

ch3

Student: _____

1. Language developed about 10,000 years ago
True False
2. An oral culture, utilizing language and the spoken word, is dependent upon memory.
True False
3. The arrival of writing was a great equalizer in society because information and knowledge were widely transmitted.
True False
4. China was responsible for the development of paper and block printing.
True False
5. The printing press facilitated the development of everyday language in Europe
True False
6. A technological determinist would say the invention of the printing press is responsible for the many changes resulting after its development.
True False
7. The telegraph affected not only the conduct of commerce and war, but also newspapers' ability to gather news.
True False
8. Unlike the telegraph, the telephone was revolutionary because it allowed people to communicate in real time over vast distances.
True False
9. The development of photography meant that during the Civil War many people got their first glimpse of the actual horrors and casualties of war.
True False
10. Advances in photography and printing allowed the creation of photojournalism, which ultimately changed the concept of news itself.
True False
11. The development of the motion picture had a great impact on the entertainment activities of the general public.
True False
12. The first mass medium bringing music, news, talk, and sports into people's homes was radio.
True False
13. With the set on for an average of eight hours per day, watching TV occupies more time than any other activity outside of work and sleep.
True False
14. The digital divide no longer exists due to the development of the Internet and World Wide Web.
True False
15. Cell phones have changed our concept of time, a phenomenon called "time softening."
True False

16. A society depending upon the spoken word is called a(n) _____ culture.
- A. verbal
 - B. literal
 - C. literate
 - D. oral
 - E. conceptual
17. Which of the following is probably NOT a social impact of the development of writing?
- A. increased societal division
 - B. greater equality across the society as a whole
 - C. vast empires were created
 - D. enduring codes of law were developed
 - E. all of these ARE social impacts of writing
18. Johann Gutenberg is credited with developing a printing system using:
- A. a series of blocks
 - B. daguerro type
 - C. moveable metal type
 - D. font-based type
 - E. an abacus
19. The development of vernacular languages, extensive religious changes, and the sharing of scientific advances are all effects of:
- A. the Gutenberg revolution
 - B. empire-building
 - C. the Reformation movement
 - D. Clerical intervention
 - E. Increased nationalism
20. The first medium to use digital communication was:
- A. telegraph
 - B. telephone
 - C. radio
 - D. moving pictures
 - E. the Internet
21. The telegraph affected:
- A. how war was conducted
 - B. the standardization of prices in commodities markets
 - C. the style of news reporting
 - D. newspapers' ability to gather news
 - E. all of these
22. The medium that first introduced the concept of a global village of interconnected people was:
- A. telegraph
 - B. telephone
 - C. television
 - D. motion pictures
 - E. radio
23. To permanently store a photographic image:
- A. the image must be focused on a surface
 - B. the surface must be permanently altered by the exposure of the image
 - C. both A&B
 - D. none of these
 - E. you need to make a pin hole in one wall

24. Which of the following was NOT affected by the development of photography?
- A. the role of the telegraph in transmitting news stories
 - B. society's understanding of what war was really like
 - C. the art world, especially painters
 - D. the extent to which families could make permanent records of their histories
 - E. the definition of "news"
25. Moving pictures helped bring about the concept of:
- A. leisure time
 - B. popular culture
 - C. elite culture
 - D. cultural institutions
 - E. leisure institutions
26. The change from using radio as a point-to-point medium to using it as a point-to-many medium (broadcasting) was:
- A. widely anticipated
 - B. coordinated by the FRC
 - C. facilitated by the Great Depression
 - D. unexpected
 - E. an example of what would later occur in the telegraph industry
27. Which of the following was NOT a cultural impact of radio?
- A. radio helped popularize different kinds of music
 - B. radio created its own program genres (such as the soap opera)
 - C. radio changed the way Americans spent their free time
 - D. programs such as Captain Midnight showed broadcasters that children were a viable target market
 - E. journalists became even more anonymous
28. Radio functioned to make news _____, as compared to newspapers.
- A. more personalized
 - B. less credible
 - C. more easily accessible
 - D. more profitable
 - E. less profitable
29. Which of the following statements about TV is NOT true?
- A. TV is the single largest consumer of people's time.
 - B. TV has exerted a standardizing influence on society.
 - C. TV is an important source of information.
 - D. TV is the majority of people's most believable news source.
 - E. TV has transformed the political process.
30. Digital technology is best described as:
- A. a means of duplicating information at low cost
 - B. a system that encodes information into a series of on-and-off pulses usually denoted as zeros and ones
 - C. an international protocol for decoding bits
 - D. a system for distributing material over long distances
 - E. all of these
31. Because of the digital revolution,
- A. fledgling writers no longer need a publisher
 - B. new bands can bypass music companies to reach their audiences
 - C. traditional news media no longer have as much control as in the past
 - D. all of these
 - E. none of these

32. As a result of the digital revolution:
- A. a true direct democracy may be possible
 - B. everyone has equal access to information, technology, and its benefits
 - C. the notion of what community means has become smaller
 - D. we now have all the information we need
 - E. none of these
33. Which of the following is a characteristic of mobile media?
- A. they depend on wireless technology
 - B. they allow people to access information from virtually anywhere
 - C. they are interconnected
 - D. they blur the distinction between mass and interpersonal communication
 - E. all of these
34. The first tool for social media was the
- A. Internet
 - B. telephone
 - C. radio
 - D. television
 - E. none of these
35. What is the typical relationship between new and previously-existing communications media?
- A. new media make old media obsolete
 - B. new media are used by the poor, while old media are used by the wealthy
 - C. new media usually cause changes in the way old media are used
 - D. new media create more gatekeeping opportunities for old media
 - E. there is no typical relationship between new and old media

ch3 Key

1. Language developed about 10,000 years ago
FALSE
2. An oral culture, utilizing language and the spoken word, is dependent upon memory.
TRUE
Dominick - Chapter 03 #1
3. The arrival of writing was a great equalizer in society because information and knowledge were widely transmitted.
FALSE
Dominick - Chapter 03 #2
4. China was responsible for the development of paper and block printing.
TRUE
Dominick - Chapter 03 #3
5. The printing press facilitated the development of everyday language in Europe
TRUE
Dominick - Chapter 03 #4
6. A technological determinist would say the invention of the printing press is responsible for the many changes resulting after its development.
TRUE
Dominick - Chapter 03 #5
7. The telegraph affected not only the conduct of commerce and war, but also newspapers' ability to gather news.
TRUE
Dominick - Chapter 03 #6
8. Unlike the telegraph, the telephone was revolutionary because it allowed people to communicate in real time over vast distances.
FALSE
Dominick - Chapter 03 #7
9. The development of photography meant that during the Civil War many people got their first glimpse of the actual horrors and casualties of war.
TRUE
Dominick - Chapter 03 #8
10. Advances in photography and printing allowed the creation of photojournalism, which ultimately changed the concept of news itself.
TRUE
Dominick - Chapter 03 #9
11. The development of the motion picture had a great impact on the entertainment activities of the general public.
TRUE
Dominick - Chapter 03 #10
12. The first mass medium bringing music, news, talk, and sports into people's homes was radio.
TRUE
Dominick - Chapter 03 #11
13. With the set on for an average of eight hours per day, watching TV occupies more time than any other activity outside of work and sleep.
TRUE
Dominick - Chapter 03 #12

14. The digital divide no longer exists due to the development of the Internet and World Wide Web.
FALSE
15. Cell phones have changed our concept of time, a phenomenon called "time softening."
TRUE *Dominick - Chapter 03 #14*
16. A society depending upon the spoken word is called a(n) _____ culture.
A. verbal
B. literal
C. literate
D. oral
E. conceptual *Dominick - Chapter 03 #15*
17. Which of the following is probably NOT a social impact of the development of writing?
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C. vast empires were created
D. enduring codes of law were developed
E. all of these ARE social impacts of writing *Dominick - Chapter 03 #16*
18. Johann Gutenberg is credited with developing a printing system using:
A. a series of blocks
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19. The development of vernacular languages, extensive religious changes, and the sharing of scientific advances are all effects of:
A. the Gutenberg revolution
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C. the Reformation movement
D. Clerical intervention
E. Increased nationalism *Dominick - Chapter 03 #18*
20. The first medium to use digital communication was:
A. telegraph
B. telephone
C. radio
D. moving pictures
E. the Internet *Dominick - Chapter 03 #19*
21. The telegraph affected:
A. how war was conducted
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C. the style of news reporting
D. newspapers' ability to gather news
E. all of these *Dominick - Chapter 03 #20*
- Dominick - Chapter 03 #21*

22. The medium that first introduced the concept of a global village of interconnected people was:
A. telegraph
B. telephone
C. television
D. motion pictures
E. radio

Dominick - Chapter 03 #22

23. To permanently store a photographic image:
A. the image must be focused on a surface
B. the surface must be permanently altered by the exposure of the image
C. both A&B
D. none of these
E. you need to make a pin hole in one wall

Dominick - Chapter 03 #23

24. Which of the following was NOT affected by the development of photography?
A. the role of the telegraph in transmitting news stories
B. society's understanding of what war was really like
C. the art world, especially painters
D. the extent to which families could make permanent records of their histories
E. the definition of "news"

Dominick - Chapter 03 #24

25. Moving pictures helped bring about the concept of:
A. leisure time
B. popular culture
C. elite culture
D. cultural institutions
E. leisure institutions

Dominick - Chapter 03 #25

26. The change from using radio as a point-to-point medium to using it as a point-to-many medium (broadcasting) was:
A. widely anticipated
B. coordinated by the FRC
C. facilitated by the Great Depression
D. unexpected
E. an example of what would later occur in the telegraph industry

Dominick - Chapter 03 #26

27. Which of the following was NOT a cultural impact of radio?
A. radio helped popularize different kinds of music
B. radio created its own program genres (such as the soap opera)
C. radio changed the way Americans spent their free time
D. programs such as Captain Midnight showed broadcasters that children were a viable target market
E. journalists became even more anonymous

Dominick - Chapter 03 #27

28. Radio functioned to make news _____, as compared to newspapers.
A. more personalized
B. less credible
C. more easily accessible
D. more profitable
E. less profitable

Dominick - Chapter 03 #28

29. Which of the following statements about TV is NOT true?
- A.** TV is the single largest consumer of people's time.
 - B. TV has exerted a standardizing influence on society.
 - C. TV is an important source of information.
 - D. TV is the majority of people's most believable news source.
 - E. TV has transformed the political process.

Dominick - Chapter 03 #29

30. Digital technology is best described as:
- A. a means of duplicating information at low cost
 - B.** a system that encodes information into a series of on-and-off pulses usually denoted as zeros and ones
 - C. an international protocol for decoding bits
 - D. a system for distributing material over long distances
 - E. all of these

Dominick - Chapter 03 #30

31. Because of the digital revolution,
- A. fledgling writers no longer need a publisher
 - B. new bands can bypass music companies to reach their audiences
 - C. traditional news media no longer have as much control as in the past
 - D.** all of these
 - E. none of these

Dominick - Chapter 03 #31

32. As a result of the digital revolution:
- A.** a true direct democracy may be possible
 - B. everyone has equal access to information, technology, and its benefits
 - C. the notion of what community means has become smaller
 - D. we now have all the information we need
 - E. none of these

Dominick - Chapter 03 #32

33. Which of the following is a characteristic of mobile media?
- A. they depend on wireless technology
 - B. they allow people to access information from virtually anywhere
 - C. they are interconnected
 - D. they blur the distinction between mass and interpersonal communication
 - E.** all of these

Dominick - Chapter 03 #33

34. The first tool for social media was the
- A. Internet
 - B.** telephone
 - C. radio
 - D. television
 - E. none of these

Dominick - Chapter 03 #34

35. What is the typical relationship between new and previously-existing communications media?
- A. new media make old media obsolete
 - B. new media are used by the poor, while old media are used by the wealthy
 - C.** new media usually cause changes in the way old media are used
 - D. new media create more gatekeeping opportunities for old media
 - E. there is no typical relationship between new and old media

Dominick - Chapter 03 #35

ch3 Summary

<u>Category</u>	<u># of Questions</u>
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