# *Media Essentials A Brief Introduction 3rd edition Campbell Test Bank*

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# Chapter 2: Books and the Power of Print

## True/False

1. The Chinese were printing books using carved blocks of wood long before Gutenberg printed his Bible using movable type. (T)

2. Because books are such an old and traditional medium, they have been slow to converge with other media. (F)

3. In the publishing industry, advance money is actually an early payment to the author that is then deducted from the author's initial royalties on book sales. (T)

4. The first printed books were so inexpensive and modest that they were primarily sold to the middle and lower classes. (F)

5. *Pulp fiction* was another name for the popular paperbacks and dime novels of the 1870s. (T)

6. The publishing industry produces books in a wide variety of categories. (T)

7. *Trade books* refers to the category of books sold to the general reader. (T)

8. For hundreds of years, books were the only mass medium. (T)

9. Professional books are sold mostly through mail order, the Internet, or specialized sales representatives. (T)

10. Professional books are subdivided into the areas of law, business, medicine, and technology. (T)

11. Despite their low cost, mass market paperbacks represent the smallest segment of the industry in terms of units sold. (F)

12. Sales of religious books have dropped substantially over the past twenty years. (F)

13. Once strongly influenced by books, television and film now look elsewhere for most of their story ideas. (F)

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14. University presses often publish books that only a handful of scholars read. (T)

15. Bookstores must absorb the cost of any new books they do not sell. (F)

16. Before the advent of online stores, book sales in the United States were dominated by two large chains. (T)

17. Commercial book publishing in the United States is dominated by a small group of large corporations. (T)

18. Amazon introduced a lightweight e-book reader—the Kindle—in 2007. (T)

## Multiple Choice

*Note: The correct answer is asterisked.*

19. Rules of punctuation, capitalization, and spacing of English 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*

20. The oldest printed book still in existence is
    A. The Gutenberg Bible
    B. *Canterbury Tales*
    C. The *Diamond Sutra**
    D. Plato's *Republic*

21. A topical book that is published quickly after a major event is called
    A. A reference book
    B. An instant book*
    C. A dime novel
    D. No option is correct

22. Pocket Books revolutionized the paperback industry by
    A. Raising the quality of the books by using better paper
    B. Making the pages and the font bigger
    C. Stapling rather than gluing the binding
    D. Cutting the price to twenty-five cents*

23. The best-selling book of all time is
    A. Various versions of the Bible*
    B. *Better Homes and Gardens Cookbook*

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C. *Baby and Child Care* by Dr. Benjamin Spock
D. *Peyton Place* by Grace Metalious

24. The right to use the contents of a book in another form, such as a CD or movie script, is called
    A. Royalties
    B. Residuals
    C. Subsidiary rights*
    D. An advance

25. The division of the book industry that makes the most money is
    A. Trade books*
    B. Textbooks
    C. Religious books
    D. Mass market paperbacks

26. Millions of library 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, which is turning brittle*

27. The first type of protomodern book, which used sheets of material sewed together at the edges to allow the book to be opened at any page, was
    A. Papyrus
    B. Parchment
    C. Codex*
    D. Illuminated manuscript
    E. Vellum

28. Many books from the Middle Ages were called *illuminated manuscripts* because they were
    A. Elaborately decorated with colorful designs and 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

29. Most books sold in the United States today are
    A. Mass market paperbacks*
    B. Textbooks
    C. Religious books
    D. Reference books

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30.Numerous books have become best-sellers after their authors appeared on
   A. *Inside Edition*
   B. *Home Improvement*
   C. *Oprah**
   D. C-Span's *Booknotes* program
   E. *20/20*

## Fill in the Blank

31. _____ are sold off racks in drugstores, supermarkets, and airports as well as in bookstores. (Mass market paperbacks)

32. _____ editors seek out and sign authors to contracts. (Acquisitions)

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

34. A printing technique developed by early Chinese printers, _____ involved hand-carving characters and illustrations into blocks of wood. (block printing)

35. In book publishing, _____ editors provide authors with feedback, make suggestions for improvements, and obtain advice from knowledgeable members of the academic community. (developmental editors)

36. Sometimes identified as pulp fiction, _____ were cheaply produced and low-priced novels popular in the United States beginning in the 1860s. (dime novels)

37. _____ is a technology introduced in the nineteenth century that enabled printers to set type mechanically using a typewriter-style keyboard. (Linotype)

38. One of the first substances to hold written language and symbols, _____ was obtained from plant reeds found along the Nile River. (papyrus)

39. 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. (codex)

## Matching

Match the following types of books with their correct category.

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A. Mass market paperbacks
B. Professional books
C. Textbooks
D. Trade books

40. Art and travel (D)

41. Technical-scientific (B)

42. Vocational (C)

43. The instant book (A)

## Essay

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

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

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

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

48. How is convergence transforming the publishing industry?

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