1. Who invented moveable metal type, which revolutionized the communications industry?
   a. James Carey
   b. Johann Gutenberg
   c. John Stuart Skinner
   d. Benjamin Franklin

2. The typical U.S. household spends more on media than on
   a. clothing and food.
   b. healthcare and toys.
   c. clothing and healthcare.
   d. food and healthcare.

3. Culture is
   a. Related only to opera, classical music and expensive wine
   b. Learned Behavior
   c. Tied to members of a given social group
   d. B and C

4. Approximately what percent of homes have a television?
   a. 30 percent
   b. 55 percent
   c. 60 percent
   d. 98 percent

5. Media convergence refers to
   a. erosion of distinction between media.
   b. increased audience specialization.
   c. hypercommercialism
   d. corporate media mergers

6. The definition of mass communication is
   a. Creating shared meaning between media and their audiences
   b. Communication between two or a few people
   c. Ownership of a media outlet
   d. All of the above

7. Osgood and Schramm’s model of communication included encoding of the message, interpretation of the message and _________________.
   a. Noise blocking the message
   b. Connection between the sender and receiver
   c. Decoding the message through sign and symbol interpretation
   d. None of the above
8. Mass communication is constrained by:
   a. Many identical messages going to many receivers
   b. Belief that experimentation is dangerous
   c. Belief that challenging the audience is necessary
   d. Meeting the needs of specific viewers

9. Radio is the most popular ________, based on media consumption hours per person per year.
   a. medium
   b. media
   c. mass media
   d. Web site

10. Which of the following is NOT an example of a macro-level effect of mass communication?
    a. Rock the Vote campaign
    b. Subway commercials
    c. Truth.com commercials
    d. Advertising for presidential candidates

11. In class we discussed media as a cultural forum. The mass media was compared to ________.
    a. A Web site
    b. A storyteller
    c. A giant courtroom
    d. All of the above

12. What role did the Industrial Revolution play in mass communication?
    a. It emphasized quantity over quality
    b. It built and disseminated bodies of knowledge
    c. It was harmful to agriculture
    d. It decreased the population in urban areas

13. The ability to effectively and efficiently comprehend and use any form of mass communication is the definition of:
    a. Media education
    b. Literacy
    c. Media ability
    d. Media literacy

14. Media literacy includes (but is not limited to):
    a. An awareness of the benefits of media
    b. The ability to enjoy, create and apply media content
    c. Understanding of the ethical and moral obligations of media practitioners
    d. All of the above
15. A media literate person should be aware of daily contact with the media and its influence on
   a. Attitudes
   b. Lifestyles
   c. Values
   d. All of the above

16. Media literate people are aware of
   a. Value-free media outlets
   b. Media content trends as clues to culture
   c. The minimal influence of competition
   d. Continuity of audience interpretations

17. Media literacy is important for people interested in the field of communications because
   a. It helps future news writers and reporters recognize when something is news worthy.
   b. It makes it easier for news writers and public relations professionals to write good news stories.
   c. It helps professionals in any type of sales or promotion situation select the correct medium for their message and audience.
   d. All of the above

18. The greatest advantage to membership in agricultural societies was ____________.
   a. Access to libraries
   b. Getting to meet George Washington
   c. Social inclusion
   d. They were limited to the wealthy

19. What was a purpose of the early agricultural fairs?
   a. to learn how to race elk
   b. for farmers to exchange useful information
   c. to find a wife
   d. for equipment dealers to sell tractors

20. Which of the following was NOT an early agricultural journal?
   a. Plough Boy
   b. New England Farmer
   c. Massachusetts Agriculture
   d. American Agriculturist

21. Who is referred to as the “Father of American Agricultural Journalism”?
   a. Orange Judd
   b. John Stuart Skinner
   c. George Washington
   d. Samuel W. Johnson

22. What was the occupation of John Stuart Skinner and Solomon Southwick?
   a. University professor
   b. Farmer
   c. Lawyer
   d. Postmaster
23. The *American Farmer* aimed to provide its readers with information about what area of agriculture?
   a. Agronomy
   b. Animal husbandry
   c. Wildlife and Fisheries
   d. Agricultural Engineering

24. Why did printing gain popularity in the last half of the 19th century?
   a. Paper was cheaper when made from pulp
   b. Steam driven cylinder printing presses were faster
   c. The mail system was more reliable
   d. All of the above

25. The inverted pyramid was developed based on what invention?
   a. Telephone
   b. Typewriter
   c. Telegraph
   d. None of the above

Bonus Question: (10 points)
What are the names of the instructor and teaching assistant for this class?

Instructor:

Teaching Assistant:

“Aggies do not lie, cheat or steal, or tolerate those who do.”
On my honor as an Aggie, I have neither given nor received unauthorized aid on this academic work..

Signed _____________________________________________

Date ________________

Failure to sign and date the honor code statement will result in a no grade on the exam.