Chapter 02: Media Technology

Key: Answer, Page, Type, Learning Objective, Level

Type
A=Applied
C=Conceptual
F=Factual
Level
(1)=Easy; (2)=Moderate; (3)=Difficult

LO=Learning Objective
SG=Used in Study Guide
p=page

Chapter 02: Media Technology

Multiple Choice Single Select

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
   Learning Objective: 2.1.1: Differentiate interpersonal communication from mass communication
   Skill Level: Understand
   Difficulty: Easy

2) Johan and Marcus stop in the hallway and talk about the weekend basketball game. This situation is an example of
   a) individual communication.
   b) non-applied media.
   c) interpersonal communication.
   d) basic pedagogy.

   Answer: c
   Topic: Media Technology

Learning Objective: 2.1.1: Differentiate interpersonal communication from mass communication
Skill Level: Apply
Difficulty: Moderate

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
   Learning Objective: 2.1.2: Summarize the evolution of media technology
   Skill Level: Understand
   Difficulty: Easy

4) Which technology have photography and movies relied on throughout most of their history?
   a) chemical technology
   b) print technology
   c) electronic technology
   d) digital technology

   Answer: a
   Topic: Media Technology
   Learning Objective: 2.1.2: Summarize the evolution of media technology
   Skill Level: Understand
   Difficulty: Easy

5) The first of the electronic media was
   a) film.
   b) sound recording.
   c) television.
   d) e-mail

   Answer: b
   Topic: Media Technology
   Learning Objective: 2.1.2: Summarize the evolution of media technology
   Skill Level: Understand
   Difficulty: Easy

6) In addition to printing technology, mass media have been based on all the following EXCEPT
   a) chemical technology.
   b) digital technology.
   c) electronic technology.
   d) nanotechnology.

   Answer: d
   Topic: Media Technology
   Learning Objective: 2.1.2: Summarize the evolution of media technology
   Skill Level: Understand
   Difficulty: Easy

7) Which 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
   Learning Objective: 2.2.1: Describe the invention of moveable metal type
   Skill Level: Understand
   Difficulty: Easy

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
   Learning Objective: 2.2.1: Describe the invention of moveable metal type
   Skill Level: Understand
   Difficulty: Easy

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
Learning Objective: 2.2.2: Outline the ways in which moveable metal type changed communication
Skill Level: Understand
Difficulty: Easy

10) Which 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
Learning Objective: 2.2.1: Describe the invention of moveable metal type
Skill Level: Understand
Difficulty: Easy

11) In the years following the invention of movable metal type, society was transformed in all the following ways EXCEPT
a) the oral tradition of storytelling 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
Learning Objective: 2.2.2: Outline the ways in which moveable metal type changed communication
Skill Level: Understand
Difficulty: Easy

12) Richard Hoe perfected the high-speed, rotary press during the _____ Revolution, a period when the technology to mass produce paper on large rolls was also developed.
a) American
b) Industrial
c) French
d) Media

Answer: b
Topic: Printing Technology

Learning Objective: 2.2.3: Summarize the development of print media after Gutenberg
Skill Level: Understand
Difficulty: Easy

13) Frederick Ives invented which 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
Learning Objective: 2.2.4: Relate the invention of halftone to the integration of visual media in print
Skill Level: Understand
Difficulty: Easy

14) The process of reproducing black-and-white images by printing variously sized dots of ink that look like different tones of gray is
a) halftone printing.
b) the ink dot process.
c) celluloid imagery.
d) digital photography.

Answer: a
Topic: Printing Technology
Learning Objective: 2.2.4: Relate the invention of halftone to the integration of visual media in print
Skill Level: Understand
Difficulty: Easy

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) *Vogue*

Answer: b
Topic: Printing Technology
Learning Objective: 2.2.4: Relate the invention of halftone to the integration of visual media in print
Skill Level: Understand

Difficulty: Easy

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: Chemical Technology
Learning Objective: 2.3.1: Explain the impact of chemical technology on the evolution of photography
Skill Level: Understand
Difficulty: Easy

17) All 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: Chemical Technology
Learning Objective: 2.3.1: Explain the impact of chemical technology on the evolution of photography
Skill Level: Understand
Difficulty: Easy

18) The first sound recording and playback machine was the
a) telegraph.
b) microphone.
c) Dictaphone
d) phonograph.

Answer: d
Topic: Electrical Technology
Learning Objective: 2.4.2: Describe early developments in sound recording
Skill Level: Understand
Difficulty: Easy

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
Learning Objective: 2.4.3: Outline the evolution of electrical communication
Skill Level: Understand
Difficulty: Easy

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
Learning Objective: 2.4.2: Describe early developments in sound recording
Skill Level: Understand
Difficulty: Easy

21) Guglielmo Marconi is well known for transmitting the first
a) photographic image.
b) wireless message.
c) text message.
d) television signal.

Answer: b
Topic: Electrical Technology
Learning Objective: 2.4.3: Outline the evolution of electrical communication
Skill Level: Understand
Difficulty: Easy

22) Hertzian waves, named for Heinrich Hertz, who proved their existence in 1877, are now more commonly called _____ waves.
a) Doppler
b) electronic
c) radio
d) television

Answer: c
Topic: Electrical Technology
Learning Objective: 2.4.3: Outline the evolution of electrical communication
Skill Level: Understand
Difficulty: Easy

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
Learning Objective: 2.4.3: Outline the evolution of electrical communication
Skill Level: Understand
Difficulty: Easy

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
Learning Objective: 2.5.1: Explain how satellite technology affected media communication
Skill Level: Understand
Difficulty: Easy

25) A ground station that beams a signal to an orbiting communication satellite is called a(n)
a) uplink.
b) downlink.
c) exciter.
d) router.

Answer: a
Topic: Current Technologies
Learning Objective: 2.5.1: Explain how satellite technology affected media communication
Skill Level: Understand
Difficulty: Easy

26) A ground station that receives a signal relayed from a communication satellite is called a(n)
a) uplink.
b) downlink.
c) retriever.
d) derouter.

Answer: b
Topic: Current Technologies
Learning Objective: 2.5.1: Explain how satellite technology affected media communication
Skill Level: Understand
Difficulty: Easy

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
Learning Objective: 2.5.2: Characterize the cable industry in the mid-1900s
Skill Level: Understand
Difficulty: Easy

28) Thin, flexible fibers of glass that transmit signals using bursts of light are called _____ cables.
a) fiber-optic
b) coax
c) jumper
d) digital

Answer: a
Topic: Current Technologies
Learning Objective: 2.5.2: Characterize the cable industry in the mid-1900s
Skill Level: Understand
Difficulty: Easy

29) The silicon chips that provide the foundation for digital technology are
a) digital conductors.
b) fiber-optic chips.
c) semiconductors.
d) Bell Labs chips.

Answer: c
Topic: Current Technologies
Learning Objective: 2.5.3: Explain how digitization led to changes in mass communication
Skill Level: Understand
Difficulty: Easy

30) The melding of print, electronic, and photographic media into digitized form is called
a) media convergence.
b) a digital mash-up.
c) digi telecommunications.
d) media integration.

Answer: a
Topic: Current Technologies
Learning Objective: 2.5.5: Describe the ways in which the Digital Revolution changed mass communication
Skill Level: Understand
Difficulty: Easy

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: Current Technologies
Learning Objective: 2.5.4: Compare the World Wide Web to older forms of communication media
Skill Level: Understand
Difficulty: Easy

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: Current Technologies

Learning Objective: 2.5.5: Describe the ways in which the Digital Revolution changed mass communication
Skill Level: Understand
Difficulty: Easy

33) Which high-capacity global telephone network links computers?
a) the Internet
b) cellular communication
c) satellite communication
d) Global Net

Answer: a
Topic: Current Technologies
Learning Objective: 2.5.4: Compare the World Wide Web to older forms of communication media
Skill Level: Understand
Difficulty: Easy

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: Current Technologies
Learning Objective: 2.5.5: Describe the ways in which the Digital Revolution changed mass communication
Skill Level: Understand
Difficulty: Easy

35) Tim Berners-Lee invented
a) the communication satellite.
b) fiber-optic cable.
c) the Internet.
d) the World Wide Web.

Answer: d
Topic: Current Technologies
Learning Objective: 2.5.4: Compare the World Wide Web to older forms of communication media
Skill Level: Understand
Difficulty: Easy

36) A home of the future has a touchscreen hidden in its walls where people can touch it to activate heating, cooling, and even refrigerator temperatures. Most likely, this technology consists of
a) Gorilla Glass.
b) semiconductor strips.
c) transductor codes.
d) cloud frames.

Answer: a
Topic: Current Technologies
Learning Objective: 2.5.6: Summarize current trends in media architecture
Skill Level: Apply
Difficulty: Moderate

37) Which 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
Learning Objective: 2.6.1: Apply the Lasswell Model to a media message
Skill Level: Understand
Difficulty: Easy

38) 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
Learning Objective: 2.6.1: Apply the Lasswell Model to a media message
Skill Level: Understand
Difficulty: Easy

39) 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
Learning Objective: 2.6.1: Apply the Lasswell Model to a media message
Skill Level: Understand
Difficulty: Easy

40) 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: b
Topic: Technology and Mass Communication
Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication
Skill Level: Understand
Difficulty: Easy

41) The center ring in the concentric circle model of mass communication represents the
a) media environment from which all the other elements arise.
b) audience being targeted by the mass media messages.
c) messages that are shaped and affected by all the surrounding influences.
d) communicators who originate the messages aimed at the audience.

Answer: d
Topic: Technology and Mass Communication
Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication
Skill Level: Understand
Difficulty: Easy

42) Margot is an editor for a news station. She makes the final decision about what to include in the news broadcasts. Margot is known as a
a) regulator.
b) gatekeeper.
c) fact checker.
d) subject matter expert.

Answer: b
Topic: Technology and Mass Communication
Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication
Skill Level: Apply
Difficulty: Moderate

43) Amplification in relation to mass communication theory means increasing the
a) number of people delivering the message.
b) type size in printed messages or the volume of spoken messages.
c) potential audience size through channel selection.
d) action or emotional appeal of a message to attract more people.

Answer: c
Topic: Technology and Mass Communication
Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication
Skill Level: Understand
Difficulty: Easy

44) A military censor who blocks a combat story from being released is acting as a(n)
a) amplifier.
b) gatekeeper.
c) regulator.
d) mediator.

Answer: c
Topic: Technology and Mass Communication
Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication
Skill Level: Apply
Difficulty: Moderate

45) In communication theory, "noise" is an impediment to communication that occurs before a message reaches a receiver and includes all the following EXCEPT _____ noise.
a) semantic
b) concentric

c) channel
d) environmental

Answer: b
Topic: Technology and Mass Communication
Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication
Skill Level: Understand
Difficulty: Easy

46) A speaker who slurs his speech during a televised address is creating _____ noise.
a) channel
b) environmental
c) semantic
d) articulated

Answer: c
Topic: Technology and Mass Communication
Learning Objective: 2.6.3: Analyze a media message using the Concentric Circle Model of Communication
Skill Level: Apply
Difficulty: Moderate

47) 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: b
Topic: Technology and Mass Communication
Learning Objective: 2.6.4: Determine how gatekeeping functions on the Internet
Skill Level: Understand
Difficulty: Easy

48) 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
Learning Objective: 2.6.4: Determine how gatekeeping functions on the Internet
Skill Level: Understand
Difficulty: Easy