**CHAPTER 1**

**Defining the Field**

**Multiple Choice Questions**

1. Communications systems designed on the basis of marketplace principles primarily serve \_\_\_\_\_\_\_\_.
   1. citizens
   2. investors
   3. rural populations
   4. urban dwellers
2. Today, media can be seen as \_\_\_\_\_\_\_\_.
   1. involved in many dimensions of our individual lives
   2. key agents in globalization
   3. key elements of the world economy
   4. All of the above
3. The first electronic communication medium was \_\_\_\_\_\_\_\_.
   1. the radio
   2. television
   3. the telegraph
   4. the teletype
4. Communication “media” include \_\_\_\_\_\_\_\_.
   1. language
   2. photographs
   3. musical instruments
   4. All of the above
5. The communication model “Who says what to whom in what channel with what effect?” was formulated by \_\_\_\_\_\_\_\_.
   1. Shannon and Weaver
   2. Harold Lasswell
   3. Harold Innes
   4. Marshall McLuhan
6. The World Wide Web was invented and came into public use in \_\_\_\_\_\_\_\_.
   1. the 1930s
   2. the 1950s
   3. the 1970s
   4. the 1990s
7. The term *Web 2.0* was promoted to describe \_\_\_\_\_\_\_\_.
   1. the current state of the internet
   2. the invention of interactive online applications
   3. increasing person-to-person communication
   4. search engines
8. From the perspective of “mass society theory,” audiences are seen to be \_\_\_\_\_\_\_\_.
   1. publicly driven
   2. large scale
   3. unsophisticated and subject to manipulation
   4. synchronous
9. The “social model of communication” sees communication as \_\_\_\_\_\_\_\_.
   1. contingent on some shared social element or space
   2. a simple sender/receiver model
   3. a mathematical or transmission model
   4. a very simple exchange of information
10. CRTC stands for \_\_\_\_\_\_\_\_.
    1. Canadian Radio and Television Commission
    2. Canadian Radio and Telephone Commission
    3. Canadian Radio-television and Telecommunications Commission
    4. Canadian Radio and Telecommunications Commission
11. Today, “mass communication” might be seen as \_\_\_\_\_\_\_\_.
    1. the production and dissemination of mass entertainment
    2. the decentralized production and wide accessibility of information and entertainment
    3. the interactive exchange of information to a number of recipients
    4. All of the above
12. The term *new media* came into prominence in the \_\_\_\_\_\_\_\_.
    1. 1990s
    2. 1970s
    3. 1950s
    4. 1930s
13. The key feature of new media is that they \_\_\_\_\_\_\_\_.
    1. centralize opportunities to create media information
    2. centralize opportunities to distribute media information
    3. decentralize opportunities to create and distribute media information
    4. decentralize the mass audience
14. Telidon is \_\_\_\_\_\_\_\_.
    1. an ancient Greek god
    2. a Canadian-invented precursor to the home computer
    3. an early model of the telegraph
    4. a new version of the smart phone
15. In the mathematical model of communication, any force disrupting the transmission of the intended message is referred to as \_\_\_\_\_\_\_\_.
    1. static
    2. fog
    3. noise
    4. interference
16. The main weakness of Shannon and Weaver’s model of communication is that it is too \_\_\_\_\_\_\_\_.
    1. complicated
    2. focused on vocal elements
    3. simplistic
    4. focused on visual elements
17. Not for profit media include \_\_\_\_\_\_\_\_.
    1. the Aboriginal Peoples Television Network (APTN)
    2. CBC
    3. community radio
    4. All of the above
18. The CBC’s mandate \_\_\_\_\_\_\_\_.
    1. is laid out in the Broadcasting Act
    2. is the same as private broadcasters
    3. charges the Corporation with a number of distinct responsibilities
    4. Both *a* and *c*
19. One of the advantages that the internet has over television is that it \_\_\_\_\_\_\_\_.
    1. costs less to the average consumer
    2. encourages people to learn keyboarding skills
    3. creates interactive opportunities for the audience
    4. it is more educational for young people
20. In claiming that the text takes a critical perspective on media, the authors mean they are \_\_\_\_\_\_\_\_.
    1. looking at media negatively
    2. looking at the ways media are implicated in our knowledge and understanding of the world
    3. complaining about the media
    4. looking at media as a business
21. The Broadcasting Act \_\_\_\_\_\_\_\_.
    1. outlines what broadcasting should do for society
    2. is the legal framework governing broadcasting in Canada
    3. specifies who can own outlets
    4. All of the above
22. The Telecommunications Act focuses on \_\_\_\_\_\_\_\_.
    1. who owns and controls service provision
    2. what kinds of services are offered
    3. to whom, and on what terms, services are sold
    4. All of the above
23. Today, a *mass audience* should be thought of as \_\_\_\_\_\_\_\_.
    1. a mob
    2. an unthinking mass of individuals easily manipulated by media practitioners
    3. homogenous
    4. a shorthand term for the many people who consume entertainment and information
24. In communication studies, convergence can be understood as \_\_\_\_\_\_\_\_.
    1. the merging of space and time
    2. the merging of a wide range of previously separate communication technologies
    3. the merging of phone numbers from once separate devices
    4. All of the above
25. The \_\_\_\_\_\_\_\_ Act transforms the expression of one’s intellectual efforts into a piece of property that can be owned.
    1. Intellectual Ownership
    2. Broadcasting
    3. Copyright
    4. Permissions
26. Forms of mass communication include \_\_\_\_\_\_\_\_.
    1. traditional media
    2. new media
    3. social media
    4. All of the above
27. According to various statistics, Canadians spent approximately a combined \_\_\_\_\_\_\_\_ per week watching television and/or surfing the internet.
    1. 5 to 15 hours
    2. 15 to 30 hours
    3. 30 to 50 hours
    4. over 50 hours
28. According to the World Atlas, Canadians rank \_\_\_\_\_\_\_\_ in the world in montly internet usage.
    1. first
    2. second
    3. third
    4. fourth
29. According to the text, \_\_\_\_\_\_\_\_ is the largest single advertiser in Canada.
    1. McDonald’s
    2. the government
    3. the NHL
    4. Rogers
30. The telegraph was a revolutionary communication medium because \_\_\_\_\_\_\_\_.
    1. it incorporated a homing device
    2. it allowed for the separation of communication and transportation
    3. it relied upon the modern market
    4. it allowed messages to be transported at the speed of sound
31. The telephone was initially used to \_\_\_\_\_\_\_\_.
    1. provide women with a form of security
    2. build on the developments of the radio
    3. coordinate the sale of goods and services
    4. Both *a* and *c*
32. The idea, popularized by Benedict Anderson, that communication technologies can help bring together members of a nation-state is known as \_\_\_\_\_\_\_\_.
    1. the homing theory
    2. group think
    3. imagined community
    4. None of the above
33. When television broadcasters do not carry Canadian programming, it is often because \_\_\_\_\_\_\_\_.
    1. Canadians have indicated that they do not support the Canadian television industry
    2. Canadians make bad television
    3. the government has ruled against further production of Canadian programming
    4. it is more profitable to import American programming
34. Access to communication media may be difficult for \_\_\_\_\_\_\_\_.
    1. residents of urban centres
    2. rural residents
    3. residents of all small towns
    4. parts of the Southern coast
35. In the Shannon–Weaver model, when a person acknowledges a message by providing feedback, they are \_\_\_\_\_\_\_\_.
    1. an encoder
    2. a receiver
    3. a sender
    4. a telegrapher
36. What was an unlikely outcome that resulted from the use of the telegraph?
    1. wrist watches
    2. trans-Atlantic shipping
    3. time zones
    4. cable cars
37. What aspects of our lives are touched by media?
    1. how we work
    2. what we eat
    3. how we bank
    4. all of the above
38. Which of the following is not an example of the social use of media?
    1. posting to Instagram
    2. coordinating dinner plans
    3. measuring climate change
    4. moving goods and services
39. If you get a lot of views from a ‘mash-up’ of other people’s songs you upload to YouTube, who is most likely going to make money from it?
    1. you because you have copyright on the mash-up
    2. your internet provider
    3. the person or company that owns copyright of the original songs
    4. the CRTC
40. What is an example of *global cultural consciousness*?
    1. mass sports events
    2. blanket coverage of politics and the economy
    3. coverage of global weather events
    4. all of the above

**True or False Questions**

1. The internet isn’t so much replacing traditional media as it is incorporating them and serving as another avenue for their distribution.
2. The radio was the world’s first mode of electronic communication.
3. The radio was invented in the mid-1700s.
4. The telephone was initially marketed as a business tool.
5. By the late 1960s, co-axial cable’s carriage capacity heralded the “wired city” and a wide range of new information services and interactive media similar to those available over the internet today.
6. Canadians are among the heaviest internet users in the world.
7. The Shannon–Weaver model views communication as a cultural form, a social practice intimately woven into a larger set of ideas, values, and understandings about the world.
8. In the social model of communication, feedback occurs in the decoding envelope.
9. In terms of communication, the adjective *mass*—as in “mass communication”—generally means “communication on a large scale.”
10. According to early social theorists, within mass society the supposed lack of commonly held traditional social values left individuals particularly vulnerable to influence from media.
11. Just because the audiences viewing some media programs or products may be small, that does not mean that those programs or products will not be seen by much larger aggregate mass audiences over time.
12. *Media* is the singular of the plural term *medium*.
13. A medium is any vehicle that conveys information.
14. Private media companies are all structured to ensure that they serve the public good in some way.
15. Although new commercial communications enterprises seek revenue from advertisers, they first serve the needs of the audience.
16. Canadian broadcasters generally prefer to air Canadian content because of its relative affordability.
17. The digital divide was a major policy issue until the invention of Web 2.0 resolved it.
18. Successful communication relies on the sender and receiver sharing some common idea or notion of the process or subject of communication.
19. Mass audiences in the tens of millions for a scheduled television program are becoming increasingly common.
20. By the end of the 1980s, digital files of any type (text, sound, or image) could be exchanged between computers.
21. By its nature, mass communication can only involve one type of media at a time.
22. Churches can be seen as media of communication.
23. The recording industry sues fans who make mash-ups as these mash-ups nearly always cause big companies to lose revenue.
24. Media are a relatively small part of the public sphere.
25. Convergence is at the heart of new media.
26. Privacy is increased in a heavily mediated world.
27. Everyone in Canada has equal access to the internet.
28. Illegal downloads killed the music industry.
29. Radio eventually fell into the background after the introduction of television.

**Short Answer Questions**

1. What is a communication medium?
2. What are three ways of thinking about the term *mass communication* today?
3. What are two examples of the organizational dimension of media?
4. What is the central purpose of copyright legislation?
5. What are some of the dimensions of the debate over the public interest in the media realm?
6. Compare and contrast old and new ways of thinking about audiences.
7. What does the term *digital divide* mean?
8. Who is the largest single advertiser in Canada?
9. Has the internet rendered old media obsolete?
10. To whom is the Shannon & Weaver model the most valuable?
11. What is the biggest reason for the rise of transmedia storytelling?
12. Why did Napster and Pirate Bay (or other illegal downloading) not kill the music industry?
13. What is the relationship between media and consumer culture?
14. What difference does living in a city versus a rural area make in terms of internet access?
15. How do media shape and nuance our perspective of the world?

**Discussion Questions**

1. Why do media lie at the heart of our contemporary world?
2. What does it mean to say that electronic media “shrink space through time”?
3. How does the private ownership of many parts of the internet impact freedom?
4. Raymond Williams, a British media scholar, once noted that within commercial media systems people are free to say anything they want as long as they can say it profitably. What did he mean by this remark?
5. What is the digital divide?
6. What does taking a critical perspective on media entail?
7. In what ways can advances in electronic communications technology be seen as being built upon previous technologies in terms of altering how we think about time and space?

1. What did John Durham Peters (1999) mean when he wrote, “if meanings inhere not in words but in minds or references to objects, nothing can guarantee successful transit across the distance between two minds”?
2. What is convergence? What are some of its different forms?
3. Is it fair to describe mass audiences as unsophisticated and vulnerable to manipulation?
4. What are the three aspects involved in a comprehensive definition of mass communication?
5. How does breaking up with someone over a text message describe the limits of the Shannon-Weaver model of communication?
6. If many forms of new digital communication media ask us to share aspects of our lives online why should we think about privacy settings?
7. Why is the promise of freedom so challenging to realize on the internet?
8. How does defining the relationship between hockey and Canada explain Anderson’s idea of ‘imagined communities’?
9. What does Donald Trump’s use of the phrase ‘fake news’ and his constant use of Twitter tell us about how new media and traditional media live side-by-side in the world today?
10. Discuss some of the ways in which film and television products promote consumer culture.
11. Discuss some of the ways in which media play a political role in our society.
12. Discuss some of the ways in which media play an economic role in our society.
13. What rights should an individual have to restrict access to personal information collected by the government and/or private industry? How should such rights be protected?

**Answer Key**

**Multiple Choice Questions**

1. **b**
2. **d**
3. **c**
4. **d**
5. **b**
6. **d**
7. **b**
8. **c**
9. **a**
10. **c**
11. **d**
12. **a**
13. **c**
14. **b**
15. **c**
16. **c**
17. **d**
18. **d**
19. **c**
20. **b**
21. **d**
22. **d**
23. **d**
24. **b**
25. **c**
26. **d**
27. **c**
28. **a**
29. **b**
30. **b**
31. **c**
32. **c**
33. **d**
34. **b**
35. **a**

36. **c**

37. **d**

38. **c**

39. **c**

40. **d**

**True or False Questions**

1. **T**
2. **F**
3. **F**
4. **T**
5. **T**
6. **T**
7. **F**
8. **F**
9. **T**
10. **T**
11. **T**
12. **F**
13. **T**
14. **F**
15. **F**
16. **F**
17. **F**
18. **T**
19. **F**
20. **F**
21. **F**
22. **T**
23. **F**
24. **F**
25. **T**
26. **F**
27. **F**
28. **F**
29. **T**

**Short Answer Questions**

1. Communication medium is a vehicle or object that imparts meaning or information.
2. Mass communication can be thought of in the following three ways: (1) Mass communication is the production and dissemination of mass information and entertainment; (2) Mass communication is the decentralized production and wide accessibility of information and entertainment; and (3) Mass communication is the interactive exchange of information (or messages or intelligence) to a number of recipients.
3. There are those people who are directly or indirectly employed by media organizations, industry organization and lobby groups, media unions and professional organizations, wire services, advertisers, etc.
4. Copyright law transforms the expression of one’s intellectual efforts, for example a poem, script, movie, story, newspaper or magazine article, or book into a piece of property that can be owned. It is designed to help ensure that writers and artists are paid for their work and that their work is not used without their permission.
5. Considerable debate remains over the public role media should play and the responsibilities they should shoulder. Some media spokespersons claim that if people are watching television (since they have the freedom not to watch), the television station is making an appropriate contribution to the enjoyment of their leisure time. Others claim that the media should set much more ambitious goals for themselves—to provide, for example, enlightening rather than escapist entertainment.
6. Today, audience members are themselves often media producers. Audience members are no longer content to play the role of passive consumer, but instead want to take part in acting out characters and developing story lines.
7. Digital divide refers to unequal access to new media and technology.
8. The single largest advertiser in Canada is the government.
9. No, the internet has not rendered old media obsolete. Rather than replace traditional media industries, the internet incorporates them and serves as another vehicle for distribution.
10. The model is primarily helpful to egineers and technicians interested in transmission and not meaning.
11. Technological convergence means that stories can be told and marketed across multiple platforms to reach more and bigger audiences.
12. The music industry adapted and created new distribution models, eg. iTunes.
13. The primary way that people are acquainted and connected with the many products they purchase. The main vehicles through which our consumer lifestyle is symbolically negotiated.
14. Rural residents do not have the same level of expected internet access as people who live in urban areas; often no high-speed access, sometimes just dial-up or nothing.
15. They are central the functioning and operation of our society and they orient us to the world. They provide a general texture of our experiences.

**Discussion Questions**

1. See “Introduction”
2. See “Back to the Future”
3. See “Media and Technology: A Brave New World?”
4. See “Media and Technology: A Brave New World?”
5. See “Media and Technology: A Brave New World?”
6. See “Our Approach”
7. See “Back to the Future”
8. See “The Social Model of Communication”
9. See “Convergence”
10. See “Of Mass, Mass Audiences, and Mass Communication”
11. See “What is Communication? Some Definitions and Models”
12. See “The Shannon–Weaver Model of Communication”
13. See “Media and Technology: A Brave New World?”
14. See “Media in an Ever-Changing Communications Universe”
15. See Box 1.1 “Canadians are #1 in Internet Usage on the Planet According to the World Atlas”
16. See “Convergence”
17. See “An Economic Role”
18. See “A Political Role”
19. See “An Economic Role”
20. See “A Political Role”