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1. The first type of protomodern book, which used sheets of parchment sewn together along one edge, then bound with thin pieces of wood and covered with leather, was _____.
   A) papyrus
   B) parchment
   C) codex
   D) vellum

2. Rules of punctuation, capitalization, and spacing of words were developed _____.
   A) during the Middle Ages by priests and monks
   B) in 1452 by printer Johannes Gutenberg
   C) in the 1500s for the publication of *Canterbury Tales*
   D) in the ninth century by Wang Chieh for the *Diamond Sutra*

3. Many books from the Middle Ages were called *illuminated manuscripts* because they were _____.
   A) elaborately decorated with colorful illustrations
   B) printed using reflective ink
   C) burned in castle fireplaces to honor God
   D) read aloud in the town square by scholars who explained, or illuminated, the text

4. The oldest dated block-printed book still in existence is _____.
   A) the Gutenberg Bible
   B) *Canterbury Tales*
   C) the *Diamond Sutra*
   D) Plato's *Republic*

5. The right to use the contents of a book in another form, such as a mass market paperback or movie script, is called _____.
   A) royalties
   B) residuals
   C) subsidiary rights
   D) an advance

6. The division of the book industry that makes the most money is _____.
   A) trade books
   B) textbooks
   C) religious books
   D) mass market paperbacks

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7. According to a survey by the National Association of College Stores, the number of students who prefer _____ course materials is slowly growing.
   A) digital
   B) custom
   C) print
   D) audio

8. The best-selling book of all time is _____.
   A) various versions of the Bible
   B) *Better Homes and Gardens Cookbook*
   C) *Baby and Child Care* by Dr. Benjamin Spock
   D) *Peyton Place* by Grace Metalious

9. In 2015, the greatest estimated U.S. book revenue was generated by which market?
   A) Pre-K–12 education
   B) Trade books
   C) Religious books
   D) Professional books

10. Numerous books have become best-sellers after they were selected for ____.
   A) *Inside Edition*
   B) Oprah's Book Club
   C) C-Span's *Booknotes* program
   D) *20/20*

11. Many older books are deteriorating because _____.
   A) there is too much humidity in the library buildings
   B) the ink used in printing the books is eating through the paper
   C) the glue holding the books together is drying out
   D) the books were printed on acid-based paper

12. For hundreds of years, books were the only mass medium.
   A) True
   B) False

13. The Chinese were printing books using block printing long before Gutenberg printed his Bible using movable type.
   A) True
   B) False

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14. In the late 1400s and early 1500s books were so inexpensive and modest that they were primarily sold to the middle and lower classes.
    A) True
    B) False

15. *Pulp fiction* was another name for the popular paperbacks and dime novels of the late 1800s.
    A) True
    B) False

16. Book publishing is dominated by a handful of giant corporations.
    A) True
    B) False

17. With the rise of electronic and digital publishing, book formats have expanded beyond print.
    A) True
    B) False

18. The publishing industry produces titles in a wide variety of categories.
    A) True
    B) False

19. *Trade books* refers to the category of books sold to the general reader.
    A) True
    B) False

20. Professional books are sold mostly through mail order, the Internet, or sales representatives knowledgeable about the various subject areas.
    A) True
    B) False

21. Professional books are subdivided into the areas of law, business, medicine, and technology-science.
    A) True
    B) False

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22. Contemporary mass market paperbacks are paperback versions of hard cover trade books by blockbuster authors such as Stephen King and Veronica Roth, and are generally priced low (under $10).
    A) True
    B) False

23. Sales of religious books have dropped substantially over the past twenty years.
    A) True
    B) False

24. University presses often publish scholarly works for small groups of readers interested in specialized areas.
    A) True
    B) False

25. Amazon introduced an e-book reader—the Kindle—in 2007.
    A) True
    B) False

26. Brick-and-mortar stores include traditional bookstores, department stores, drugstores, used-book stores, and toy stores.
    A) True
    B) False

27. When a book becomes a movie or a television program, book sales soar.
    A) True
    B) False

28. In the publishing industry, advance money is an up-front payment to an author that's subtracted from royalties later earned from book sales.
    A) True
    B) False

29. Distribution costs include maintaining the inventory of books to be sold and fulfilling orders (shipping books to commercial outlets or college bookstores).
    A) True
    B) False

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30. One of the first substances to hold written language and symbols, _____ was obtained from plants found along the Nile River.

31. The _____ was a protomodern book made by sewing sheets of parchment together along one edge and binding it with thin pieces of wood covered with leather.

32. A printing technique developed by early Chinese innovators, _____ involved hand-carving characters and illustrations into wood.

33. Sometimes identified as pulp fiction, _____ were cheaply produced and low-priced books popular in the United States beginning in the 1860s.

34. _____ is a technology introduced in the 1880s that enabled printers to set type mechanically using a typewriter-style keyboard.

35. The process of promotion and sale of different versions of a media product across the various subsidiaries of a media conglomerate is called _____.

36. _____ editors seek out and sign authors to contracts.

37. In book publishing, _____ editors provide authors with feedback, make suggestions for improvements, and solicit advice from reviewers.

38. _____ are sold off racks in drugstores, supermarkets, and airports as well as in bookstores.

39. Why was the printing press such an important and revolutionary development?

40. Why did publishing houses develop? What has happened to them today?

41. How is convergence transforming the publishing industry?

42. What have been the major contributions of books to democratic life?

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43. Discuss the challenges that threaten to dilute the impact of books as a mass medium.

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Answer Key

1. C
2. A
3. A
4. C
5. C
6. A
7. A
8. A
9. A
10. B
11. D
12. A
13. A
14. B
15. A
16. A
17. A
18. A
19. A
20. A
21. A
22. A
23. B
24. A
25. A
26. A
27. A
28. A
29. A
30. papyrus
31. codex
32. block printing
33. dime novels
34. Linotype
35. synergy
36. Acquisitions
37. developmental
38. Mass market paperbacks
39.
40.
41.
42.
43.

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