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| **Completion** |

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| 1. The five major phases in communication history include the \_\_\_\_\_\_\_, written, print, electronic, and digital periods.   |  |  | | --- | --- | | *ANSWER:* | oral | |

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| 2. The telegraph was the first media development to break the connection between transportation and \_\_\_\_\_\_\_.   |  |  | | --- | --- | | *ANSWER:* | communication | |

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| 3. \_\_\_\_\_\_\_ refers to images, texts, and sounds that are converted into electronic signals that are later reassembled as a precise reproduction of the original image, text, or sound.   |  |  | | --- | --- | | *ANSWER:* | Digital communication | |

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| 4. The phenomenon whereby audiences seek messages and meanings that correspond to their preexisting beliefs and values is called \_\_\_\_\_\_\_.   |  |  | | --- | --- | | *ANSWER:* | selective exposure | |

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| 5. The stages in the development of most new mass communication industries are called the emergence (or novelty) stage, the \_\_\_\_\_\_\_ stage, the mass medium stage, and the convergence stage.   |  |  | | --- | --- | | *ANSWER:* | entrepreneurial | |

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| 6. \_\_\_\_\_\_\_ is the technological merging of content in different media channels.   |  |  | | --- | --- | | *ANSWER:* | Media convergence | |

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| 7. The common denominator that makes both our entertainment and our information cultures compelling is \_\_\_\_\_\_\_.   |  |  | | --- | --- | | *ANSWER:* | narrative | |

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| 8. According to the textbook, one attains \_\_\_\_\_\_\_ by following a five-step critical process: description, analysis, interpretation, evaluation, and engagement.   |  |  | | --- | --- | | *ANSWER:* | media literacy | |

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| 9. \_\_\_\_\_\_\_ is the second step in the critical process. It involves discovering significant patterns that emerge from the description stage.   |  |  | | --- | --- | | *ANSWER:* | Analysis | |

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| 10. The final step in the critical process, \_\_\_\_\_\_\_, occurs when citizens actively work to create a media world that helps serve democracy.   |  |  | | --- | --- | | *ANSWER:* | engagement | |