Multimedia Sports Journalism - A Practitioner's Guide for the Digital Age 1st edition Kian Test Bank

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Multimedia Sports Journalism Test Bank

TEST QUESTIONS

Chapter 1

1. As described in the text, which of the following best describes the primary definition of media convergence in the digital age for practitioners?

    a. Combing television and radio stations into one broadcast station.
    b. The mixing of multimedia content produced and disseminated by sports media outlets.
    c. Adding blogs to writers' duties.
    d. All of the above

2. Which sports media outlet(s) was described as the "king of convergence" in the text?

    a. CBS Sports
    b. ESPN
    c. Fox Sports
    d. B and C

3. This U.S. television network paid to secure rights to continue covering the Olympic games through 2032?

    a. ABC Sports
    b. CBS Sports
    c. ESPN
    d. NBC Sports

4. Which of the four major U.S. professional men's team sport leagues has the most and highest-collective, gross national television contracts?

    a. MLB
    b. NBA
    c. NFL
    d. NHL

5. The first sports article to appear in an American daily newspaper in 1733 covered what sport?

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a. baseball
b. boxing
c. horse racing
d. soccer

6. This newspaper tycoon, now more famous for a prize, created the first U.S. newspaper sports department in 1883 at the New York World?

    a. Bayless
    b. Hearst
    c. Pulitzer
    d. Smith

ANSWER KEY:

1. B
2. B
3. D
4. C
5. B
6. C

Chapter 2

1. What was the ethical problem *Time* magazine had in its famous cover photo of O.J. Simpson?

    a. It did not own the legal rights to the photo
    b. It manipulated the photo to make Simpson look more sinister
    c. It ran the photo without getting Simpson's permission to do so
    d. It photoshopped a bloody glove on to Simpson's hand

2. When dealing with ethical decision-making, which of the following is true in regards to the media?

    a. There are few standards and they vary widely by organization
    b. The cost of ethical training has escalated too much in recent years
    c. Too few reporters adhere to national ethical standards
    d. Lawsuits for ethical violations against media outlets have drastically increased

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