Media Literacy 8th edition Potter Test Bank

SKU: 9781483379326-TEST-BANK

Chapter 2: Test Bank

Multiple Choice Questions

1. According to the book, media literacy refers to the ability to access and process:
    a. newspapers, magazines, radio, and television
    b. fictional books and academic books
    c. video games and social media content
    d. all of the above*

Answer Location: What Is Media Literacy?

2. Arguing that Facebook reinforces narcissistic drivel exemplifies the belief that:
    a. media are harmful*
    b. media literacy will destroy my fun with the media
    c. media literacy requires memorization of too many facts
    d. media literacy requires too much effort

Answer Location: What Is Media Literacy?

3. Andrea Lunsford, a professor of writing and rhetoric at Stanford University, argues that:
    a. newer information technologies have decreased literacy
    b. literacy is not impacted by newer information technologies
    c. newer information technologies have increased literacy*
    d. none of the above

Answer Location: What Is Media Literacy?

4. Media literacy:
    a. stimulates us to adapt to our changing world*
    b. makes us ignore changes to the world
    c. encourages us to deny that changes to the world are happening
    d. none of the above

Answer Location: What Is Media Literacy?

5. The three building blocks of media literacy include:
    a. knowledge, access, and experience
    b. reading, writing, and analyzing
    c. personal locus, knowledge structures, and skills*
    d. knowledge of print media, broadcast media, and digital media

Answer Location: The Three Building Blocks of Media Literacy

6. The tools needed for building our knowledge structures about the mass media consist of:
    a. our skills*
    b. information from the media and from the real world
    c. our personal locus
    d. all of the above

Answer Location: The Three Building Blocks of Media Literacy

Media Literacy 8th edition Potter Test Bank

7. We organize what we have learned about the media with:
    a. knowledge structures*
    b. raw materials
    c. skills
    d. information

Answer Location: The Three Building Blocks of Media Literacy

8. The mental energy we need to build our knowledge structures about the mass media comes from:
    a. our skills
    b. information from the media and from the real world
    c. our personal locus*
    d. all of the above

Answer Location: The Three Building Blocks of Media Literacy

9. Critical thinking refers to:
    a. criticizing the media
    b. becoming more open-minded
    c. regarding the media in a more cultural context
    d. all of the above*

Answer Location: Skills

10. The breaking down of a message into meaningful elements is called:
    a. analysis*
    b. evaluation
    c. grouping
    d. deduction

Answer Location: Skills

11. When we evaluate, we:
    a. break down a message into meaningful elements
    b. judge the value of a message element*
    c. assemble elements into a new structure
    d. group elements

Answer Location: Skills

12. Samantha hears on the radio that regular coffee consumption lowers the risk of Alzheimer's disease. She finds this interesting, but looks up the study cited by the news report to get more information and compare the research to her standards before accepting the finding as accurate. Samantha is demonstrating the skill of:
    a. deduction
    b. evaluation*
    c. grouping
    d. analysis

Answer Location: Skills

Media Literacy 8th edition Potter Test Bank

13. When we classify the content of television messages according to the programmer's intention to entertain us, to inform us, or to persuade us, we use which of the following skills?
    a. deduction
    b. induction
    c. analysis
    d. grouping*

Answer Location: Skills

14. In public opinion polls, 1 in 6 people thinks there is a crime problem in their community, but 5 in 6 people think there is a crime problem in society. This difference in opinion is an example of a faulty use of:
    a. deduction
    b. induction*
    c. analysis
    d. grouping

Answer Location: Skills

15. Some people overestimate and other people underestimate the effect the mass media have on them. These are examples of faulty uses of:
    a. deduction*
    b. induction
    c. analysis
    d. grouping

Answer Location: Skills

16. Synthesis is:
    a. putting elements into categories
    b. finding patterns across groups of elements
    c. assembling elements into a new structure*
    d. creating a brief description that surpasses particular elements

Answer Location: Skills

17. You just watched the latest episode of "American Idol." Your roommate missed the show and you explain to her what happened and who got eliminated. You are using the skill of:
    a. analysis
    b. grouping
    c. abstracting*
    d. induction

Answer Location: Skills

18. Which of the following provide(s) the context for making sense of new media messages:
    a. background information
    b. information platforms
    c. knowledge literacies
    d. knowledge structures*

Media Literacy 8th edition Potter Test Bank

Answer Location: Knowledge Structures

19. Information is _____ whereas knowledge is _____.
    a. structured; unorganized
    b. piecemeal; organized*
    c. enduring; transitory
    d. factual; social

Answer Location: Knowledge Structures

20. According to the textbook, messages are composed of:
    a. text and visuals
    b. oral communication and written communication
    c. accurate information and inaccurate information
    d. factual information and social information*

Answer Location: Knowledge Structures

21. Guidelines about how we should dress in order to be considered attractive are an example of:
    a. factual information
    b. mediated information
    c. social information*
    d. none of the above

Answer Location: Knowledge Structures

22. Social information consists of information that is:
    a. verifiable and decontextualized
    b. delivered by social media
    c. composed of accepted beliefs that cannot be verified*
    d. passed down from generation to generation

Answer Location: Knowledge Structures

23. Your personal locus is composed of:
    a. your knowledge of the media
    b. your opinions about the media
    c. your goals and drives*
    d. all of the above

Answer Location: Personal Locus

24. Joe frequently considers his goal of learning more about the candidates running for public office in his town. He puts a great deal of effort into finding a variety of media sources providing information about the candidates. Joe:
    a. has reached the social responsibility stage of media literacy
    b. is utilizing his synthesis skills
    c. is utilizing his abstraction skills
    d. has a strong personal locus*

Answer Location: Personal Locus

Media Literacy 8th edition Potter Test Bank

25. All of the following are dimensions of media literacy EXCEPT:
    a. cognitive
    b. emotional
    c. social*
    d. moral

Answer Location: The Definition of Media Literacy

26. Which dimension of media literacy contains information about how to produce messages?
    a. cognitive
    b. visual
    c. artistic
    d. aesthetic*

Answer Location: The Definition of Media Literacy

27. All of the following media literacy stages are typically left behind by children as they age into adolescence and adulthood EXCEPT:
    a. acquiring fundamentals
    b. experiential exploring*
    c. language acquisition
    d. narrative acquisition

Answer Location: The Development of Media Literacy

28. All of the following are considered advanced stages of media literacy EXCEPT:
    a. social responsibility
    b. critical appreciation
    c. intensive development*
    d. experiential exploring

Answer Location: The Development of Media Literacy

29. People at lower levels of media literacy:
    a. have smaller knowledge structures
    b. default to media control
    c. have limited perspectives on the media
    d. all of the above*

Answer Location: Advantages of Developing a Higher Degree of Media Literacy

30. Operating at higher levels of media literacy advances the goal of higher:
    a. understanding
    b. appreciation
    c. control
    d. all of the above*

Answer Location: Advantages of Developing a Higher Degree of Media Literacy

Media Literacy 8th edition Potter Test Bank

True/False Questions

1. The more perspectives you have from which to experience the media, the more critical you will be of the media.
    a. True
    b. False*

Answer Location: What is Media Literacy?

2. Deduction involves using general principles to explain particulars.
    a. True*
    b. False

Answer Location: Skills

3. Synthesis is one of the skills of media literacy.
    a. True*
    b. False

Answer Location: Skills

4. Information is the essential ingredient of knowledge structures.
    a. True*
    b. False

Answer Location: Knowledge Structures

5. Being media literate requires that your personal locus is constantly engaged.
    a. True
    b. False*

Answer Location: Personal Locus

6. Media literacy helps us interpret the meanings of the media messages we encounter.
    a. True*
    b. False

Answer Location: The Definition of Media Literacy

7. Media literacy is a continuum.
    a. True*
    b. False

Answer Location: The Definition of Media Literacy

8. People in the critical appreciation stage of media literacy see themselves as connoisseurs of the media.
    a. True*
    b. False

Answer Location: The Development of Media Literacy

Media Literacy 8th edition Potter Test Bank

9. The social responsibility stage of media literacy is characterized by people having critical appreciation of all kinds of media messages, but instead of having a primarily internal perspective they have an external perspective.
    a. True*
    b. False

Answer Location: The Development of Media Literacy

10. With increases in media literacy, you are able to exercise more control over the media.
    a. True*
    b. False

Answer Location: Advantages of Developing a Higher Degree of Media Literacy

Essay Questions

1. Provide and discuss examples of scholarly writings stating that media have harmful effects and that media help increase literacy.

Answer Location: What Is Media Literacy?

2. Name and discuss the three key components of media literacy.

Answer Location: The Three Building Blocks of Media Literacy

3. State and explain three skills necessary for media literacy.

Answer Location: Skills

4. State and explain three stages in the development of media literacy.

Answer Location: The Development of Media Literacy

5. State and explain the three advantages of developing a higher degree of media literacy.

Answer Location: Advantages of Developing a Higher Degree of Media Literacy

Media Literacy 8th edition Potter Test Bank

Issue 2: Test Bank

Multiple Choice Questions

1. Piracy is:
    a. the unauthorized use of things owned by other people
    b. the unauthorized use of tangible goods
    c. breaches in intellectual property
    d. all of the above*

Answer Location: Chapter Introduction

2. The issue of piracy is about:
    a. drawing lines
    b. determining a message unit
    c. ownership
    d. all of the above*

Answer Location: Delineating the Issue

3. Copyright is:
    a. the legal establishment of ownership*
    b. a cut-and-dry concept
    c. a newly developed phenomenon
    d. all of the above

Answer Location: Commercial Products

4. The concept of copyright:
    a. encourages the free sharing of information
    b. establishes a creator's rights to his or her work*
    c. is easily enforced in the digital media world
    d. is sometimes referred to as creative commons

Answer Location: Commercial Products

5. Under this traditionalist view, media piracy takes which form?
    a. Bootlegging
    b. Counterfeiting
    c. Sharing copyrighted messages without paying for access
    d. All of the above*

Answer Location: Commercial Products

6. Unauthorized recording of a live delivery of a message is called:
    a. counterfeiting
    b. bootlegging*
    c. live thievery
    d. pilfering

Answer Location: Commercial Products

Media Literacy 8th edition Potter Test Bank

7. Counterfeiting refers to:
    a. unauthorized recording of a live song
    b. the duplication and selling of a copyrighted message as the real product*
    c. sharing copyrighted messages for free without paying for access
    d. any of the above

Answer Location: Commercial Products

8. The removing of restrictions so that messages are free and all users have the right to distribute copies and modified versions of a work is called:
    a. copyright
    b. common ownership
    c. copyleft*
    d. free press

Answer Location: Amorphous Infobits

9. Computer applications available for free downloads are called:
    a. free software*
    b. openware
    c. open applications
    d. copyleft applications

Answer Location: Amorphous Infobits

10. The distinct characteristic of open source software is that users can download computer applications:
    a. for a small fee
    b. as well as read and make changes to code*
    c. as long as the applications are not copylefted
    d. from any of their mobile devices

Answer Location: Amorphous Infobits

11. After a computer program is copylefted, who has the opportunity to alter a code and expand the application's utility?
    a. Free coders
    b. Source coders
    c. Second-hand users
    d. Follow-on users*

Answer Location: Amorphous Infobits

12. A payment made to a company for the use of music or film is known as:
    a. an anti-piracy fee
    b. a royalty fee*
    c. a copyleft
    d. a copyright

Answer Location: Amorphous Infobits

Media Literacy 8th edition Potter Test Bank

13. With copyright, the original message is _____, while with copyleft, the message is _____.
    a. shared; owned by a single company
    b. digital; in hard copy
    c. static; always evolving*
    d. owned by an individual; owned by a company

Answer Location: Amorphous Infobits

14. The notion of creative commons:
    a. limits ownership to one person or business
    b. is advocated by most media companies and media personalities
    c. is advocated by those who believe that copyrights are barriers to widespread creativity*
    d. all of the above

Answer Location: Problems

15. As of now, copyright lasts:
    a. forever
    b. throughout the life of the author
    c. throughout the life of the author plus 70 years*
    d. for 100 years

Answer Location: Problems

16. Fair use of copyrighted material includes quoting portions of a work for:
    a. purposes of news reporting
    b. criticism
    c. teaching
    d. all of the above*

Answer Location: Problems

17. Companies belonging to which of the following industries have complained about losing a lot of money due to the pirating of their messages?
    a. Music
    b. Film
    c. Print
    d. All of the above*

Answer Location: Evidence of Piracy

18. The effect of music piracy on recording companies:
    a. is a subject of debate
    b. is a serious problem internationally
    c. is difficult to measure
    d. all of the above*

Answer Location: Music

19. Which website was shut down by the music industry in 2000?

Media Literacy 8th edition Potter Test Bank

a. Napster*
b. Music Mart
c. KaZaA
d. Morpheus

Answer Location: Music

20. Which of the following is true regarding piracy and the film industry?
    a. College students were blamed for the film industry's loss in revenue because they watched more movies at home/school instead of in theaters*
    b. It can be assumed that everyone who downloads a pirated movie would have paid to see it in the theater if the pirated version had not been available
    c. The film industry's estimate of the amount of money being lost to piracy has remained stable over the past decade
    d. All of the above statements are true

Answer Location: Film

21. According to a recent survey, what proportion of high school and college students admit to some kind of "cut-and-paste plagiarism?"
    a. 1/6
    b. 1/5
    c. 1/4
    d. 1/3*

Answer Location: Print

22. All of the following copyright-related acts were passed by Congress, EXCEPT:
    a. Audio Home Recording Act of 1992
    b. Digital Millennium Copyright Act of 1998
    c. Consumer Broadband and Digital Television Promotion Act of 2002*
    d. All of the above were passed by Congress.

Answer Location: Legislation

23. Because of the Audio Home Recording Act and the SCMS system it required:
    a. copyright owners were paid a royalty tax by manufacturers of digital media devices*
    b. copyright owners were given the right to claim copyright infringement against consumers using audio-recording devices in their homes
    c. users could make second-generation copies from first-generation copies of digitally recorded material
    d. all of the above

Answer Location: Legislation

24. When the Recording Industry Association of America filed lawsuits against more than 21,000 people who, they claimed, were downloading music illegally:
    a. most of the cases went to trial
    b. the RIAA lost every case that went to trial
    c. the RIAA leveled fines against offenders and settled with all but two*

Media Literacy 8th edition Potter Test Bank

d. defendants who lost in court only had to pay small fines less than $1000

Answer Location: Law Enforcement

25. In 2007, Viacom filed a copyright infringement lawsuit against which company?
    a. Yahoo! Video
    b. YouTube*
    c. iTunes
    d. Hulu

Answer Location: Law Enforcement

True/False Questions

1. Piracy refers to the authorized use of copyrighted material.
    a. True
    b. False*

Answer Location: Chapter Introduction

2. Mass media is both a tool and a threat to authors.
    a. True*
    b. False

Answer Location: Delineating the Issue

3. When message creators copyright their work, they register a copy of their message with the Library of Congress thus establishing their ownership of that creation.
    a. True*
    b. False

Answer Location: Commercial Products

4. With the digitization of messages, the idea of creation has changed.
    a. True*
    b. False

Answer Location: Amorphous Infobits

5. The "public domain" refers to content that is available for anyone to access.
    c. True*
    d. False

Answer Location: Problems

6. All researchers agree that increased downloading of music is strongly related to decreases in record sales.
    a. True
    b. False*

Answer Location: Music

7. It is legal to record movies in theaters and sell them as long as you pay for admission.
    a. True

Media Literacy 8th edition Potter Test Bank

b. False*

Answer Location: Film

8. Studies have found that about 30% of college papers are "cut-and-paste" plagiarized in some way.
   a. True*
   b. False

Answer Location: Print

9. According to the Audio Home Recording Act passed by Congress in 1992, it is illegal to make any copies using a digital recorder in your home.
   a. True
   b. False*

Answer Location: Legislation

10. A person cannot be sent to prison for piracy.
    a. True
    b. False*

Answer Location: Law Enforcement

Essay Questions

1. Discuss issues of copyright.

Answer Location: Commercial Products

2. Discuss issues of copyleft

Answer Location: Amorphous Infobits

3. Discuss issues regarding ownership rights.

Answer Location: Problems

4. Discuss issues of piracy in music.

Answer Location: Music

5. Discuss legislation in regards to media piracy.

Answer Location: Legislation

Media Literacy 8th edition Potter Test Bank