

Chapter 2: Convergence and the Reshaping of Mass Communication

Test Questions

Multiple-Choice Questions

1. The simultaneous consumption of many different kinds of media is known as.
- media multitasking.
 - multidimensional consumption.
 - synergy.
 - cross-platform interdiction.

Answer: a

Bloom's level: Remember

2. The ownership of 90% of the media in the U.S. by only six companies is known as
- concentration of media ownership.
 - globalization of media.
 - audience fragmentation.
 - erosion of distinctions among media.

Answer: a

Bloom's level: Understand

3. The concentration of control of the media industries into ever-smaller numbers of companies is
- synergy.
 - technological determinism.
 - ritual bonding.
 - oligopoly.

Answer: d

Bloom's level: Remember

4. The ownership of several major U.S. media corporations by foreign companies is an example of
- concentration of media ownership.
 - globalization of media.
 - audience fragmentation.
 - erosion of distinctions among media.

Answer: b

Bloom's level: Understand

5. Audiences for specific media content becoming smaller and more defined is known as
- concentration of media ownership.
 - globalization of media.
 - audience fragmentation.
 - erosion of distinctions among media.

Answer: c

Bloom's level: Understand

6. The strategy of tailoring media content to specific audiences possessing characteristics of interest to specific advertisers is
- narrowcasting or niche marketing.
 - subgroup marketing.
 - synergy.
 - message concentration.

Answer: a

Bloom's level: Remember

7. Groups of people, or audiences, bound by little more than an interest in a given form of media content are
- bounded cultures.
 - content subcultures.
 - synergy.
 - taste publics.

Answer: d

Bloom's level: Remember

8. The availability of USA Today in the form of a newspaper, an iPad app, and a webpage is an example of
- concentration of media ownership.
 - globalization of media.
 - audience fragmentation.
 - erosion of distinctions among media.

Answer: d

Bloom's level: Understand

9. When a media company has content that it can use across a number of its different holdings, this is
- narrowcasting or niche marketing.
 - subgroup marketing.
 - synergy.
 - message concentration.

Answer: c

Bloom's level: Remember

10. The means of delivering a specific piece of media content is referred to as a
- medium.
 - subtechnology.
 - platform.
 - message carrier.

Answer: c

Bloom's level: Remember

11. Electronic sell-through is
- the decreased value of a company's stock.
 - the buying of digital download movies.
 - the simultaneous release of a movie in theaters, video on demand, and online.
 - a Web-only television show.

Answer: b

Bloom's level: Understand

12. The integration, for a fee, of specific branded products into media content is
- a. narrowcasting.
 - b. in-content marketing.
 - c. product placement.
 - d. message corruption.

Answer: c

Bloom's level: Remember

13. When brands are part of and essential to a piece of media content, proponents of this practice say it isn't a commercial, it is
- a. niche marketing.
 - b. subgroup marketing.
 - c. synergy.
 - d. brand entertainment.

Answer: d

Bloom's level: Remember

14. The explanation of how individuals make media and content choices based on expectation of reward and effort required is the
- a. fraction of selection.
 - b. media-use model.
 - c. synergy-to-effort equation.
 - d. cost-benefit ratio.

Answer: a

Bloom's level: Remember

15. The fraction of selection theory was developed by
- a. Harold Lasswell.
 - b. Wilbur Schramm.
 - c. James Carey.
 - d. Frank Lloyd Wright.

Answer: b

Bloom's level: Remember

16. In the fraction of selection formula, the cost of a babysitter when you want to go to the movies is part of the
- a. expectation of reward.
 - b. reason not to go.
 - c. effort required.
 - d. benefit.

Answer: c

Bloom's level: Understand

17. The ability to access any content, anytime, anywhere describes
- a. narrowcasting.
 - b. subgroup marketing.
 - c. synergy.
 - d. consumption-on-demand.

Answer: d

Bloom's level: Remember

18. Audiences consuming content at a time predetermined by the producer and distributor is known as
- a. niche programming.
 - b. schedule-making.

- c. media multitasking.
- d. appointment consumption.

Answer: d

Bloom's level: Remember

19. Software for mobile digital devices is called

- a. a webisode.
- b. Wi-Fi.
- c. an app.
- d. brand entertainment.

Answer: c

Bloom's level: Remember

20. Increasing the amount of advertising and mixing commercial and noncommercial content is known as

- a. audience fragmentation
- b. hypercommercialism.
- c. convergence.
- d. globalization.

Answer: b

Bloom's level: Understand

21. The fact that people increasingly have no preference for where they access their media content suggests that they are becoming

- a. lazy.
- b. content-neutral.
- c. media literate.
- d. platform agnostic.

Answer: d

Bloom's level: Remember

True/False Questions

22. Many cable channels—for example, Nickelodeon and A&E—prosper through their ability to deliver demographically narrow audiences to advertisers.

Answer: T

Bloom's level: Understand

23. Convergence refers to the collecting, or converging, of many media companies into a few large corporations.

Answer: F

Bloom's level: Remember

24. Supporters point to economies-of-scale in their defense of media concentration.

Answer: T

Bloom's level: Understand

25. Despite what is happening to the other traditional forms of mass media, radio listenership, especially among young people, continues to grow.

Answer: F

Bloom's level: Remember

26. There has been a huge decrease in newsroom jobs.

Answer: T

Bloom's level: Remember

27. The general decline in revenues for the traditional media can be traced to overall declines in media consumption.

Answer: F

Bloom's level: Understand

28. As a result of the changing process of mass communication, specifically, the Internet, the audience has become the source in many instances.

Answer: T

Bloom's level: Understand

Short-Answer Questions

29. How are the distinctions among traditional media being eroded?

Answer: Answers will vary

Bloom's level: Understand

30. What is a platform?

Answer: Answers will vary

Bloom's level: Remember

31. Can you describe recent changes in audience size for movies, recorded music, network television, DVD, radio, newspapers, and videogames?

Answer: Answers will vary

Bloom's level: Understand

32. How would you describe contemporary levels of overall media consumption?

Answer: Answers will vary

Bloom's level: Apply

33. What is convergence?

Answer: Answers will vary

Bloom's level: Remember

34. What is media multitasking?

Answer: Answers will vary

Bloom's level: Remember

35. Differentiate between concentration of media ownership and conglomeration.

Answer: Answers will vary

Bloom's level: Analyze

36. What is globalization?

Answer: Answers will vary

Bloom's level: Remember

37. What is hypercommercialism?

Answer: Answers will vary

Bloom's level: Remember

38. What is audience fragmentation?

Answer: Answers will vary

Bloom's level: Remember

39. What are economies of scale and oligopoly? How are they related?

Answer: Answers will vary

Bloom's level: Analyze

40. What are product placement and branded content?

Answer: Answers will vary

Bloom's level: Remember

41. What elements are fueling today's rampant media convergence?

Answer: Answers will vary

Bloom's level: Understand

42. Differentiate between appointment consumption and consumption-on-demand.

Answer: Answers will vary

Bloom's level: Analyze

Essay Questions

43. What are the five major trends currently reshaping the mass communication process? How does each promise to do so?

Answer: Answers will vary

Bloom's level: Analyze

44. What are the two major concerns of globalization's critics? Do you feel that concern? Why or why not?

Answer: Answers will vary

Bloom's level: Evaluate

45. Differentiate between notions of content producers, audiences, messages, and feedback in the traditional view of the mass communication process and the more contemporary understandings of these elements of the process.

Answer: Answers will vary

Bloom's level: Analyze

46. Where NBC executive Bob Wright warns, "You can't fight technology," *Advertising Age's* Scott Donaton cautions, "A cell phone isn't a TV." What is the concern behind each comment? Is one more correct than the other? With whom would you side in a debate, and why?

Answer: Answers will vary

Bloom's level: Evaluate

47. Many industry insiders attribute the recent fall-off in audiences for movies, recorded music, network television, DVD, radio, newspapers, and videogames to changes in technology; people are finding new ways to access content. And while this is certainly true to a degree, others say that in this age of concentrated and hypercommercialized media, audiences are simply being turned off. Would you agree with the critics? Why? Can you give examples from your own media consumption?

Answer: Answers will vary

Bloom's level: Evaluate

48. Critics of concentration of media ownership and conglomeration argue that they are a threat to democracy. What is the thrust of their concern? Do you share it? Why or why not?

Answer: Answers will vary

Bloom's level: Evaluate

49. When asked which devices American teens use daily, 76% said they use their cellphones every day and 72% watch television every day, but only 38% use a desktop computer and only 36% use an iPod or other music player. Would you say you use devices with multiple uses more often than devices with singular uses? What do you think this says about the effects of convergence on American culture?

Answer: Answers will vary

Bloom's level: Evaluate

50. Do you find product placement and branded content as troublesome as do its critics? Why or why not? Are you sympathetic to those writers who want to be paid extra for inserting "commercials" into their scripts? Why or why not?

Answer: Answers will vary

Bloom's level: Evaluate