Chapter 1: Media/Society in a Digital World

Test Bank

# Multiple Choice

1. A radio station broadcasting a program is an example of \_\_\_\_\_\_.

A. interpersonal communication

B. mass communication

C. media-centric communication

D. broad communication

Ans: B

Answer Location: Interpersonal and “Mass” Communication

2. Mass Media more often than not \_\_\_\_\_\_.

A. involves a large and potentially unknown audience

B. has little interaction

C. is one-to-many communication

D. all of these

Ans: D

Answer Location: Interpersonal and “Mass” Communication

3. Which of the following often is overlooked as a form of mass media?

A. radio

B. television

C. telephones

D. print

Ans: C

Answer Location: Interpersonal and “Mass” Communication

4. The Internet is an example of \_\_\_\_\_\_ as well as \_\_\_\_\_\_.

A. interpersonal communication; mass media

B. mass media; public communication

C. broadcasted media; interpersonal communication

D. mass media only

Ans: A

Answer Location: Variable Boundaries and Active Users

5. Which of the following is not true about what the Internet allows media users to do?

A. Users can decide on their own time when they consume media.

B. Users may create their own media.

C. Users can decide what media they will access.

D. Users can only distribute and consume other’s materials.

Ans: D

Answer Location: Variable Boundaries and Active Users

6. The sociological perspective encourages us to see and understand the relationship between \_\_\_\_\_\_ and the \_\_\_\_\_\_.

A. individuals; broader social context in which they live

B. individuals; communication styles they develop

C. users; messages that they send

D. receivers; how they perceive messages received

Ans: A

Answer Location: The Sociological Perspective

7. The idea of a “traditional” or “normal” family is derived from the sociological concept of \_\_\_\_\_\_.

A. agency

B. structure

C. routinization

D. complex pattern

Ans: B

Answer Location: Structure

8. Morgan has been attending church with her family for her whole life, but more recently finds herself wanting to explore different religions. Her decision to leave what she knows to learn about different mindsets is an example of \_\_\_\_\_\_.

A. structure

B. free speech

C. agency

D. constraint elimination

Ans: C

Answer Location: Agency

9. Seth chose not to walk at his high school graduation ceremony. His decision is an example of \_\_\_\_\_\_.

A. agency

B. free speech

C. structure

D. rebellion

Ans: A

Answer Location: Agency

10. In sociological studies, the concept of social structure refers to \_\_\_\_\_\_.

A. the influences of the society we are a part of

B. any pattern of social behavior

C. the mechanics of individual interactions

D. the steps taken to be a part of a society

Ans: B

Answer Location: Structure

11. In sociological studies, agency is known as \_\_\_\_\_\_.

A. the same concept as structure

B. intentional and undetermined human actions

C. the part of society an individual identifies themselves with

D. none of these

Ans: B

Answer Location: Agency

12. The relationship between agency and structure is \_\_\_\_\_\_.

A. parallel

B. counterbalancing

C. unrelated

D. push and pull

Ans: D

Answer Location: Structural Constraint and Human Agency

13. The tension between structure and agency for those who are a part of the media industry primarily is derived from \_\_\_\_\_\_.

A. how much autonomy media personnel has in the field

B. media personnel being expected to appeal to all audiences

C. the amount of research done by each individual

D. media personnel having complete freedom to do as they choose

Ans: A

Answer Location: Relationships Within the Media Industry

14. In order for media users to understand messages being communicated through content, they must use other resources such as \_\_\_\_\_\_.

A. personal experience

B. education

C. other individuals

D. all of these

Ans: D

Answer Location: Relationships Between the Media and the Public

15. Which of the following is not an aspect of the model of media and the social world?

A. technology

B. industry

C. content

D. society

Ans: D

Answer Location: A Model of Media and the Social World

16. The media industry is affected by changes in \_\_\_\_\_\_, and is instrumental in influencing the direction and application of \_\_\_\_\_\_.

A. technology; distribution

B. technology; technology

C. economy; distribution

D. society; technology

Ans: B

Answer Location: A Model of Media and the Social World

17. Sociologists refer to the process consuming media content and actively interpreting and constructing meaning from that content as \_\_\_\_\_\_.

A. social construction of reality

B. active interpretation

C. constructive reality

D. consumption analysis

Ans: A

Answer Location: A Model of Media and the Social World

18. Taylor reads online that a coffee shop near his house is looking for a barista. He takes this information and uses it to his advantage and applies for the job. His interpretation of the post he saw and understanding what it was asking for is an example of \_\_\_\_\_\_.

A. active interpretation

B. constructive reality

C. social construction of reality

D. application analysis

Ans: C

Answer Location: Social Construction of Reality

19. The relationship between the media industry and media users is mediated by \_\_\_\_\_\_, \_\_\_\_\_\_, and other factors in the social world.

A. society; government

B. content; technology

C. industry itself; society

D. technology; users themselves

Ans: B

Answer Location: Social Construction of Reality

20. Reporters having access to lighter cameras, giving them more mobility on site while covering a story is an example of \_\_\_\_\_\_ and \_\_\_\_\_\_ working together from the model of media and the social world.

A. content; users

B. technology; industry

C. industry; content

D. technology; users

Ans: B

Answer Location: Mid-20th Century Civil Rights Movement | Technology-Industry

21. A journalist having a handheld recording device to better capture an interview is an example of \_\_\_\_\_\_ and \_\_\_\_\_\_ working together from the model of media and the social world.

A. technology; industry

B. industry; content

C. technology; users

D. content; users

Ans: A

Answer Location: Mid-20th Century Civil Rights Movement | Technology-Industry

22. A family having access to watching news on television versus getting their news from a newspaper is an example of \_\_\_\_\_\_ and \_\_\_\_\_\_ from the model of media and the social world.

A. users; technology

B. technology; industry

C. content; technology

D. industry; content

Ans: A

Answer Location: Mid-20th Century Civil Rights Movement | Users-Technology

23. Journalists that are constrained by the norms of news coverage and not encouraged or allowed to offer their opinion of the story they’re covering is an example of \_\_\_\_\_\_ and \_\_\_\_\_\_ working together the model of media and the social world.

A. industry; content

B. content; users

C. users; technology

D. industry; users

Ans: A

Answer Location: Mid-20th Century Civil Rights Movement | Industry-Content

24. A civil rights activist during the 1950s, handing out leaflets to spread awareness of his cause is an example of \_\_\_\_\_\_ and \_\_\_\_\_\_ working together on the model of media and the social world.

A. social world; technology

B. users; content

C. technology; industry

D. social world; industry

Ans: A

Answer Location: Mid-20th Century Civil Rights Movement | Movement-Technology

# True/False

1. As of 2017, only 58% of U.S. adults have smartphones.

Ans: F

Answer Location: The Importance of Media

2. On average, Americans watch 7 hr of television in a day.

Ans: T

Answer Location: The Importance of Media

3. The Internet gives each user less freedom in what media they consume and when they consume it.

Ans: F

Answer Location: Variable Boundaries and Active Users

4. The Internet enables each user to create their own media content.

Ans: T

Answer Location: Variable Boundaries and Active Users

5. Sociologists are the only ones that study mass media.

Ans: F

Answer Location: A Sociology of Media

6. The Sociological Perspective is a concept in which we as individuals make our own decisions based upon the environments and influences we encounter.

Ans: T

Answer Location: The Sociological Perspective

7. Structure and agency have push–pull interactions that are essential to understanding social life.

Ans: T

Answer Location: Structural Constraint and Human Agency

8. Individuals working within the media have agency to alter the social structure in which they work.

Ans: T

Answer Location: Relationships Within the Media Industry

9. Media users retain all information they come across while consuming and share it without any of their own views being considered.

Ans: F

Answer Location: Relationships Between the Media and the Public

10. An individual having a face-to-face conversation will elicit less information compared to when an individual consumes media.

Ans: F

Answer Location: Relationships Between the Media and the Public

11. The role of the government and the broader economic forces are nonmedia social factors that effect the model of media and the social world.

Ans: T

Answer Location: A Model of Media and the Social World

12. Media content and technology are affected by each other through the influence of people.

Ans: T

Answer Location: A Model of Media and the Social World

# Short Answer

1. What are some differences between face-to-face and mass-mediated communication for readers? How does this distinction affect politics?

Ans: In face-to-face communication, audiences can see more clues such as body language, gesture, and other aspects of nonverbal communication; they can also ask questions and challenge speakers directly. Mass-mediated communication often addresses audiences anonymously; there is less direct feedback. It is also harder to determine the sender’s intention or aims.

2. Why do the authors sometimes use reader or user rather than receiver or audience?

Ans: The authors sometimes use reader or user because they argue that we are often more active interpreters of meaning and creators of media than the terms receiver or audience often imply. They want to highlight audience activity (rather than passive behavior such as the “couch potato” stereotype). They also want to highlight the interactive potential of some forms of new media.

3. Sociologists often link discussions of social relations to the concepts of “Structure” and “Agency.” What are they, and how do they relate to each other? Do they have equal relationships? Are they at odds? In your discussion, include at least one specific example.

Ans: Structure refers to any recurring pattern of social behavior. Agency is intentional and undetermined social action. They do not necessarily have an equal relationship. Structural constraints limit agency. The family is a structure that limits how we think, but the degree of autonomy we have to express ourselves within our family is our level of agency. Advertising and editorial policies are structures that limit what journalists can say and write. The ability of journalists to write and pursue stories as they wish within these structures defines their agency.