develop was the \_\_\_\_\_.

- a) telegraph
- b) newspaper
- c) telephone
- d) photograph

35. John A. Macdonald's National Policy had which of the following components?

- a) building a transcontinental railway
- b) a tariff
- c) efforts to settle the prairies
- d) all of the above

36. In an attempt to strengthen Canadian culture, the federal government has undertaken policy measures in the field of \_\_\_\_\_.

- a) film
- b) broadcasting
- c) newspapers
- d) all of the above

37. The parliamentary press gallery is \_\_\_\_\_.

- a) the Ottawa office of the CBC
- b) the journalists who work on political stories in Ottawa
- c) the section of the House of Commons where journalists sit
- d) the National Gallery of Canada's collection of historic editorial cartoons

38. The media depend on government for \_\_\_\_\_.

- a) information
- b) advertising
- c) cheap electricity rates
- d) both A and B

39. The development of the Canadian media has been shaped by \_\_\_\_\_.
- a) the size of the country
  - b) bilingualism
  - c) the sparse population
  - d) all of the above
40. From their inception, newspapers enjoyed widespread 'freedom of the press'.
- a) True
  - b) False
41. Economies of scale have little to do with the operation of the media in Canada.
- a) True
  - b) False
42. With the exception of the CBC, broadcasters have generally been more interested in importing and distributing foreign programming than creating Canadian programs.
- a) True
  - b) False
43. The flow of Canadian media products to the US is about the same as the flow of US products to Canada.
- a) True
  - b) False
44. A representation is \_\_\_\_\_.
- a) a full and exact description of the thing it describes or refers to
  - b) a simplification or interpretation of the thing it describes or refers to
  - c) a lexicon
  - d) prosaic
45. When we study communication content, we are generally studying practices or processes of \_\_\_\_\_.
- a) polysemy
  - b) representation
  - c) space bias
  - d) visuality
46. The fact that any given sign can have many meanings illustrates \_\_\_\_\_.
- a) the indeterminacy of representation
  - b) the structural nature of meaning
  - c) the iconic nature of communication
  - d) the symbiosis of the sign

47. In semiotics, a sign is comprised of \_\_\_\_\_.
- a) signifier
  - b) signified
  - c) representation
  - d) both A and B
48. The social responsibility theory of the press arises from \_\_\_\_\_.
- a) the idea that libertarian theory fails to produce a press of general benefit to society
  - b) John Locke
  - c) Marxist perspectives on media
  - d) auteur theories of the press
49. The mass society thesis sees society as comprised of \_\_\_\_\_.
- a) a collection of isolated individuals
  - b) people sharing a common set of ideas and values
  - c) people concerned about constructing a common vision
  - d) both B and C
50. According to Dallas Smythe, the real business of commercial media is \_\_\_\_\_.
- a) to inform people
  - b) to entertain people
  - c) to sell audiences to advertisers
  - d) both A and B
51. In the 1930s, soap operas were designed to socialize a home-confined, female audience with disposable income into \_\_\_\_\_.
- a) understanding media
  - b) consuming
  - c) a better understanding of human relations
  - d) dramatic content
52. The key attraction of reality TV to producers and television networks is \_\_\_\_\_.
- a) its flexibility
  - b) that it employs real life situations
  - c) its cost
  - d) its ability to attract audiences
53. For Herman and Chomsky, the reason large media networks and news organizations work in favour of political and economic elites is \_\_\_\_\_.
- a) they are owned by a few large corporations
  - b) they depend on advertising
  - c) they rely on government and business elites as sources of news and opinion
  - d) all of the above

54. 'Denotative meaning' refers to the range of subtle or less obvious meanings.  
a) True  
b) False
55. In semiotics, the 'signified' is an idea or mental concept.  
a) True  
b) False
56. Libertarian theorists seek to limit the power of the state in the realms of mass media and communications.  
a) True  
b) False
57. The encoding/decoding model provides an exact and accurate representation of the complexities of the process of communication.  
a) True  
b) False
58. Political-economic analysis focuses specifically on the content of media messages.  
a) True  
b) False