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| **Multiple Choice** |

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| 1. According to the textbook, the mass media are industries that produce and distribute cultural products to large numbers of people.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 2. No media existed prior to the coming of the electronic era in the nineteenth century.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 3. Gutenberg played an active role in the transition from oral to written culture.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 4. The manuscript culture that existed between 1000 BCE and the mid-fifteenth century primarily served the ruling classes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 5. With the coming of the printing press, the printed newspaper became the first mass-marketed product in history.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 6. Gutenberg's invention of movable type allowed the book to become the first mass-marketed communication product in history.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 7. The printing press fostered the rise of tribal communities.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 8. The computer was the first electronic medium.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 9. The telegraph and newspapers transformed news into a salable commodity.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 10. In the linear model of mass communication, gatekeepers are the authors, producers, and organizations that create the message.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 11. The senders of messages often have little control over how their messages will be received.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 12. The meaning of a message can be affected by a recipient's gender, age, educational level, ethnicity, and occupation.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 13. Mass media audiences generally seek out messages that correspond to their cultural beliefs and values.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 14. Google is the most profitable company of the digital age so far.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 15. Although the way we consume media today focuses on individual interests on mobile devices, a positive result of the digital age is that family and friends gather to binge-watch programs on weekends or during holidays.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 16. The classical view of art is that it should aim to instruct and uplift.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 17. According to the textbook, the high–low model of culture limits the way we look at and discuss culture today.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 18. Most forms of culture demonstrate multiple tendencies; for example, a film could be both conventional and innovative.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 19. Lassie went off the air because children got tired of seeing the same plot every week.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 20. A high–low vertical hierarchy is a more multidimensional way of looking at culture than viewing culture as a map.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 21. James Joyce's *Finnegans Wake* challenges readers to decode its complex narrative.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 22. Efficiency and individualism are both values of the modern period.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 23. Modern artists such as Aldous Huxley (*Brave New World*) and Charlie Chaplin (*Modern Times*) predicted a future in which technology would lead to less oppression and more individual freedom.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 24. Populism tries to appeal to elite people by highlighting the differences between them and ordinary people.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 25. Critics contend that postmodern style borrows too heavily from other eras and devalues originality.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 26. Postmodern culture questions the value of scientific reasoning and rational thought for solving society's problems.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 27. The textbook contends that many forms of media and culture cannot accurately be described using binary terms such as *liberal* and *conservative* or *high* and *low*.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 28. \_\_\_\_\_ are the cultural industries that produce and distribute cultural products to large numbers of people.   |  |  |  | | --- | --- | --- | |  | a. | Modern technologies | |  | b. | Oral communications | |  | c. | Illuminated manuscripts | |  | d. | Mass media |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 29. According to the textbook, the mass media have passed through which five historical stages?   |  |  |  | | --- | --- | --- | |  | a. | voice, pen, press, telegraph, computer | |  | b. | speech, manuscript, book, image, information | |  | c. | face-to-face, local, regional, national, global | |  | d. | oral, written, print, electronic, digital |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 30. Which of the following is the best way to characterize the transitions between the print, electronic, and digital eras?   |  |  |  | | --- | --- | --- | |  | a. | The exact lines between each era are clear. | |  | b. | As new technology was invented, the older forms of technology were rapidly discarded. | |  | c. | Each wave of newer technology came at the same time as an increasing number of people moved from urban areas to rural areas. | |  | d. | In practice, the eras overlapped as newer technologies disrupted and modified older technologies. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 31. Plato wanted to banish which group from ancient Greece because he thought they would undermine oral storytelling?   |  |  |  | | --- | --- | --- | |  | a. | printers | |  | b. | poets | |  | c. | Persians | |  | d. | prophets |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 32. Which of the following does the textbook identify as a result of the printing press?   |  |  |  | | --- | --- | --- | |  | a. | the emergence of the style of communication known as the Socratic method | |  | b. | a separation of communication from transportation | |  | c. | the emergence of more centralized nation-states, given that leaders could more easily distribute information | |  | d. | the emergence of tribal communities |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 33. Which of the following is NOT considered a consequence of the printing press?   |  |  |  | | --- | --- | --- | |  | a. | the rise of the middle class | |  | b. | an increased sense of community and mutual cooperation | |  | c. | a decline of religious authority | |  | d. | an increase in literacy rates |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 34. The transformation from an industrial, print-based society to one grounded in the Information Age began with the development of the   |  |  |  | | --- | --- | --- | |  | a. | sound recording. | |  | b. | printing press. | |  | c. | telegraph. | |  | d. | magazine. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 35. Which of the following is a contribution of the telegraph?   |  |  |  | | --- | --- | --- | |  | a. | the transformation of information into a commodity | |  | b. | the concept of nationalism | |  | c. | the rise of the middle class | |  | d. | the development of newspapers |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 36. The key development that allowed for the transition to the digital age was   |  |  |  | | --- | --- | --- | |  | a. | the ability to convert images, text, and sounds into binary code. | |  | b. | the telegraph. | |  | c. | the ability to broadcast voices, music, and other sounds via the radio. | |  | d. | television. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 37. The linear communication model can be criticized on the grounds that it   |  |  |  | | --- | --- | --- | |  | a. | assumes that culture is hierarchical. | |  | b. | asserts that audiences create their own meanings from messages sent. | |  | c. | does not move smoothly from sender to receiver. | |  | d. | is flexible enough to describe the way consumers use the Internet. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 38. A cultural approach to media recognizes   |  |  |  | | --- | --- | --- | |  | a. | the industry's lack of concern with control and distribution of production. | |  | b. | that the audience has lost the love of story. | |  | c. | how audiences are unifying in one meaning on the available media. | |  | d. | that individuals bring diverse meanings to messages. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 39. A cultural approach to understanding mass communication   |  |  |  | | --- | --- | --- | |  | a. | is easier to understand because it outlines a linear flow of information from sender to receiver. | |  | b. | argues that gatekeepers decide which information and messages flow to the audience. | |  | c. | argues that diverse audiences interpret the same information differently. | |  | d. | argues that diverse audiences interpret information in the same way. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 40. Selective exposure   |  |  |  | | --- | --- | --- | |  | a. | refers to the process of media gatekeepers selecting information to which an audience will be exposed. | |  | b. | deals with how much time audiences choose to spend with any media. | |  | c. | refers to the fact that people tend to seek out messages that agree with what they already believe. | |  | d. | refers to early film development techniques. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 41. As described in the textbook, which of the following is one of the four stages a media innovation goes through?   |  |  |  | | --- | --- | --- | |  | a. | invention stage | |  | b. | testing stage | |  | c. | entrepreneurial stage | |  | d. | obsolete stage |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 42. Which of the following is one of the two definitions given in the textbook for the term *media convergence*?   |  |  |  | | --- | --- | --- | |  | a. | the consolidation of different mass media holdings under one corporate umbrella | |  | b. | the appropriation of American products by foreign advertisers | |  | c. | the gathering of multiple press figures at a media event, such as a press conference | |  | d. | a concentrated and organized stream of Internet traffic to one site for the purpose of crashing it |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 43. Which of the following statements about cross-platform media convergence is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | A primary goal is to maximize profits. | |  | b. | A common result of this kind of convergence is using fewer employees to generate content for multiple outlets. | |  | c. | It can involve a single company owning various media holdings, such as radio and television stations, Internet service providers, and cable television systems. | |  | d. | A primary goal is to offer more choice to media consumers. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 44. Which of the following statements about Google is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | Google makes most of its money by generating original content. | |  | b. | Google is an example of a successful digital age media company. | |  | c. | Google makes most of its money from shopping-related searches. | |  | d. | Google has expanded far beyond being a search engine by offering e-mail, mapping, and numerous other services. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 45. Which of the following statements best describes media convergence?   |  |  |  | | --- | --- | --- | |  | a. | It only happened because of the Internet. | |  | b. | It makes older forms of mass communication obsolete and leads to their disuse. | |  | c. | It allows older forms of mass communication to find new life with new technology. | |  | d. | It creates new forms of media unlike anything we've seen before. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 46. What is one concern identified in the textbook about the future of news content available through Internet news search sites like Google?   |  |  |  | | --- | --- | --- | |  | a. | People aren't interested in reading the news online. | |  | b. | There is a proliferation of too much fake news. | |  | c. | It seems likely that newspapers will block their material from search engines. | |  | d. | Newspapers, radio stations, and television stations don't like the Internet. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 47. As writer Joan Didion once put it, "We tell ourselves stories in order to live." Narratives are the main way we make sense and meaning of life experiences. What is an example of a narrative used by media?   |  |  |  | | --- | --- | --- | |  | a. | a post on a blog | |  | b. | a tweet by Donald Trump | |  | c. | a funny television commercial | |  | d. | All of the options are correct |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 48. Concerns about how young people might be negatively influenced by messages in popular or "low" cultural forms   |  |  |  | | --- | --- | --- | |  | a. | didn't happen until the appearance of rock-and-roll music in the 1950s. | |  | b. | were addressed by Plato, the philosopher who developed the classical view of art. | |  | c. | have been around at least since the time of the ancient Greek philosopher Socrates. | |  | d. | have always been about important moral values and never a cover for racism or bigotry. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 49. Elvis Presley was filmed only from the waist up in his third appearance on the *Ed Sullivan Show* because   |  |  |  | | --- | --- | --- | |  | a. | his left leg was in a cast. | |  | b. | some critics considered his hip movements lascivious. | |  | c. | another singer complained that Presley had stolen his dance routine. | |  | d. | the public demanded to see Presley's face close up. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 50. According to the textbook, a major concern of critics of contemporary culture is   |  |  |  | | --- | --- | --- | |  | a. | dull and boring television. | |  | b. | making sure networks have enough money to continue making programs. | |  | c. | overly restrained talk shows that are too polite to discuss difficult topics. | |  | d. | children being bombarded by too many television commercials. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 51. Which of the following statements best describes how the textbook characterizes the interaction of media and society?   |  |  |  | | --- | --- | --- | |  | a. | Media are definitely the cause of society's problems. | |  | b. | Media are just a mirror that reflects what is already in society. | |  | c. | Violent movies and song lyrics cause school violence, not media. | |  | d. | How much media really shape society is unknown. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 52. Critics developed at least five areas of concern about so called low art. Which is NOT one of them?   |  |  |  | | --- | --- | --- | |  | a. | depreciation of fine art | |  | b. | exploitation of high culture | |  | c. | decline of high culture | |  | d. | the enrichment of our cultural taste buds |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 53. Which of the following statements does NOT represent part of the traditional "high" culture critique against popular culture?   |  |  |  | | --- | --- | --- | |  | a. | Popular culture is formulaic and repetitive. | |  | b. | Popular culture simply exploits and recycles high culture to lesser effect. | |  | c. | Popular culture debases our taste for finer culture. | |  | d. | Popular culture creates a greater appetite for high culture, making high culture less elite. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 54. Critics who view culture as a map   |  |  |  | | --- | --- | --- | |  | a. | see the map as rigidly structured. | |  | b. | acknowledge that the familiar and unknown often coexist in the same song, movie, or other cultural artifact. | |  | c. | feel that culture was more meaningful in the "good old days" of the mid-twentieth century. | |  | d. | see popular culture as more innovative than high culture. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 55. In the nineteenth century, critics felt which of the following might create havoc?   |  |  |  | | --- | --- | --- | |  | a. | Mary Wollstonecraft Shelley's Gothic novel *Frankenstein* | |  | b. | a rise in populism | |  | c. | rising literacy rates among the working class | |  | d. | increased access to technology |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 56. Which statement reflects modernization involving the captains of industry?   |  |  |  | | --- | --- | --- | |  | a. | New technology should be used to make manufacturing more efficient, thereby providing inexpensive products for everyday life. | |  | b. | There was a cultural shift from functional to the ornate and decorative to the functional. | |  | c. | It provoked praise about the impact on the collective society, such as in the book *Brave New World* and the movie *Modern Times*. | |  | d. | Modern journalism embraces decorative adjectives and adverbs for "just the facts." |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 57. Which of the following is NOT a value the textbook associates with postmodern culture?   |  |  |  | | --- | --- | --- | |  | a. | resistance to ideas such as "high" and "low" culture that set hierarchies of taste | |  | b. | an emphasis on the fragmentation and mixing of cultural styles | |  | c. | increased faith in science owing to technological and scientific advances | |  | d. | a willingness to accept paradox |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 58. Celebrating populism in postmodern culture can result in   |  |  |  | | --- | --- | --- | |  | a. | political leaders talking about their love of expensive wine, fancy French cheese, country club memberships, and an Ivy League education. | |  | b. | political leaders telling stories that are meant to resonate with the middle-class. | |  | c. | political leaders talking about well-respected and peer-reviewed scientific studies. | |  | d. | political leaders openly supporting big corporations. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 59. Local culture is most closely identified with which of the following historical periods?   |  |  |  | | --- | --- | --- | |  | a. | premodern (before 1800s) | |  | b. | modern (1800s–1950s) | |  | c. | postmodern (since 1950s) | |  | d. | integral (since 2000) |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 60. Factories are most closely identified with which of the following historical periods?   |  |  |  | | --- | --- | --- | |  | a. | premodern (before 1800s) | |  | b. | modern (1800s–1950s) | |  | c. | postmodern (since 1950s) | |  | d. | integral (since 2000) |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 61. The "virtual office" is most closely identified with which of the following historical periods?   |  |  |  | | --- | --- | --- | |  | a. | premodern (before 1800s) | |  | b. | modern (1800s–1950s) | |  | c. | postmodern (since 1950s) | |  | d. | integral (since 2000) |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 62. Quill pens are most closely identified with which of the following historical periods?   |  |  |  | | --- | --- | --- | |  | a. | premodern (before 1800s) | |  | b. | modern (1800s–1950s) | |  | c. | postmodern (since 1950s) | |  | d. | integral (since 2000) |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 63. The typewriter is most closely identified with which of the following historical periods?   |  |  |  | | --- | --- | --- | |  | a. | premodern (before 1800s) | |  | b. | modern (1800s–1950s) | |  | c. | postmodern (since 1950s) | |  | d. | integral (since 2000) |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 64. Global culture is most closely identified with which of the following historical periods?   |  |  |  | | --- | --- | --- | |  | a. | premodern (before 1800s) | |  | b. | modern (1800s–1950s) | |  | c. | postmodern (since 1950s) | |  | d. | integral (since 2000) |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 65. Postmodern values include which of the following?   |  |  |  | | --- | --- | --- | |  | a. | a belief in rational order | |  | b. | working efficiently | |  | c. | diversity and fragmentation of cultural styles | |  | d. | rejecting tradition |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 66. Which of the following is an aspect of postmodern culture?   |  |  |  | | --- | --- | --- | |  | a. | the idea that populist themes devalue the notion of "art" | |  | b. | acknowledging paradoxes such as having both a nostalgia for the past and an appetite for new technology | |  | c. | never mixing fact with fiction, preferring only to "stick to the facts" | |  | d. | believing that rational thought is the answer to every social problem |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 67. Which of the following does the textbook associate with postmodern culture?   |  |  |  | | --- | --- | --- | |  | a. | HBO's *Last Week Tonight with John Oliver* | |  | b. | the *New York Times* | |  | c. | the Gutenberg Bible | |  | d. | Aldous Huxley's *Brave New World* |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 68. Which stage in developing a critical perspective best corresponds to identifying central characters, conflicts, topics, and themes?   |  |  |  | | --- | --- | --- | |  | a. | description | |  | b. | analysis | |  | c. | interpretation | |  | d. | evaluation |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 69. Which stage in developing a critical perspective BEST corresponds to making an informed judgment?   |  |  |  | | --- | --- | --- | |  | a. | analysis | |  | b. | interpretation | |  | c. | evaluation | |  | d. | engagement |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 70. Which stage in developing a critical perspective BEST corresponds to answering the "So what?" question?   |  |  |  | | --- | --- | --- | |  | a. | description | |  | b. | analysis | |  | c. | interpretation | |  | d. | evaluation |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 71. During which stage of developing a critical perspective do you look for patterns?   |  |  |  | | --- | --- | --- | |  | a. | description | |  | b. | analysis | |  | c. | interpretation | |  | d. | engagement |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 72. During which stage in developing a critical perspective would you take action as a citizen?   |  |  |  | | --- | --- | --- | |  | a. | description | |  | b. | analysis | |  | c. | evaluation | |  | d. | engagement |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 73. In the interpretation stage of the critical process, an answer must be found to which of the following questions?   |  |  |  | | --- | --- | --- | |  | a. | When? | |  | b. | How many? | |  | c. | Who? | |  | d. | So what? |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 74. What does the textbook suggest is the best way to approach media literacy and media criticism?   |  |  |  | | --- | --- | --- | |  | a. | Learn as much as you can so you can sit on the sidelines and criticize effectively. | |  | b. | Understand the various types of media so you can participate in the process of helping them live up to their democratic potential. | |  | c. | Examine mass media through a careful critical process. | |  | d. | Replace cynical perception of the media with genuine criticism. |  |  |  | | --- | --- | | *ANSWER:* | d | |