Media Society 8th edition Croteau Test Bank

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Media Society (8th)

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Total Questions: 65

Multiple Choice (40)

Q1. *[Multiple Choice] · Cognitive Domain: Knowledge*

A radio station broadcasting a program is an example of _____.

a) interpersonal communication
b) mass communication ✓ correct
c) two–way communication
d) internet–based communication

Q2. *[Multiple Choice] · Cognitive Domain: Comprehension*

The internet changed mass media by _____.

a) allowing users to be much more active ✓ correct
b) making content more difficult to produce
c) increasing the cost to produce content
d) making users passive absorbers of content

Q3. *[Multiple Choice] · Cognitive Domain: Comprehension*

Which type of media is often used for interpersonal communication rather than mass communication?

a) radio
b) television
c) telephones ✓ correct
d) print

Q4. *[Multiple Choice] · Cognitive Domain: Knowledge*

The internet is an example of both _____ and _____.

a) interpersonal communication; mass media ✓ correct
b) traditional media; one–way communication
c) one–way communication; interpersonal communication
d) mass media; traditional media

Q5. *[Multiple Choice] · Cognitive Domain: Application*

Which of the following is an example of a person using the internet as mass media?

a) sending a direct message to someone on Facebook
b) having a Zoom video call with a friend
c) sending an email to a family member
d) posting a video to YouTube ✓ correct

Q6. *[Multiple Choice] · Cognitive Domain: Comprehension*

The sociological perspective encourages us to see and understand the relationship between individuals and their _____.

a) broader social context ✓ correct
b) communication styles
c) daily activities
d) personal decisions

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Q7. *[Multiple Choice] · Cognitive Domain: Knowledge*

The idea of a family is derived from the sociological concept of _____.

a) agency
b) structure ✓ correct
c) routinization
d) complex patterns

Q8. *[Multiple Choice] · Cognitive Domain: Application*

Morgan has been attending church with her family 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 ✓ correct
d) coercion

Q9. *[Multiple Choice] · Cognitive Domain: Application*

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

a) agency ✓ correct
b) free speech
c) structure
d) coercion

Q10. *[Multiple Choice] · Cognitive Domain: Knowledge*

In sociological studies, the concept of social structure refers to _____.

a) the physical organization of a society
b) any recurring pattern of social behavior ✓ correct
c) the mechanics of individual interactions
d) any changes in the dominant culture

Q11. *[Multiple Choice] · Cognitive Domain: Knowledge*

In sociological studies, agency manifests itself as _____.

a) push–pull interactions
b) intentional and unforced human actions ✓ correct
c) relationships within an institution
d) changes to the social structure

Q12. *[Multiple Choice] · Cognitive Domain: Analysis*

Why does the relationship between agency and structure result in push–pull interactions?

a) Agency imposes social boundaries whereas structure emphasizes change.
b) Agency can be coercive while structure encourages unforced choices.
c) Structure is something physical whereas agency is created by social ideals.
d) Structure suggests constraint on human action while agency indicates independent action. ✓ correct

Q13. *[Multiple Choice] · Cognitive Domain: Analysis*

The tension between structure and agency for those who are a part of the media industry is primarily related to _____.

a) how much autonomy media personnel have ✓ correct
b) media personnels' audience appeal
c) professional norms and expectations
d) the media content being used

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Q14. *[Multiple Choice] · Cognitive Domain: Analysis*

The relationship between media and users is a two–way relationship because _____.

a) media producers decide what users see
b) users choose what media they consume and when ✓ correct
c) users produce most of the content
d) media producers pay users to consume their content

Q15. *[Multiple Choice] · Cognitive Domain: Knowledge*

The media industry is a producer of _____.

a) the social world
b) content ✓ correct
c) technology
d) objective reality

Q16. *[Multiple Choice] · Cognitive Domain: Comprehension*

The media industry is both affected by and instrumental in influencing the direction of _____.

a) technology ✓ correct
b) the government
c) the economy
d) sociology

Q17. *[Multiple Choice] · Cognitive Domain: Knowledge*

Sociologists refer to the process of actively interpreting and constructing meaning from media content as _____.

a) the social construction of reality ✓ correct
b) asserting agency
c) variable boundaries
d) the sociological perspective

Q18. *[Multiple Choice] · Cognitive Domain: Application*

Taylor reads online that a coffee shop near his house is looking for a barista. He decides the information is accurate and decides to apply for the job the next time he goes to the coffee shop. His interpretation of the post that he read is an example of _____.

a) a social structure
b) producing media content
c) the social construction of reality ✓ correct
d) objective reality

Q19. *[Multiple Choice] · Cognitive Domain: Comprehension*

The relationship between the media industry and media users is mediated by _____.

a) mass communication
b) technology ✓ correct
c) objective reality
d) agency

Q20. *[Multiple Choice] · Cognitive Domain: Application*

Reporters having access to lighter cameras that give them more mobility while covering a story, is an example of _____ changing the media industry.

a) content
b) technology ✓ correct
c) users
d) regulations

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Q21. *[Multiple Choice] · Cognitive Domain: Application*

A journalist having a handheld recording device to better capture an interview is an example of technology and _____ working together.

a) industry ✓ correct
b) content
c) users
d) regulation

Q22. *[Multiple Choice] · Cognitive Domain: Application*

The evolution of watching news on television rather than getting news from a newspaper is an example of _____ influencing media.

a) technology ✓ correct
b) industry
c) content
d) regulation

Q23. *[Multiple Choice] · Cognitive Domain: Application*

Journalists who are constrained by the norms of news coverage and are not encouraged or allowed to offer their opinion of the story is an example of the interaction between _____ and _____.

a) industry; content ✓ correct
b) content; users
c) users; technology
d) industry; technology

Q24. *[Multiple Choice] · Cognitive Domain: Knowledge*

In the 1950s, the only way the Civil Rights Movement could reach a large audience was through _____.

a) social media
b) interpersonal communication
c) local radio stations
d) mainstream media ✓ correct

Q25. *[Multiple Choice] · Cognitive Domain: Knowledge*

Media devices, such as _____, have made a significant difference in how individuals today access the internet in their homes.

a) cable subscriptions
b) gaming consoles
c) smartphones ✓ correct
d) radios

Q26. *[Multiple Choice] · Cognitive Domain: Knowledge*

Almost half of the adults in the United States say they get their news from _____.

a) newspapers
b) radio ✓ correct
c) interpersonal communication
d) television broadcasts

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Q27. *[Multiple Choice] · Cognitive Domain: Application*

A college student uses their smart phone to video call one of their friends who lives in a different state. This is an example of _____.

a) interpersonal communication ✓ correct
b) mass communication
c) broadcast media
d) variable boundaries

Q28. *[Multiple Choice] · Cognitive Domain: Comprehension*

Which of the following is a new feature of mass media brought about by the internet?

a) Audiences are now held to a strict schedule by programmers.
b) Audiences are able to choose what media content they consume.
c) Audiences have a smaller range of content to choose from.
d) Audiences can directly respond to and comment on media content. ✓ correct

Q29. *[Multiple Choice] · Cognitive Domain: Knowledge*

Which is an element of the media system?

a) structure
b) agency
c) users ✓ correct
d) social context

Q30. *[Multiple Choice] · Cognitive Domain: Comprehension*

From the sociological perspective, we become who we are largely through our _____.

a) biological development
b) daily activities
c) social relations ✓ correct
d) family structures

Q31. *[Multiple Choice] · Cognitive Domain: Knowledge*

When discussing human behavior from a sociological perspective, the term _____ refers to constraints placed on behavior.

a) structure ✓ correct
b) agency
c) social context
d) variable boundaries

Q32. *[Multiple Choice] · Cognitive Domain: Application*

Caroline lives in a small community where everyone is expected to graduate from high school, get married, and get a job at a local factory. However, she decides to go to college in a far–away city instead. This decision is an example of _____.

a) conforming to structure
b) exercising agency ✓ correct
c) bending to social pressure
d) altering variable boundaries

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Q33. *[Multiple Choice] · Cognitive Domain: Application*

A mainstream news media located in a country with a totalitarian government is likely to have less _____ than media located in more democratic countries.

a) structure
b) agency ✓ correct
c) technology
d) variable boundaries

Q34. *[Multiple Choice] · Cognitive Domain: Analysis*

Media that are commercial ventures are primarily subject to influence and limitations placed on them by _____.

a) the government
b) media researchers
c) their audience
d) corporate owners ✓ correct

Q35. *[Multiple Choice] · Cognitive Domain: Comprehension*

Technology changed the media coverage of the mid–century Civil Rights movement through the use of _____.

a) monitoring equipment to track reporters
b) smartphones to view the protests in real time
c) radio to broadcast movement updates nationwide
d) smaller, lighter cameras to film events as they occurred ✓ correct

Q36. *[Multiple Choice] · Cognitive Domain: Analysis*

How did the use of social media platforms affect the Black Lives Matter (BLM) Movement?

a) It created a greater need for mainstream media.
b) It limited media users' ability to share the movement's message.
c) It sped up the process of growth for the movement. ✓ correct
d) It provided cohesion to BLM's message.

Q37. *[Multiple Choice] · Cognitive Domain: Analysis*

New technology means the Black Lives Matter Movement is less dependent on _____.

a) governmental regulations
b) audience engagement
c) social context
d) mainstream news media ✓ correct

Q38. *[Multiple Choice] · Cognitive Domain: Analysis*

How do users directly drive content in today's media?

a) Users can now choose what to watch, read, or listen to.
b) Users can find different types of coverage of the same event.
c) Users can email or text industry leaders.
d) Users can create and share content. ✓ correct

Q39. *[Multiple Choice] · Cognitive Domain: Comprehension*

The proliferation of smartphones in the United States has led to _____.

a) an increase in mental illness among teens
b) the decline of landlines ✓ correct
c) increased television viewing
d) fewer social connections

Q40. *[Multiple Choice] · Cognitive Domain: Knowledge*

What are the four elements of the media system?

a) comedy, drama, tragedy, and suspense
b) content, users, technology, and industry ✓ correct
c) finances, variable boundaries, agency, and structure
d) context, audience, regulations, and reception

True/False (20)

Q41. *[True/False] · Cognitive Domain: Knowledge*

Contemporary media users are more active today than in the past.

a) True ✓ correct
b) False

Correct answer: True

Q42. *[True/False] · Cognitive Domain: Knowledge*

Most American homes have at least one television in them.

a) True ✓ correct
b) False

Correct answer: True

Q43. *[True/False] · Cognitive Domain: Comprehension*

The internet gives each user less freedom to choose which media they consume and when they consume it.

a) True
b) False ✓ correct

Correct answer: False

Q44. *[True/False] · Cognitive Domain: Knowledge*

The internet enables each user to create their own media content.

a) True ✓ correct
b) False

Correct answer: True

Q45. *[True/False] · Cognitive Domain: Knowledge*

Sociologists are the only ones who study media.

a) True
b) False ✓ correct

Correct answer: False

Q46. *[True/False] · Cognitive Domain: Comprehension*

The sociological perspective encourages people to examine how their social environment influences their decisions.

a) True ✓ correct
b) False

Correct answer: True

Q47. *[True/False] · Cognitive Domain: Knowledge*

Structure and agency have a push–pull relationship that is essential to understanding social life.

a) True ✓ correct
b) False

Correct answer: True

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Q48. *[True/False] · Cognitive Domain: Comprehension*

Individuals working within the media have the collective agency to potentially alter the social structures in which they work.

a) True ✓ correct
b) False

Correct answer: True

Q49. *[True/False] · Cognitive Domain: Comprehension*

Media users passively retain the information they come across in the media without creating their own interpretations.

a) True
b) False ✓ correct

Correct answer: False

Q50. *[True/False] · Cognitive Domain: Knowledge*

An individual having a face–to–face conversation will elicit less information than an individual consuming media content.

a) True
b) False ✓ correct

Correct answer: False

Q51. *[True/False] · Cognitive Domain: Knowledge*

The government and broader economic forces influence media.

a) True ✓ correct
b) False

Correct answer: True

Q52. *[True/False] · Cognitive Domain: Knowledge*

Government regulations are the medium through which media content and technology influence each other.

a) True
b) False ✓ correct

Correct answer: False

Q53. *[True/False] · Cognitive Domain: Comprehension*

Technology can change the content and form of media.

a) True ✓ correct
b) False

Correct answer: True

Q54. *[True/False] · Cognitive Domain: Comprehension*

Those who work in media are powerless to change the industry that constrains them.

a) True
b) False ✓ correct

Correct answer: False

Q55. *[True/False] · Cognitive Domain: Comprehension*

Media users have no impact on media content.

a) True
b) False ✓ correct

Correct answer: False

Q56. *[True/False] · Cognitive Domain: Comprehension*

The same media content can be interpreted in many different ways by viewers.

a) True ✓ correct

b) False

Correct answer: True

Q57. *[True/False] · Cognitive Domain: Comprehension*

Reporters covering the Civil Rights Movement typically wrote stories that focused entirely on the perspective of the protestors and often included their own opinions.

a) True

b) False ✓ correct

Correct answer: False

Q58. *[True/False] · Cognitive Domain: Comprehension*

Audiences primarily learned about the Civil Rights events through newspapers.

a) True

b) False ✓ correct

Correct answer: False

Q59. *[True/False] · Cognitive Domain: Comprehension*

Black Lives Matter uses many of the same tactics as the mid–century Civil Rights Movement because television exposure is just as important now as it was then.

a) True

b) False ✓ correct

Correct answer: False

Q60. *[True/False] · Cognitive Domain: Knowledge*

New technology means the Black Lives Matter Movement can share information live and in real time.

a) True ✓ correct

b) False

Correct answer: True

Essay (5)

Q61. *[Essay] · Cognitive Domain: Analysis*

What are some differences between face–to–face communication and mass–media communication?

Suggested answer: *Sample response: 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-media often address audiences anonymously; there is less direct feedback. It is also harder to determine the sender's intention or aims.*

Q62. *[Essay] · Cognitive Domain: Analysis*

Why do some prefer using the term media user rather than receiver or audience member?

Suggested answer: *Sample response: The authors sometimes use reader or user because we are often more active interpreters of meaning and creators of media than the term receiver implies. 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.*

Q63. *[Essay] · Cognitive Domain: Analysis*

What are structure and agency, and how do they relate to each other? Provide an example demonstrating their relationship.

Suggested answer: *Sample response: Structure refers to any recurring pattern of social behavior. Agency is intentional and unforced social action. Structure typically constrains agency. For example, 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.*

Q64. *[Essay] · Cognitive Domain: Analysis*

What are some of the ways media users influence media content?

Suggested answer: *Sample response: Media users are often active on several fronts: choosing what media content they will use and when they will use it; promoting, redistributing, criticizing, or ignoring content; and even creating their own content. Media users also interpret media messages through their own social lenses. All of this influences media content.*

Q65. *[Essay] · Cognitive Domain: Application*

How did industry standards of the time influence media content relating to the Civil Rights Movement in the 1950s and 1960s? Use examples to support your answer.

Suggested answer: *Sample response: Reporters typically wrote stories about the movement to fit the journalistic convention of a balanced presentation of facts, including quotes from counterdemonstrators. Generally, journalists also performed their roles as independent observers by not offering their personal opinions about what was happening.*

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