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Name:_____ Class:_____ Date:_____

Chapter 2 Books and the Power of Print

1. The first type of protomodern book, which consisted of sheets of parchment sewn together along one edge, then bound with thin pieces of wood and covered with leather, was known as a
   a. papyrus.
   b. parchment.
   c. codex.
   d. vellum.

ANSWER: c

2. 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.

ANSWER: a

3. 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*.

ANSWER: a

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*.

ANSWER: c

5. The division of the book industry that makes the most money is
   a. trade books.
   b. textbooks.
   c. religious books.
   d. mass market paperbacks.

ANSWER: a

6. The best-selling book of all time is
   a. the Bible, in all its various versions.
   b. *Better Homes and Gardens Cookbook*.
   c. *Baby and Child Care* by Dr. Benjamin Spock.
   d. *Peyton Place* by Grace Metalious.

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ANSWER: a

7. The key to the success of e-books has been
   a. the widespread availability of self-published books.
   b. the creation of an e-reader that was affordable for a large audience.
   c. having only the most popular titles available electronically.
   d. making e-books more expensive than hardcover copies.

ANSWER: b

8. Why might self-publishing an e-book through Amazon be attractive to some authors?
   a. Authors will only have to pay a 10 percent fee to a literary agency.
   b. There's a higher chance of their book becoming an Internet phenomenon.
   c. It allows for higher royalty rates on e-book purchases for authors.
   d. Authors want to be supportive of the growing e-publishing industry.

ANSWER: c

9. Which percentage range typically represents a paper-based book author's royalty rate?
   a. 35%–70%
   b. 10%–20%
   c. 20%–40%
   d. 5%–15%

ANSWER: d

10. Which statement about audio books is accurate?
   a. Audio books are downloadable to mobile devices.
   b. Audio books are commonly packaged with self-published books.
   c. Audio books are only available to purchase through Amazon.
   d. Sales of downloaded audio books fell between 2012 and 2016.

ANSWER: a

11. Numerous books became best-sellers after they were selected for
   a. *Inside Edition*.
   b. Oprah's Book Club.
   c. C-Span's *Booknotes* program.
   d. *20/20*.

ANSWER: b

12. What are two major facets of the relationship between books and television?
   a. the ability of book authors to become TV stars and TV stars to write books
   b. that TV can help sell books, and books serve as ideas for TV shows
   c. that for either industry to be profitable, books need to be advertised on television, and TV shows

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need to be talked about in books

d. that TV shows often give authors ideas for books, but books are never a source of inspiration for TV shows

ANSWER: b

13. The largest trade book publisher is
    a. Penguin Random House.
    b. Pearson.
    c. McGraw-Hill Education.
    d. Holtzbrinck.

ANSWER: a

14. 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.

ANSWER: c

15. 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.

ANSWER: d

16. What do *Das Kapital*, *The Satanic Verses*, and *The Autobiography of Malcolm X* have in common?
    a. They were all banned at one time or another.
    b. They all had trouble finding a publisher.
    c. They were the first books made into e-books.
    d. They were originally published in Latin.

ANSWER: a

17. According to a Pew Research Center study, how many books a year does the average American read?
    a. 26
    b. 12
    c. 18
    d. 1

ANSWER: b

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18. For hundreds of years, books were the only mass medium.

A) True
B) False
a. True
b. False
ANSWER: False

19. The Chinese were printing books using block printing long before Gutenberg printed his Bible using movable type.

A) True
B) False
a. True
b. False
ANSWER: False

20. In the late 1400s and early 1500s, books were so inexpensive that they were primarily sold to the middle and lower classes.

A) True
B) False
a. True
b. False
ANSWER: False

21. *Pulp fiction* was another name for the popular paperbacks and dime novels of the late 1800s.

A) True
B) False
a. True
b. False
ANSWER: False

22. The publishing industry produces titles in a wide variety of categories.

A) True
B) False
a. True
b. False
ANSWER: False

23. *Trade books* refers to the category of books sold to the general reader.

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A) True
B) False
a. True
b. False
ANSWER: False

24. Professional books are subdivided into the areas of law, business, medicine, and technology-science.

A) True
B) False
a. True
b. False
ANSWER: False

25. Contemporary mass market paperbacks are paperback versions of hardcover trade books.

A) True
B) False
a. True
b. False
ANSWER: False

26. Sales of religious books have dropped substantially over the past twenty years.

A) True
B) False
a. True
b. False
ANSWER: False

27. University presses publish scholarly works for small groups of readers interested in specialized areas.

A) True
B) False
a. True
b. False
ANSWER: False

28. The rise of the digital age led to a decrease in sales of traditional print books.

A) True
B) False
a. True
b. False

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ANSWER: False

29. Amazon introduced an e-book reader, the Kindle, in 2007.

A) True
B) False
a. True
b. False
ANSWER: False

30. Digital publishing has significantly changed the practice of self-publishing.

A) True
B) False
a. True
b. False
ANSWER: False

31. When a book becomes a movie or a television program, book sales soar.

A) True
B) False
a. True
b. False
ANSWER: False

32. Book publishing is dominated by a handful of giant corporations.

A) True
B) False
a. True
b. False
ANSWER: False

33. In the publishing industry, advance money is an up-front payment to an author that is subtracted from royalties later earned from book sales.

A) True
B) False
a. True
b. False
ANSWER: False

34. Brick-and-mortar stores include drugstores.

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A) True
B) False
a. True
b. False
ANSWER: False

35. Libraries are unable to digitize any books because of copyright laws.

A) True
B) False
a. True
b. False
ANSWER: False

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

37. 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.
ANSWER: codex

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

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

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

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

42. _____ are sold on racks in drugstores, supermarkets, and airports, as well as in bookstores.
ANSWER: Mass market paperbacks

43. _____ editors seek out and sign authors to contracts.
ANSWER: Acquisitions

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44. In book publishing, _____ editors provide authors with feedback and solicit advice from reviewers.
ANSWER: developmental

45. _____ editors fix any spelling, punctuation, grammar, or style problems in a book manuscript.
ANSWER: Copy

46. Why was the printing press such an important and revolutionary development?
ANSWER: Answers should reflect on how the spread of printing presses and books sparked a major change in the way people learned. Previously, people followed the traditions and ideas framed by local authorities—the ruling class, clergy, and community leaders. But as books became more broadly available, people gained access to knowledge and viewpoints far beyond those of their immediate surroundings and familiar authorities, leading some to begin challenging the traditional wisdom and customs of their tribes and leaders. This interest in debating ideas would ultimately encourage the rise of democratic societies in which all citizens had a voice.

47. Why did publishing houses develop? What has happened to them today?
ANSWER: Answers should include the following: From the end of the Revolutionary War through the following century, the demand for books increased as literacy rates increased. This provided fertile soil for the early publishing houses, which were small and focused on offering the works of quality authors. The modern book industry in the United States developed gradually in the 1800s with the formation of "prestigious" publishing houses: companies that identified and produced the works of respected writers. Over time, major corporations with ties to international media conglomerates snapped up these companies.

48. How is convergence transforming the publishing industry?
ANSWER: Answers will vary, but may include a discussion of the development and impact of the e-book, the rise of self-publishing and e-publishing, the popularity of audio books, and the licensing of popular film and television programs based on books.

49. What have been the major contributions of books to democratic life?
ANSWER: Answers should describe how books have played a vital role in our democracy—not only by spreading the notion of democracy itself but also by disseminating ideas that inspire people to drive change. For example, Harriet Beecher Stowe's *Uncle Tom's Cabin* sparked outrage over slavery, helping to end the institution in the 1860s. Rachel Carson's *Silent Spring* exposed the perils of the pesticide industry in the 1960s, prompting the American public to demand reform. Books have enabled people to share ideas freely, discuss those ideas' merits and flaws, and make informed choices—all key elements in any democracy. Indeed, the ability to write whatever one wants has its very roots in our founding documents: The First Amendment of the U.S. Constitution guarantees freedom of the press.

50. Discuss the challenges that threaten to dilute the impact of books as a mass medium.
ANSWER: Answers should discuss the challenges of physical deterioration and the persistence of censorship. With physical deterioration, many older books, especially those from the nineteenth century printed on acid-based paper, gradually deteriorate. With censorship comes the tension between citizens' desire to suppress printed materials they find objectionable and the desire to uphold freedoms guaranteed by the Constitution—a tension that has long characterized our democracy.

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