

CMN 1160 (Fall 2018) Quiz 1

Please answer all the following questions on the Scantron sheet provided. Make sure that you darken the sections with your name and student number on the Scantron sheet (use pencil). No name or student number = no mark. Best of luck 😊

Do not remove the exam questions from the classroom. Please, return them to the prof or your proctor.

Reading Questions

1. Which of the following was a direct result of the printing press?
 - a. The rise of the middle class
 - b. The concept of nationalism
 - c. A decline in the power of religious authority
 - d. All options are correct.

2. For the first time in mass media history, the speed of communication surpassed the speed of transportation and media messages were instantaneous (not reliant on stagecoaches, ships, or the pony express) with the development of the _____.
 - a. radio.
 - b. Internet.
 - c. movable press.
 - d. telegraph.

3. Which of the following is *not* a characteristic of the digital turn?
 - a. Speed
 - b. The blurring of boundaries between different media
 - c. Spread of literacy
 - d. Portability of devices

4. Which of the following is *not* a value that the textbook associates with the modern era?
 - a. Working efficiently
 - b. Believing in a rational order
 - c. Embracing and celebrating paradox
 - d. Celebrating the individual

5. A manuscript culture existed between 1000 BCE and the mid-fifteenth century and manuscripts were commissioned by members of the _____.
 - a. Middle Class
 - b. Ruling Class
 - c. Merchants
 - d. Labourers and Farmers

6. The printing press fostered the rise of tribal storytellers.
 - a. True
 - b. False

7. The oldest dated block-printed book still in existence is _____.
 - a. The Gutenberg Bible
 - b. Canterbury Tales
 - c. The Diamond Sutra
 - d. Plato's *Republic*

8. The Chinese were printing books using block printing long before Gutenberg printed his Bible using movable type.
 - a. True
 - b. False

9. In the late 1400s and early 1500s books were so inexpensive and modest that they were primarily sold to the middle and lower classes.
 - a. True
 - b. False

10. Name the publication most closely associated with the reinvented ideal of an impartial, or purely informational, news model.
 - a. The New York Times
 - b. USA Today
 - c. Time
 - d. The New York World

11. What development spawned the rise of interpretive journalism in the 1930s and 1940s?
 - a. Objective reporting had not prepared people for World War I
 - b. A need by newspapers to compete against radio
 - c. The world's increasing complexity and need to explain the ramification of key issues and events
 - d. All options are correct.

12. Which of the following is *not* one of the basic criteria of newsworthiness?
 - a. Timeliness
 - b. Proximity
 - c. Conflict
 - d. Consensus

13. The majority of large daily papers today devote as much as one-half to two-thirds of their pages to _____.
 - a. print subscriptions
 - b. online subscriptions
 - c. advertisements

- d. subsidiary products
14. The trend today in the newspaper business is toward independent local ownership of newspapers and away from national chain ownership.
- a. True
 - b. False
15. The telegraph had significant limitations as a means of communicating between ships because _____, making it useless for anyone seeking to communicate with ships at sea.
- a. its signal was too weak to travel across bodies of water
 - b. the telegraph signal was distorted by the electromagnetic spectrum
 - c. telegraph equipment was too cumbersome to be used aboard ship
 - d. it depended on wires
16. Marconi realized that developing a way to send high-speed messages over great distances would transform communication, _____.
- a. commercial shipping, and the military
 - b. gossip, and shipping
 - c. advertising, and the military
 - d. entertainment, and ads
17. The act that first emphasized that licensees did not own their channels but were granted licenses provided that they operated in the “public interest, convenience, or necessity” was the _____.
- a. Federal Communications Act of 1934
 - b. Radio Act of 1912
 - c. Radio Act of 1927
 - d. 1932 revocation of RCA's monopoly status
18. The transistor made radio receivers _____.
- a. portable
 - b. expensive
 - c. larger
 - d. stereophonic
19. The public found it easy to believe Orson Welles's broadcast of *War of the Worlds* because _____.
- a. it sounded like an authentic news report
 - b. the broadcast was never identified as fiction or a dramatization
 - c. a sizable meteor really did hit New Jersey that day
 - d. All options are correct.
20. The Telecommunications Act of 1996 has resulted in more competition and less consolidation in U.S. radio.

- a. True
 - b. False
21. Which of the following was not one of the original “Big Five” studios that once dominated the film business?
- a. MGM
 - b. Warner Brothers
 - c. Disney
 - d. Paramount
22. _____ were built in the early 1900s to draw members of the middle and upper-middle classes to the movies.
- a. Small neighborhood theaters
 - b. Downtown first-run theaters
 - c. Multiplexes in shopping malls
 - d. Movie palaces
23. In an effort to compete with television in the 1950s, the movie studios began making
- a. big-budget family films.
 - b. documentaries.
 - c. X-rated adult movies.
 - d. films that dealt with social problems.
24. The FCC began assigning certain channels in specific geographic areas in the 1940s to _____.
- a. raise money for the war effort
 - b. ensure that elections were covered fairly
 - c. avoid signal interference among stations
 - d. allow nonprofit groups to have access to TV
25. The development of satellites in the 1970s allowed cable to _____.
- a. carry more channels
 - b. ensure better reception
 - c. expand beyond small isolated communities
 - d. All options are correct.
26. Public television was created by Congress to serve viewers whose interests were ignored by commercial TV.
- a. True
 - b. False
27. Before the 1850s, there was little need for advertising in the United States because there were few goods available for sale and virtually no consumer market.
- a. True

- b. False
28. In an attempt to minimize government oversight of advertising practices, the advertising industry established the Better Business Bureau in 1913.
- a. True
 - b. False
29. Psychographics attempts to categorize consumers by their age, gender, occupation, ethnicity, and income.
- a. True
 - b. False
30. Political advertising is so inexpensive that most candidates can easily afford it.
- a. True
 - b. False

Lecture Questions

31. The function of moral panic is:
- a. to increase social control
 - b. to cause a revolution by the people
 - c. to redefine and expand the parameters of ethics and morality
32. Moral panic is the process by which:
- a. societal concern is aroused around a particular issue
 - b. deviance is defined by the religious authority
 - c. resistance to social norms are emptied of their political essence
33. In reference to Cohen's "Folk devils and Moral Panic", labeling theory of deviance has the following outcome:
- a. The target of the labels ignore the labeling
 - b. Deviant label is accepted by the "deviant" who then exhibits behavior that conforms to the label
 - c. Deviants emerge in larger groups to form political power.
34. An audience acquires competence because of:
- a. Experience
 - b. Studying the media
 - c. The media depend on and construct the audience's competence
 - d. All of the above

35. The social organization according to functionalism theory is characterized by:
- alienation
 - pluralism
 - totalitarianism
36. In Stimulus response theory, media are perceived as:
- Submissive to human needs and of weak impact.
 - Having a direct effect
 - Exploiting human psychological needs
37. "Prelude to war", created to shape public opinion and inform, had the following impact:
- short-term influence on opinion formation.
 - long-term influence on opinion formation and behavior
 - no impact
38. Canada's media model is closely associated to
- Social responsibility model
 - Developmental model
 - Libertarian model
39. The argument used by Ronnie Zamora's lawyer (that Zamora was the victim of media messages) is an example of which communication theory:
- Functionalism
 - Cybernetics
 - Stimulus-response
 - Postmodernism
40. What is an example of technological determinism?
- The internet causes democracy
 - The telephones were shaped by social uses
 - Immigration and cultural exchange
 - cultural imperialism
41. The CBSC is an example of:
- Government censorship
 - Self-regulation
 - Lack of regulation
 - Monopoly of the media industry
42. The story of Digby illustrates the investigation of:
- The mentality of criminals
 - The psychology of the crowd
 - The violence of modern sports
 - Cults

43. What were the two main areas mentioned by Carey where the telegraph contributed to structural changes?
- Time/space division and journalism
 - Landscaping and telecommunication
 - Government funding and telecommunications
 - Objectivity and community formation
44. What is the implication that the decontextualization of information has on how the audience is perceived?
- The audience is perceived as passive and easily manipulated
 - The audience is perceived as a vast anonymous public
 - The audience is perceived as active and opinionated
45. How is communication characterized in traditional societies?
- hierarchal and uni-directional
 - mythical and multi-directional
 - transcends the boundaries of geography
 - a and c
46. What is NOT considered a characteristic of propaganda?
manipulation of information
- unequal exchange between centre and periphery
 - use of psychological gratification
 - use of violence and terror
47. "People's Choice" is mostly associated with:
- 2 step-flow theory
 - Stimulus Response
 - Gustave Le Bon
 - Communist ideology
48. The 2-step-flow theory led to what kind of further studies?
- studies of audience demographics
 - studies of audiences' needs and wants
 - studies directed towards the role of religious belief systems in interpreting media messages
49. What is a critique of the functionalist theory?
- It is missing examination of how power and private interests/ property affect a pluralist society.
 - It does not take into consideration socialization factors.
 - It does not ask what people do to the media but what media do to individuals

50. Smoking amongst teenagers is usually attributed to peer pressure. Peer pressure is closely interpreted from the perspective of:
- Functionalism
 - Cybernetics
 - Stimulus-Response
 - Criminology
51. The approach that, over long period of exposure, media representations of violence provide an environment where we become afraid of the world and what it could do to us, is best known as:
- Cultivation theory
 - Acculturation theory
 - Diffusion theory
 - Political Economy theory
52. The theory above is also known as:
- Globalization
 - Mean World Syndrome
 - Moral Panic
 - Media Monopoly
53. What is the Cantril study?
- It is the first panic study resulting from a mass medium due to the broadcast of War of the Worlds
 - It is the first study to look at the psychological factors in radio consumption for uses and gratifications.
 - It is a large scale study on decision-making processes in elections
54. What major event made radio a household word in the early 1900s?
- The sinking of the Titanic
 - Marconi receiving a message in Canada from England by Radio signal
 - The creation of the Audion tube in 1906
 - The creation of the FM frequency
55. In 1929, The Aird Commission released its report on radio broadcasting in Canada. The report concluded that:
- American programming poses a danger to Canada and its cultural identity.
 - Funding should be granted for the creation of public broadcasting
 - Elimination of the privatization of broadcasting in Canada
 - Collaboration with the U.S.A. for the development of shared airwaves and content
 - a and b only

56. What are the characteristic of Gesellschaft, according to Tonnies?
- Dependence on the application of reason, contractual ties, individualism
 - conviviality, agricultural production, ties that bind, folkloric culture
 - dependence on divine transcendence for cultural norms and behaviours
 - all of the above
 - none of the above
57. The medieval world which relied largely on memorized knowledge and the spoken word was transformed by Gutenberg's discovery of printing. What evidence of structuration due to this is shown in the documentary Print Transforms Knowledge by James Burke?
- Printing Fuels protestant (Luther) movement and democratization of knowledge.
 - Promotes expensive parchment and abbreviated scribbles and gets rid of the memory theatre.
 - The coming of the book and the publication industries as well as the cross-indexing that makes knowledge accessible and organized.
 - b and c
 - a and c
58. What was the method of inquiry for studying the results of the elections in functionalism?
- psychological investigation
 - questionnaires and interviews
 - laboratory experiments
 - literary review and historical approach
59. If you were to study the Wii game console from a social historical approach, what would you do?
- Situate the Wii in its context of emergence and evolution, track its continuity and series of events that may be similar or dissimilar, and then explain their formation or deviation.
 - Consider the Wii as a social application of a technical capacity.
 - Examine the public enthusiasm attached to the Wii in order to secure public funds for its production.
 - a and b
 - b and c
60. What is one of the assumptions of the Social Historical Approach?
- Technology generates hates towards commercial companies.
 - Technology does not dictate its form or social application.
 - Commercial technological applications are continuous and regular