Chapter 1: Media and the Social World

Test Bank

1. The process by which we internalize the social norms and values of our culture and develop a sense of self is known as \_\_\_\_\_\_\_\_\_\_.

a. normalization

b. naturalization

c. self-realization

\*d. socialization

2. In 2013, roughly what percentage of U.S. households had broadband access at home?

a. 55%

\*b. 65%

c. 75%

d. 85%

3. Media scholars often study how pressure from advertisers influences journalists’ news reporting. In media sociology, advertising pressure can be regarded as \_\_\_\_\_ and journalists crafting stories as \_\_\_\_\_\_.

\*a. structure, agency

b. agency, structure

c. environment, functions

d. functions, environment

4. Which of the following statement about the historical development of mass media is not true?

\*a. Television was the first broadcast medium in history.

b. Printing was influenced by the Church in Europe.

c. The cinematograph was invented by the Lumiére brothers in the 19th century.

d. The telegraph allowed instantaneous communication over long distances.

5. Sociologists argue that humans must build and interpret the meaning of objective reality. They refer to this process as:

a. The variability of reality

b. Reality attainment

c. Social specificity

\*d. The social construction of reality

6. Which of the following generally is not considered a form of mass media?

a. Films

b. Newspapers

\*c. Telephones

d. Music CDs

7. The first form of mass media was:

a. Radio

\*b. Printing

c. The telegraph

d. Television

8. The first practical printing press with movable type dates back to the:

a. 1200s

\*b. 1400s

c. 1600s

d. 1800s

9. Information traveled only as fast as a horse, ship, or train could carry it up until the invention of:

a. Radio

b. Telephones

c. Newspapers

\*d. The telegraph

10. The first broadcast medium was:

\*a. Radio

b. Movies

c. Television

d. Telegraph

11. The introduction of broadcast media marked the first time that media producers did not have to:

a. Worry about costs

b. Limit themselves to local distribution

c. Rely on steam-generated power

\*d. Physically distribute their products

12. Television was widely introduced in the United States during the:

a. Late ’20s and early ’30s

b. Late ’30s and early ’40s

\*c. Late ’40s and early ’50s

d. Late ’50s and early ’60s

13. Much of the initial funding for the Internet came from:

a. Private corporations

b. Individual computer hobbyists

c. Nonprofit, public-interest foundations

\*d. The government, especially the Pentagon

14. In sociology, social structure generally refers to:

a. The physical environment in which we live daily life

\*b. Any recurring pattern of social behavior

c. The act of creating social interaction

d. The dominant ideology of a society

15. The pattern of social behavior expected of people related by birth can be called:

a. Socialization

\*b. Family structure

c. Human agency

d. Routinization

16. In sociology, agency generally refers to:

\*a. Intentional and undetermined human action

b. Any social organization or institution

c. Public communication processes

d. Larger social infrastructure

17. Structure usually implies:

a. Organization

\*b. Constraint

c. Planning

d. Human will

18. Which of the following topics is not an example of relationships between institutions?

a. An organized demonstration to protest poor political coverage in the local newspaper

b. Government regulation of the media

\*c. The impact of violent television on young children

d. The impact of advertising revenue on the media industry

19. Which of the following is an example of relationships within the media industry?

\*a. Editorial pressure on journalists produce exciting, “sexy” stories

b. The impact of pornography on those who buy it

c. Government’s early financial support of the Internet

d. Chinese government’s control of the Internet

20. Within the media industry, the tension between structure and agency relates primarily to:

a. The lobbying efforts of media conglomerates to influence government

\*b. How much autonomy media personnel have in doing their work

c. How technological innovations are changing the nature of media work

d. The struggle parents have in restricting the amount of television children watch

21. In addition to the media industry and the social world, the “media and the social world” model includes the following elements:

a. Government, audiences, and technology

\*b. Audiences, technology, and messages

c. Technology, government, and messages

d. Messages, audiences, and media personnel

22. Thomas Edison is most known for his development of the

a. Cinematograph

\*b. Phonograph

c. Magnetic tape

d. The Long-Playing (LP) record.

23. Which of the following is NOT as example of how audiences are users of media?

a. Updating Facebook

b. Uploading a video on YouTube

c. Posting music on Tumblr

\*d. Reading a news story online

24. Nielsen started measuring media consumption in “Zero-TV” households because

a. More than 25% of U.S. households are “Zero-TV” households.

b. An increasing percentage of U.S. households do not have a television set.

\*c. Over half of “Zero-TV” households are made up of 18- to 34-year-olds.

d. More households are relying on cable and satellite instead of over-the-air broadcasts.

25. Which of the following best highlights active interpretations of media products?

a. Reader or audience rather than receiver or user

b. Reader or receiver rather than user or audience

\*c. Reader or user rather than receiver or audience

d. None of the above

26. Print media use has increased in the past few years as young adults have embraced multitasking.

a. True

\*b. False

27. Audiences and users are more passive than they were in the broadcasting era.

a. True

\*b. False

28. Social movements have adopted new tactics such as public demonstrations in order to attract media attention.

\*a. True

b. False

29. Smaller video cameras have played a role in enabling users to bypass the media entirely.

\*a. True

b. False

30. The rise of the cassette made sound digital for the first time.

a. True

\*b. False

31. Media reporting of crime can create a moral panic.

\*a. True

b. False

32. Fictional portrayals of crime are more influential in promoting fear in audiences than local news.

a. True

\*b. False

33. According to the sociologist C. Wright Mills, the “sociological imagination” allows us to connect “public troubles” and “private” issues.

a. True

\*b. False

34. Agency is determined social action.

a. True

\*b. False

35. How bloggers influence the operations of commercial news organizations is an example of relationships within the media industry.

\*a. True

b. False

Type: E

36. How does the rise of the Internet challenge the idea that technologies determine the evolution of media?

\*a. The Internet has been influenced by commercial discourses (e.g., e-commerce, social networking, and advertising). Users can upload materials, respond to news stories, and create and distribute content, which affects how we understand Internet culture. The Internet has been influences by government policy and regulation, such as U.S. federal spending (especially by the Pentagon) on the construction of the Internet.

Type: E

37. According to the authors, what are the differences between the study of sociology and mass communication?

\*a. Mass communication is focused on media forms, and may embrace any number of approaches to studying media, including sociological perspectives. Sociological approaches are a subset of sociology as a discipline. Sociological approaches to media focus on agency and constraint, relationships between institutions, and audiences use and interpretations of media. Sociological approaches analyze media as a part of our social world and how media influence our sense of self.

Type: E

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

\*a. 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.

Type: E

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

\*a. 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.

Type: E

40. What is the difference between total media exposure, the multitasking proportion, and total media use? Explain why these distinctions are important for understanding young adult media use.

\*a. Young adults may be in contact with media forms for multiple hours a day, or have media devices on all the time (total media exposure). Multitasking is when one uses more than one medium at a time. Total media use is the actual number of hours spent using media, once time multitasking has been taken into account. These distinctions are important for differentiating between attention and inattention and for understanding what media forms require more undivided attention.

Type: E

41. How was broadcasting different from previous ways of distributing and consuming media?

\*a. Broadcasting did not require the distribution of physical media copies. Audiences did not have to travel; rather, they could be addressed where they were, often in the home. Broadcasting enabled wider forms of media distribution and sped up the speed of media transmission greatly when compared to print.

Type: E

42. In explaining the role of media in society, sociologists often refer to the process known as socialization. Briefly describe what this concept means. In your answer, make sure to include at least one example.

\*a. Socialization refers to the process by which we learn and internalize the values, beliefs, and norms of the culture in which we live; in the process, we develop a sense of self, an identity, and a sense of belonging. When we are fully socialized into a culture, we take its values and norms for granted. Mass media define how we think about fashion and gender. Representations of Wall St. and finance reinforce the idea that the pinstripe suit is masculine. Business students may wear suits that remind them of high-profile film and television characters in order to project a similar aura of confidence. Students might use examples on gender and beauty standards, media and fashion, masculinity and representations of male athletes in baseball, basketball, or football, or dominant constructions of teen culture in television and film.

Type: E

43. 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.

\*a. 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.