

QUIZ #2

CMN 1160 B

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1. It might be said that in Europe, the modern mass media began to emerge with the invention of the _____.
 - a) radio
 - b) printing press
 - c) telephone
 - d) computer

2. The Renaissance marked a transition from a social order where people were subservient to a powerful church and monarch to a social order _____.
 - a) more dependent on communication
 - b) more sympathetic to the freedom of individuals
 - c) more dependent on technology
 - d) more sympathetic to industrialization

3. Prior to the Enlightenment, the dominant ideology held that the world was ordered by _____.

- a) capital
- b) a divine hand
- c) humanism
- d) technology

4. Approximately _____ magazines are published in Canada.

- a) 200
- b) 500
- c) 1,700
- d) 2,300

5. Canada's first Broadcasting Act was legislated in _____.

- a) 1890
- b) 1910
- c) 1932
- d) 1958

6. The main government department responsible for cultural industries in Canada is _____.

- a) Culture Canada
- b) Heritage Canada
- c) Industry Canada
- d) the CBC

7. Johannes Gutenberg is best known for inventing the _____.
- a) camera
 - b) printing press
 - c) telegraph
 - d) fountain pen
8. The following characteristics of the Canadian state have shaped the development of its communication systems: _____.
- a) geographical vastness
 - b) small population
 - c) regional diversity
 - d) All of the above
9. Canada's modern communication system is historically rooted in _____.
- a) digital media
 - b) transportation
 - c) multiculturalism
 - d) the written word
10. According to the text, only in _____ is the regional culture thoroughly reflected in the media.
- a) Quebec
 - b) Ontario
 - c) British Columbia

d) Alberta

11. A similar but more rigorous word for representation is _____.

a) mimesis

b) encoding

c) signification

d) signing

12. Social theory is _____.

a) a representation of the social world

b) a set of ideas about how the world functions

c) how reality functions

d) Both a and b

13. The National Film Board's chief mandate is _____.

a) to create inexpensive programming for the CBC

b) to produce historical documentaries

c) to provide work for Canadian actors

d) to represent Canada to Canadians

14. Creating media messages is a process known as _____.

a) indetermination

b) decoding

c) encoding

d) contextualization

15. Media and communication theory asks whether or not people can undertake the actions they choose, or whether they operate within particular constraints. This consideration involves studying the relationship between _____ and structure.

a) agency

b) proactivity

c) order

d) language

16. The Frankfurt school grew out of _____.

a) feminism

b) Gallicism

c) economics

d) Marxism

17. On the internet, corporations are increasingly turning to audiences to _____.

a) create new technology

b) create media content

c) sell advertising

d) set up businesses

18. Reception analysis focuses on audiences as _____.

a) a static group

b) people whose lives are structured between media texts and the determinants of their own lives

c) people whose lives are structured by media texts

d) people whose lives are determined by forces outside media

19. Sets or groups of individuals for whom media content is designed are known as _____.

a) parties

b) audiences

c) receptors

d) creators

20. Demographic characteristics can include _____.

a) age

b) gender

c) ethnicity

d) All of the above

21. The Canadian government's policy measures in various media fields with the hope of strengthening Canadian culture was always backed up with strong action.

a) True

b) False

22. Under the government of Pierre Trudeau, Canada officially became a multicultural country in 1991.

a) True

b) False

23. There is no limit on free speech in Canada.

a) True

b) False

24. Today, many of the laws and regulations that address the cultural industries are administered by Culture Canada.

a) True

b) False

25. The study of media content stresses the issue of fidelity—how well an image or text corresponds to reality.

a) True

b) False

26. Different media produce different systems of meaning.

a) True

b) False

27. Advertising has little or no impact on the structure or content of media programs.

a) True

b) False

28. The relationships between media, audiences, and culture are predetermined.

a) True

b) False

29. Culture is not a particularly important element in making meaning of media texts.

a) True

b) False

30. The point of analyzing media-audience relations is ultimately to predict audience behavior.

a) True

b) False