**Table of Contents**

**Chapter 1 Mass Media Literacy** 2

**Chapter 2 Media Technology** 16

**Chapter 3 Media Economics** 33

**Chapter 4 Ink on Paper** 49

**Chapter 5 Sound Media** 64

**Chapter 6 Motion Media** 80

**Chapter 7 New Media Landscape** 96

**Chapter 8 News** 112

**Chapter 9 Entertainment** 128

**Chapter 10 Public Relations** 144

**Chapter 11 Advertising** 160

**Chapter 12 Mass Audiences** 176

**Chapter 13 Mass Media Effects** 192

**Chapter 14 Mass Media and Governance** 209

**Chapter 15 Mass Media Globalization** 225

**Chapter 16 Media Law** 241

**Chapter 17 Ethics** 258

**Chapter 1 Mass Media Literacy**

*1.1 Multiple-Choice Questions*

1) Media researchers at Ball State University found that people are intentionally involved in a media activity for \_\_\_\_\_\_\_\_\_\_ percent of their waking hours.

A) 1

B) 10

C) 30

D) 60

Answer: C, Topic: Media Ubiquity

Page Ref: 3

2) Traditionally, mass communication is defined as the technology-assisted transmission of messages to

A) print journalists.

B) interpersonal audiences.

C) mass audiences.

D) only niche audiences.

Answer: C, Topic: Media Ubiquity

Page Ref: 4-5

3) According to the research firm Nielsen, the medium that is used much more per day than other media is

A) music.

B) magazines.

C) television.

D) newspapers.

Answer: C, Topic: Media Ubiquity

Page Ref: 4

4) Mass media have become so integrated into people’s lives that \_\_\_\_\_\_\_\_\_\_ is common.

A) mainstreaming

B) media multitasking

C) writing letters

D) niche casting

Answer: B, Topic: Media Ubiquity

Page Ref: 4

5) On most days, the most-listened-for item in morning newscasts is

A) sports.

B) consumer news.

C) crime news.

D) the weather.

Answer: D, Topic: Media Ubiquity

Page Ref: 5

6) Newspaper, radio, television and magazine companies cannot survive unless they

A) deliver an audience to advertisers.

B) provide the latest news.

C) offer low subscription rates.

D) serve the government.

Answer: A, Topic: Media Ubiquity

Page Ref: 5

7) The type of communication that occurs between two individuals, either by themselves or in a small group is

A) mediated communication.

B) meta-communication.

C) interpersonal communication.

D) symbiotic communication.

Answer: C, Topic: Mediated Communication

Page Ref: 5

8) An executive participating in a business meeting is engaged in

A) group communication.

B) industrial communication.

C) intrapersonal communication.

D) mediated communication.

Answer: A, Topic: Mediated Communication

Page Ref: 5

9) In order for something to be categorized as group communication, the audience must

A) consist of more than 10 people.

B) not be able to provide immediate feedback.

C) bemore than one person and all be within earshot.

D) be a homogeneous group.

Answer: C, Topic: Mediated Communication

Page Ref: 5

10) Mass communication involves sending a message to a great number of people

A) who have paid or otherwise prepared to receive the message.

B) who are together in the same location so they can receive the message.

C) who are in widely separated locations.

D) who have common interests that make them a viable target audience.

Answer: C, Topic: Mediated Communication

Page Ref: 6

11) One characteristic that distinguishes mass communication from interpersonal and group communication is the

A) content of the message.

B) lack of immediate feedback.

C) ability of the receiver of the message to understand it.

D) length of the message.

Answer: B, Topic: Mediated Communication

Page Ref: 6

12) Which of the following social media traits is NOT shared with earlier, traditional mass media?

A) They reach millions of people in diverse locations.

B) They inform, persuade, amuse, and enlighten users.

C) They enable interactive dialogue among their users.

D) They bring in millions of dollars of revenue for their owners.

Answer: C, Topic: Mediated Communication

Page Ref: 7

13) Unlike production for industrial media, the production of content for social media

A) requires specialized skills, equipment, and training.

B) is primarily done by paid professional staff members.

C) is highly complicated, time consuming, and expensive.

D) uses readily accessible and affordable software tools.

Answer: D, Topic: Mediated Communication

Page Ref: 8

14) The mass media were almost entirely “word-centric” for hundreds of years until

A) libraries began using the Dewey Decimal System to categorize books.

B) it became technologically possible to duplicate and distribute images.

C) visual images became accepted as a form of communication as well as art.

D) motion pictures were invented and accepted as a mass medium.

Answer: B, Topic: Literacy for Media Consumers

Page Ref: 8

15) The term “visual literacy,” which is now part of the broader concept of media literacy, became popular with scholars

A) trying to explain the importance of prehistoric cave-paintings discovered in France.

B) around 1850 in response to the invention and development of photography.

C) about 1900 after motion pictures began to add movement to visual images.

D) in the 1960s when the education products coordinator for Kodak wrote about it.

Answer: D, Topic: Literacy for Media Consumers

Page Ref: 9

16) Media literacy involves

A) having access to all forms of media.

B) knowledge about mass media and the application of critical thinking.

C) your financial stake in the media landscape.

D) the ability to read media textbooks.

Answer: B, Topic: Assessing Media Messages

Page Ref:10

17) Media literacy involves all of the following EXCEPT

A) not confusing messages and messengers.

B) understanding the limitations and possibilities of various media platforms.

C) having a clear framework for the history and traditions of media.

D) appropriately balancing the costs and benefits of various media messages.

Answer: D, Topic: Assessing Media Messages

Page Ref: 10

18) If Jill walks through a mall and notices the background music playing through the loudspeakers, she is demonstrating

A) intelligence.

B) a sophisticated shopping strategy.

C) media literacy.

D) in-depth knowledge of the music industry.

Answer: C, Topic: Assessing Media Messages

Page Ref: 12

19) Most of our media exposure is

A) through the media products we purchase.

B) invisible or unnoticed at a conscious level.

C) through billboards.

D) expensive.

Answer: B, Topic: Assessing Media Messages

Page Ref: 12

20) Someone who condemns a reporter for supporting a politician because she quotes that politician in a news story

A) has effectively demonstrated their media literacy.

B) has subconsciously revealed that they support the politician.

C) has fallen into the error of judgment addressed in the cliché about shooting the messenger.

D) has not adequately considered the editor’s role in telling the reporter what to report.

Answer: B, Topic: Assessing Media Messages

Page Ref: 12

21) One of the traditions of U.S. journalism implied in the Constitution is that the mass media should report news and

A) be inexpensive enough for consumers to afford..

B) offer space so advertisers can reach their potential customers.

C) provide politicians with a venue to speak uncensored to the citizenry.

D) serve as a watchdog of government on behalf of the people.

Answer: D, Topic: Assessing Media Messages

Page Ref. 12

22) One of the four purposeful functions of mass communication is to

A) inform.

B) initiate.

C) instigate.

D) irritate.

Answer: A, Topic: Purposeful Mass Communication

Page Ref:14

23) One of the four purposeful functions of mass communication is to

A) patronize.

B) persuade.

C) promote.

D)publicize.

Answer: B, Topic: Purposeful Mass Communication

Page Ref:14

24) One of the four purposeful functions of mass communication is to

A) amuse.

B) arouse.

C) assail.

D) assert.

Answer: A, Topic: Purposeful Mass Communication

Page Ref:17

25) One of the four purposeful functions of mass communication is to

A) encapsule.

B) energize.

C) enlighten.

D) envision.

Answer: C, Topic: Purposeful Mass Communication

Page Ref:17

26) The most visible form of information delivered by mass media is

A) personal opinion.

B) news.

C) advertising messages.

D) television listing.

Answer: B, Topic: Purposeful Mass Communication

Page Ref: 14

27) The most obvious form of mass media intended to persuade is

A) advertising.

B) books.

C) newspapers.

D) television.

Answer: A, Topic: Purposeful Mass Communication

Page Ref: 17

28) English thinker John Miltonadvocated exposure to competing ideas as the best way to discover truth in a concept he termed the

A) information-persuasion dichotomy.

B) marketplace of ideas.

C) information revelation function.

D) media market.

Answer: B, Topic: Purposeful Mass Communication

Page Ref: 16

29) Intense rivalry between most successful media companies to reach the largest possible audience and beat out their competition

A) is as old as the mass media themselves and continues to drive the media today.

B) is no longer a part of the media environment as a result of the Internet.

C) intensified and later began to fade during the 20th century.

D) was an act staged by some unscrupulous media moguls to make more money.

Answer: C, Topic: Media and Society

Page Ref: 18

30) President Franklin Roosevelt’s nationwide radio addresses rallying support for programs to combat the Great Depression demonstrated the mass media’s ability to

A) give equal time to opposing political viewpoints.

B) unify the country by presenting common messages and shared experiences.

C) make a profit by presenting political messages.

D) combine information and entertainment.

Answer B, Topic: Media and Society

Page Ref: 18

31) Network television broadcasts became a nationwide societal unifier because

A) they attracted huge audiences who all watched the same cultural fare.

B) prime time viewing hours encouraged people to stay at home with their families.

C)TV sets were manufactured in the United States and their sale created an economic boom.

D) people could choose from a wide variety of different types of programming.

Answer: A, Topic: Media and Society

Page Ref: 18

32) This national newspaper, launched in 1982, offered readers a “first-person” tone and enhanced graphic features that set it apart from its competition.

A) The New York *Times*

B) *The Wall Street Journal*

C) *USA Today*

D) *Newsday*

Answer: C, Topic: Media and Society

Page Ref: 19

33) Which of the following media was among the first to demassify in the 1950s?

A) television

B) radio

C) magazines

D) newspapers

Answer: B, Topic: Media and Society

Page Ref: 19

34) Demassification has NOT contributed to the growth of

A) general-interest magazines.

B) alternative media for narrow genres in the mass audience.

C) cable television networks.

D) neighborhood and suburban weekly newspapers.

Answer: A, Topic: Media and Society

Page Ref: 19-20

35) A termcoined in the 1980s to describe how the broadcast industry reaches niche audiences is

A) fringecasting.

B)fragcasting.

C) narrowcasting.

D) cablecasting.

Answer: C, Topic: Media and Society

Page Ref: 20

*1.2 True/False Questions*

1) Media literacy enables us to more effectively use the mass media for our own advantage and avoid being conned by them.

Answer: TRUE, Topic: Media Tag-Alongs

Page Ref: 3

2) Although we don’t always pay attention to them, we are exposed to media messages more than two-thirds of our waking hours.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 3

3) A study at Ball State University found that people intentionally spend 30 percent of their waking hours with the media.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 3

4) The mass media are the vehicles through which messages are disseminated to mass audiences.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 3

5) Mass media have become so integrated into our lives that media multitasking is common.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 4

6) Instant messaging and e-mail are two of the newest mass media to emerge as a result of computer technology.

Answer: FALSE, Topic Media Ubiquity

Page Ref: 5

7) Technology makes it possible to draw clear distinctions between interpersonal communication and mass communication.

Answer: FALSE, Topic: Media Ubiquity

Page Ref: 5

8) People who use media, the industries that advertise in media and the companies built around media have a symbiotic relationship.

Answer: TRUE, Topic: Media Ubiquity

Page Ref: 5

9) Once technology is brought into a communication situation it can no longer be considered interpersonal communication.

Answer: FALSE, Topic: Mediated Communication

Page Ref: 5

10) Feedback is defined as the response to a message.

Answer: TRUE, Topic: Mediated Communication

Page Ref: 6

11) Group communication involves an audience of more than one, all within earshot.

Answer: TRUE, Topic: Mediated Communication

Page Ref: 6

12) Mass communication would NOT have been possible WITHOUT the invention of technologies such as the printing press, broadcast transmitters, and Internet servers.

Answer: TRUE, Topic: Mediated Communication

Page Ref: 6

13) Their ability to exchange user-generated content is one of the main reasons “social media” became the common name for this 21st century form of communication.

Answer: TRUE, Topic: Mediated Communication

Page Ref: 7

14) Social media and mass communication are both mediated forms of communication.

Answer: TRUE, Topic: Mediated Communication

Page Ref: 7-8

15) Industrial media production can be successfully accomplished by almost anyone who has access to an Internet-capable computer and basic software skills.

Answer: FALSE, Topic: Mediated Communication

Page Ref: 8

16) Visual literacy, a key part of media literacy, can be described as the ability “to read” still and moving images.

Answer: TRUE, Topic: Literacy for Media Consumers

Page Ref: 8

17) “Film literacy” which deals with the conventions and techniques of motion media was already a well-established term and area of study long before “visual literacy” came on the scene.

Answer: TRUE, Topic: Literacy for Media Consumers

Page Ref: 10

18) Most of our media exposure is invisible to us – or at least goes unnoticed – at a conscious level.

Answer: FALSE, Topic: Assessing Media Messages

Page Ref: 12

19) One measure of media literacy is awareness of the presence of media messages.

Answer: TRUE, Topic: Assessing Media Messages

Page Ref: 10

20) The better your media literacy skills, the better equipped you are to deal with a deluge of media messages.

Answer: TRUE, Topic: Assessing Media Messages

Page Ref: 10-14

21) Media literacy is only concerned with how messages are received and perceived; media production is concerned with how they are prepared and sent.

Answer: FALSE, Topic: Assessing Media Messages

Page Ref: 10

22) Realizing that a letter personally addressed to you with several references to your hometown and school is part of a mass mailing and not a personal message demonstrates your media literacy.

Answer: TRUE, Topic: Assessing Media Messages

Page Ref: 12

23) Media literacy requires distinguishing between messages and the messenger.

Answer: TRUE, Topic: Assessing Media Messages

Page Ref:12

24) Intelligent use of the mass media requires assessing the motivation for a message.

Answer: TRUE, Topic: Assessing Media Messages

Page Ref: 12

25) The different technologies on which media are shaped do NOT affect messages.

Answer: FALSE, Topic: Assessing Media Messages

Page Ref:12

26) Media literacy emphasizes the importance of understanding tradition as a way of understanding the media and thereby promotes many of the most popular media myths .

Answer: FALSE, Topic: Assessing Media Messages

Page Ref:12

27) Researchers have consistently proven that video games directly cause violent crime.

Answer: FALSE, Topic: Assessing Media Messages

Page Ref: 12

28) The role of the media in China is much different than it is in the United States.

Answer: TRUE, Topic: Assessing Media Messages Page Ref: 12

29) In the U.S., mass media have traditionally served as a watchdog on behalf of the people against governmental misdeeds.

Answer: TRUE, Topic: Assessing Media Messages

Page Ref: 12

30) The most visible mass-delivered information is news.

Answer: TRUE, Topic: Purposeful Mass Communication

Page Ref: 14

31) Information comes in many forms besides news; even advertising offers information that helps consumers make intelligent buying decisions.

Answer: TRUE, Topic: Purposeful Mass Communication

Page Ref: 14

32) The outcome of Cairo, Egypt’s Arab Spring in 2011 was heavily influenced by key protesters’ ability to apply their media literacy skills to a serious political problem.

Answer: TRUE, Topic: Purposeful Mass Communication

Page Ref: 15

33) Cell phone communication was one of the primary tools used by organizers to successfully oust Egypt’s ruler during the Arab Spring of 2011.

Answer: TRUE, Topic: Purposeful Mass Communication

Page Ref: 16

34) The role of persuasion is especially important in a democratic society.

Answer: TRUE, Topic: Purposeful Mass Communication

Page Ref: 16

35) Advertising is the only type of mass message that is persuasive.

Answer: FALSE, Topic: Purposeful Mass Communication

Page Ref: 17

36) Before mass media, people created their own diversion, entertainment and amusement.

Answer: TRUE, Topic: Purposeful Mass Communication

Page Ref: 17

37) Insights into the human condition that are presented by the mass media can be very important in helping us figure out and better understand ourselves.

Answer: TRUE, Topic: Purposeful Mass Communication

Page Ref: 17

38) Mass media first came into existence in the late-1800s.

Answer: FALSE, Topic: Purposeful Mass Communication

Page Ref: 17

39) A far-reaching effect of mass media has been as a cultural unifier.

Answer: TRUE, Topic: Media and Society

Page Ref: 17

40) The mass media can help a society identify its values and establish a cultural identity.

Answer: TRUE, Topic: Media and Society

Page Ref: 17

41) As they did on 9/11, the mass media can help connect and bind people together during a crisis.

Answer: TRUE, Topic: Media and Society

Page Ref: 18

42 Media coverage of events like Arab Spring, the Asian tsunamis, Hurricane Katrina or even the Super Bowl provide a shared cultural experience.

Answer: TRUE, Topic: Media and Society

Page Ref: 18

43) Regrettably, the mass media’s ability to unify and bind society only applies to negative situations and times of pain, sorrow, and tragedy.

Answer: FALSE, Topic: Media and Society

Page Ref: 18

44) Thorough media coverage presented over time tends to bring about societal consensus even on controversial issues.

Answer: TRUE, Topic: Media and Society

Page Ref: 18

45) Over time, mass media contribute to the evolution of society’s view of what is considered acceptable and what is unacceptable behavior .

Answer: TRUE, Topic: Media and Society

Page Ref: 18

46) The general trend among the mass media today is to seek the largest possible mass audience.

Answer: FALSE, Topic: Media and Society

Page Ref: 19

47) Demassification means that mass media are narrowing their audience focus.

Answer: TRUE, Topic: Media and Society

Page Ref: 19

48) Defragmentation is an alternate term for demassification of the mass media.

Answer: FALSE, Topic: Media and Society

Page Ref: 19

49) Narrowcasting, as opposed to broadcasting, is was a term coined to reflect how radio and television are now seeking niche audiences.

Answer: TRUE, Topic: Media and Society

Page Ref: 20

50) Today’s demassification and media diversity contributes to less social cohesion than the mass audiences and limited number of media choices enjoyed by previous generations.

Answer: TRUE, Topic: Media and Society

Page Ref: 20

*1.3 Completion Questions*

1) The technology-assisted transmission of messages to mass audiences is known as \_\_\_\_\_\_\_\_\_\_.

Answer: mass communication, Topic: Media Ubiquity

Page Ref: 4

2) Simultaneous exposure to messages from different media is called \_\_\_\_\_\_\_\_\_\_.

Answer: media multitasking, Topic: Media Ubiquity

Page Ref: 4

3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ requires an audience of more than one, all within earshot.

Answer: Group communication, Topic: Mediated Communication

Page Re: 5

4) \_\_\_\_\_\_\_\_\_\_ is communication between two individuals.

Answer: Interpersonal communication, Topic: Mediated Communication

Page Ref: 5

5) In mass communication, \_\_\_\_\_\_\_\_\_\_ are massive, eclectic, and heterogeneous.

Answer: audiences, Topic: Mediated Communication

Page Ref: 6

6) A synonym sometimes used for \_\_\_\_\_\_\_\_\_\_ is “industrial communication” because it requires such large-scale or industrial-sized technology.

Answer: mass communication, Topic: Mediated Communication

Page Ref: 7

7) The mass audience generally lacks the opportunity for immediate \_\_\_\_\_\_\_\_\_\_.

Answer: feedback, Topic: Mediated Communication

Page Ref: 6

8) Compared to industrial media, \_\_\_\_\_\_\_\_\_\_ are less centralized and less hierarchical. They also provide more points of origin for content.

Answer: social media, Topic: Mediated Communication

Page Ref: 8

9) Linguistic \_\_\_\_\_\_\_\_\_\_ means being competent in using spoken and written language.

Answer: literacy, Topic: Literacy for Media Consumers

Page Ref: 8

10) *Understanding Comics: The Invisible Art,* a graphic reference book, has become a highly-regarded explanation of \_\_\_\_\_\_\_\_\_\_ literacy for artists and their audiences.

Answer: visual, Topic: Literacy for Media Consumers

Page Ref: 9

11) \_\_\_\_\_\_\_\_\_ literacy does not just refer to motion pictures; it also applies to television, video, and other motion media.

Answer: Film, Topic: Literacy for Media Consumers

Page Ref: 10

12) People who are \_\_\_\_\_\_\_\_\_\_ literate are aware of their media environment.

Answer: media, Topic: Assessing Media Messages

Page Ref:12

13) Media literate Americans recognize the traditional view thatthe news media should serve as a \_\_\_\_\_\_\_\_\_\_\_ for the people to point out government misdeeds.

Answer: watchdog, Assessing Media Messages

Page Ref: 12

14) The most visible information delivered by mass media is \_\_\_\_\_\_\_\_\_\_.

Answer: news, Topic: Purposeful Mass Communication

Page Ref: 14

15) The \_\_\_\_\_\_\_\_\_\_ of ideas is a concept that a robust exchange of ideas yields better consensus.

Answer: marketplace, Topic: Purposeful Mass Communication

Page Ref: 16

16) The role of persuasion is especially important in a \_\_\_\_\_\_\_\_\_\_ society so that public policy can emerge from meaningful public discussion.

Answer: democratic, Topic: Purposeful Mass Communication

Page Ref: 16

17) A form of message intended to persuade people to buy a product is called \_\_\_\_\_\_\_\_\_\_.

Answer: advertising, Topic: Purposeful Mass Communication

Page Ref: 17

18) The fragmentation of the mass audience into narrower segments is called \_\_\_\_\_\_\_\_\_\_.

Answer: demassification, Topic: Media and Society

Page Ref: 19

19) \_\_\_\_\_\_\_\_\_\_ was the first of the mass media to begin demassification.

Answer: Radio, Topic: Media and Society

Page Ref: 19

20) Radio had to seek fragmented audiences to survive economically because \_\_\_\_\_\_\_\_\_\_ was “stealing” much of its audience and many of its biggest advertisers.

Answer: television, Topic: Media and Society

Page Ref: 19

21) \_\_\_\_\_\_\_\_\_\_ is the term used by broadcast media to describe reaching for smaller, niche audiences.

Answer: Narrowcasting, Topic: Media and Society

Page Ref: 20

*1.4 Matching Questions*

Please match the terms with their definitions*.*

|  |  |
| --- | --- |
| 1) Marketplace of Ideas | A) Seeking narrower audiences  |
| 2) Media literacy  | B) Knowledge about mass media |
| 3) Cultural identity | C) Sending of messages to many people  |
| 4) Mass communication  | D) Free expression of competing ideas |
| 5) Demassification  | E) Shared experiences |

Answers: 1) D 2) B 3) E 4) C 5) A

Page Ref: 6, 9-11

Match each term in the left column with the most appropriate explanation in the right column*.*

|  |  |
| --- | --- |
| 1) Communication  | A) Reading and writing skills  |
| 2) Group communication | B) Ability to analyze, understand, and prepare messages |
| 3) Interpersonal communication  | C) Sending messages to vast audiences |
| 4) Mass communication  | D) Focuses on the use and meaning of motion |
| 5) Mediated communication | E) Competency with both spoken and written language |
| 6) Literacy | G) Two-way dialogue, usually involving two individuals |
| 7) Film literacy | H) Requires participants to be within earshot |
| 8) Linguistic literacy  | I) Dissemination or sharing of information or ideas |
| 9) Media literacy | J) Technology-assisted transmission of messages |
| 10) Visual literacy | K) Deciphers meaning from images |

Answers: 1) I, 2) H, 3) G, 4) C, 5) J, 6) A, 7) D, 8) E, 9) B, 10) K

Page Ref: 5-7, 8-10

*1.5 Essay Questions*

1) Studies have shown Americans on average spend almost one-third of their waking hours actively using the mass media and now depend on the mass media to help them live their lives. Estimate how much time you devote to each of the major media in a typical week or month and discuss how this compares to the current national averages. Also describe three ways in which you depend on the mass media.

Page Ref: 3-5, Topic: Media Ubiquity

2) Is the Internet a form of mass communication or interpersonal communication? Provide two detailed examples to support your position.

Page Ref: 5-8, Topic: Mediated Communication

3) Define media literacy and discuss three ways consumers can become more media literate.

Page Ref: 10, 12-14, Topic: Assessing Media Messages

4) Nicholas Carr, a widely published technical writer, is concerned that “The Internet has been chipping away at his capacity for concentration and contemplation” and has reduced his ability to do “deep reading.” Discuss how and why Carr’s concerns may relate to Novelist Philip Roth’s fear that the novel has become a dying art form and may cease to exist.

Page Ref: 11, 13, Topic: Assessing Media Messages

5) The mass media can inform, persuade, entertain, and enlighten individual consumers. Rank these four functions in terms of their relative importance to you, personally. Explain your rankings by citing a specific example of how you have recently used the media for each of these purposes.

Page Ref: 14-16 Topic: Purposeful Mass Communication

6) In additional to the functions they serve for individual consumers, the mass media act as a cultural unifying influence at the societal level. Describe three recent examples that illustrate how and why the actions or content of the mass media can help bind a society together.

Page Ref: 17-18 Topic: Media and Society

7) Describe the role mass media have played in resolving or exacerbating a contentious, contemporary issue facing the United States and explain how they have hindered or aided us in reaching community consensus. Cite specific examples of media actions to support your position.

Page Ref: 17-20,Topic: Media and Society

8) Describe demassification and explain the circumstances that have brought it about. Do you foresee further demassification occurring as a result of further technological advances? Cite examples that support your outlook.

Page Ref: 19-20, Topic: Media and Society