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| *Indicate the answer choice that best completes the statement or answers the question.* |

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| 1. A new stage of media innovation is known as the   |  |  |  | | --- | --- | --- | |  | a. | digital stage. | |  | b. | postmodern stage. | |  | c. | convergence stage. | |  | d. | cultural stage. | |

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| 2. The electronic era really took off with the arrival of   |  |  |  | | --- | --- | --- | |  | a. | radio. | |  | b. | television. | |  | c. | the Internet. | |  | d. | the telegraph. | |

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| 3. At which stage in media innovation do businesses figure out how to market the new device as a consumer product?   |  |  |  | | --- | --- | --- | |  | a. | mass medium | |  | b. | proliferation | |  | c. | diversification | |  | d. | entrepreneurial | |

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| 4. Which value does the textbook associate with the modern era?   |  |  |  | | --- | --- | --- | |  | a. | working efficiently | |  | b. | prioritizing religious faith | |  | c. | embracing nuance | |  | d. | celebrating the community | |

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| 5. For the first time in mass media history, the speed of communication surpassed the speed of transportation with the development of   |  |  |  | | --- | --- | --- | |  | a. | radio. | |  | b. | the Internet. | |  | c. | movable type. | |  | d. | the telegraph. | |

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| 6. The computer was the first electronic innovation.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 7. The cultural model recognizes that personal characteristics affect the meanings individuals assign to messages.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 8. Believing in a rational order is a postmodern cultural value.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 9. According to the textbook, as cultural forms, the media help us make sense of daily life and articulate our values.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 10. Researchers do not agree on whether watching violent TV shows makes viewers more likely to commit violent acts.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 11. Which stage in developing a critical perspective BEST corresponds to making an informed judgment?   |  |  |  | | --- | --- | --- | |  | a. | analysis | |  | b. | interpretation | |  | c. | evaluation | |  | d. | engagement | |

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| 12. High culture is the same as popular culture.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 13. Concerns about how young people might be negatively influenced by messages in popular or "low" cultural forms   |  |  |  | | --- | --- | --- | |  | a. | were not commonplace until the appearance of rock-and-roll music in the 1950s. | |  | b. | were debated by the ancient Greeks regarding the influence of theatrical plays. | |  | c. | have revealed a clear connection between violent television and real-life violence. | |  | d. | have focused on important moral values without perpetuating racism or bigotry. | |

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| 14. The "culture as map" metaphor distinguishes between high culture and low culture.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 15. During the development stage of media innovations, inventors and technicians   |  |  |  | | --- | --- | --- | |  | a. | reconfigure older media into newer forms. | |  | b. | market a new device as a product. | |  | c. | determine a marketable use for a new device. | |  | d. | try to solve a particular problem. | |

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| 16. Efficiency is a value of the modern period.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 17. During which stage of developing a critical perspective do you look for patterns?   |  |  |  | | --- | --- | --- | |  | a. | description | |  | b. | analysis | |  | c. | interpretation | |  | d. | evaluation | |

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| 18. Gutenberg played an active role in the transition from oral to written culture.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 19. One result of the printing press was   |  |  |  | | --- | --- | --- | |  | a. | the rise of the middle class. | |  | b. | the concept of collectivism. | |  | c. | a rise in the power of religious authority. | |  | d. | increased respect of centralized power. | |

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| 20. The linear communication model can be criticized on the grounds that   |  |  |  | | --- | --- | --- | |  | a. | it requires an understanding of culture as hierarchical. | |  | b. | it asserts that audiences create their own meanings from messages sent. | |  | c. | it assumes messages move smoothly from a sender at point A to a receiver at point Z. | |  | d. | it conforms too closely to the cultural model. | |

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| 21. Which aspect is characteristic of the digital turn?   |  |  |  | | --- | --- | --- | |  | a. | rise of the middle class | |  | b. | development of nationalism | |  | c. | spread of literacy | |  | d. | dismantling of media boundaries | |

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| 22. The senders of messages often have very little control over how their messages will be decoded.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 23. The printing press fostered the rise of tribal storytellers.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 24. Some ancient philosophers thought that   |  |  |  | | --- | --- | --- | |  | a. | written communication was superior to oral communication. | |  | b. | oral communication was superior to written communication. | |  | c. | there was no difference between oral and written communication. | |  | d. | written communication would lead to a postmodern culture. | |

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| 25. With the advent of the printing press, the printed newspaper became the first mass-marketed product in history.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 26. The Progressive Era is another name for the postmodern period.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 27. One stage of the critical process involves describing mass media.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 28. Which stage in developing a critical perspective BEST corresponds to answering the question "Why might this be happening?"   |  |  |  | | --- | --- | --- | |  | a. | description | |  | b. | analysis | |  | c. | interpretation | |  | d. | evaluation | |

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| 29. According to the textbook, media convergence has two very different meanings.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 30. Media convergence is considered a characteristic of the digital turn.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 31. Which of these does the textbook associate with postmodern-era culture?   |  |  |  | | --- | --- | --- | |  | a. | movies like *Deadpool* and *Suicide Squad* | |  | b. | the *New York Times* | |  | c. | the Gutenberg Bible | |  | d. | American opera | |

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| 32. Postmodern cultural values include   |  |  |  | | --- | --- | --- | |  | a. | working efficiently. | |  | b. | diversifying and recycling culture. | |  | c. | embracing technology. | |  | d. | rejecting tradition. | |

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| 33. Between 1000 BCE and the mid-fifteenth century, manuscripts were commissioned by members of the ruling classes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 34. The evaluating stage of the critical process involves asking why something happens in a certain way.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| 35. Which statement represents a traditional criticism of popular (low) culture?   |  |  |  | | --- | --- | --- | |  | a. | Popular culture prioritizes social change over the status quo. | |  | b. | Popular culture exaggerates the contributions of filmmakers over writers. | |  | c. | Popular culture prevents people from appreciating fine art. | |  | d. | Popular culture undermines the elites who support high culture. | |

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| 36. Which phrase describes one meaning of the term *media convergence*?   |  |  |  | | --- | --- | --- | |  | a. | the technological merging of content across different media channels | |  | b. | the appropriation of American products by foreign advertisers | |  | c. | the diversification of various media holdings into separate companies | |  | d. | the proliferation of news outlets leading to media overload | |

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| 37. During which stage in developing a critical perspective would you take action as a citizen?   |  |  |  | | --- | --- | --- | |  | a. | description | |  | b. | analysis | |  | c. | evaluation | |  | d. | engagement | |

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| 38. Most forms of culture demonstrate multiple tendencies; for example, a film could be both conventional and innovative.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False | |

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| *Enter the appropriate word(s) to complete the statement.* |

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| 39. The electronic era really took off in the 1950s and 1960s with the arrival of \_\_\_\_\_\_. |

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| 40. The stages in the development of most new mass communication innovations are called the development (or emergence or novelty) stage, the \_\_\_\_\_ stage, the mass medium stage, and the convergence stage. |

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| 41. One form of \_\_\_\_\_\_ is the technological merging of content across different media channels. |

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| 42. The five major phases in communication history are the \_\_\_\_\_\_, written, print, electronic, and digital periods. |

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| 43. The \_\_\_\_\_\_ model views mass communication as a process of producing and delivering messages to large audiences. |

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| 44. Name three ways in which high culture differs from low (or popular) culture. |

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| 45. Explain the three stages in the development of a new mass medium. |

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| 46. Explain media convergence. Be sure to address the two main definitions discussed in the textbook. |

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| 47. Compare and contrast the linear model and the cultural model approaches of understanding media literacy. |

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| 48. Explain why it is more accurate to think of culture as a map rather than a ladder or hierarchy. |

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| 49. Choose a familiar or favorite example from popular media (a hip-hop or an alternative rock song, a TV show, a magazine), and explain how it works as culture. |

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| 50. Explain why the printing press is considered one of the most important developments in mass media history. |

**Answer Key**

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| 1. c |

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| 2. b |

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| 39. television |

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| 40. entrepreneurial |

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| 41. media convergence |

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| 42. oral |

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| 43. linear |

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| 44. Correct answers should indicate that Americans identify high culture with good taste, higher education, and fine art supported by wealthy patrons and corporate donors. Conversely, low culture is associated with the questionable tastes of the masses. |

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| 45. Answers should reference the following: (1) The development stage (also called the emergence or novelty stage), in which inventors and technicians try to solve a particular problem, such as making pictures move, transmitting messages from ship to shore, or sending mail electronically. (2) The entrepreneurial stage, in which inventors and investors determine a practical and marketable use for the new device. (3) The mass medium stage, during which businesses figure out how to market the new device as a consumer product. (4) The convergence stage, in which older media are reconfigured in various forms into newer digital media. |

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| 46. Answers will vary but should include the technological merging of media content across different media channels (such as the availability of a magazine article in both print and online form) and a business model used by media companies that consolidate media holdings to reduce costs and maximize profits. |

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| 47. Answers should reference the following: (1) Linear model: Now outdated, this model assumed that mass communication was a linear process by which media producers delivered messages to large audiences. Senders transmitted messages through mass media channels to large groups of receivers. In the process, gatekeepers filtered those messages by making decisions about which messages got produced for which audiences, and audiences provided feedback. In reality, media messages and stories are encoded and sent in written and visual forms, but senders often have very little control over how their intended messages are decoded or whether the messages are ignored or misread by readers and viewers. (2) Cultural model: Media content is a part of culture and helps us make sense of daily life and articulate our values. The cultural model recognizes that individuals assign diverse meanings to messages depending on personal characteristics, such as gender, age, educational level, ethnicity, and occupation. Audiences actively affirm, interpret, refashion, select, or reject the messages flowing through various media channels. The cultural model analyzes media content, the ways in which audiences interpret that content, and the circumstances of how the media produce such content. This form of research also considers the role of power in mass media. |

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| 48. Answers should include a discussion about culture as an ongoing process that accommodates diverse tastes, rather than a vertically organized structure. Cultural phenomena, including media—printed materials, movies and TV programs, songs and podcasts—can take us to places that are conventional, recognizable, stable, and comforting. They can also take us to places that are innovative, unfamiliar, unstable, and challenging. Rather than elevating one type of media over another, the map metaphor flattens out the hierarchy and emphasizes the ways that ideas connect, like roads connecting towns and cities on a map. |

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| 49. Answers will vary but should include a discussion about how, as cultural forms, the media help us make sense of daily life and articulate values. Meaning is assigned to the media form, and different people associate different meanings with the same media content depending on personal characteristics, such as gender, age, educational level, ethnicity, and occupation. Audiences actively affirm, interpret, refashion, or reject the messages flowing through various media channels while considering the power of the media. |

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| 50. Answers will vary but should include information about these concepts: (1) Resistance to authority: Since mass-produced printed materials could spread information and ideas faster and farther than ever before, writers could use print to disseminate views that challenged traditional civic doctrine and religious authority. This paved the way for major social and cultural changes, such as the Protestant Reformation and the rise of modern nationalism. (2) New socioeconomic classes: Eventually, mass production of books inspired mass production of other goods. The revolution in industry also sparked the emergence of a middle class. (3) Spread of literacy: Although print media secured the power of authority figures, the mass publication of pamphlets, magazines, and books also began democratizing knowledge—making it available to more and more people. (4) Focus on individualism: People could now read various ideas and arguments and come up with their own answers to life's great questions. |