Chapter 3  Historical and Cultural Context

**True/False**

1. Language developed about 10,000 years ago  
   Ans:

2. An oral culture, utilizing language and the spoken word, is dependent upon memory.  
   Ans:

3. The arrival of writing was a great equalizer in society because information and knowledge were widely transmitted.  
   Ans:

4. China was responsible for the development of paper and block printing.  
   Ans:

5. The printing press facilitated the development of everyday language in Europe  
   Ans:

6. A technological determinist would say the invention of the printing press is responsible for the many changes resulting after its development.  
   Ans:

7. The telegraph affected not only the conduct of commerce and war, but also newspapers’ ability to gather news.  
   Ans:

8. Unlike the telegraph, the telephone was revolutionary because it allowed people to communicate in real time over vast distances.  
   Ans:

9. The development of photography meant that during the Civil War many people got their first glimpse of the actual horrors and casualties of war.  
   Ans:

10. Advances in photography and printing allowed the creation of photojournalism, which ultimately changed the concept of news itself.  
    Ans:

11. The development of the motion picture had a great impact on the entertainment activities of the general public.
12. The first mass medium bringing music, news, talk, and sports into people's homes was radio.

13. With the set on for an average of eight hours per day, watching TV occupies more time than any other activity outside of work and sleep.

14. The digital divide no longer exists due to the development of the Internet and World Wide Web.

15. Cell phones have changed our concept of time, a phenomenon called “time softening.”

Multiple Choice

16. A society depending upon the spoken word is called a(n) _______ culture.
   A. verbal
   B. literal
   C. literate
   D. oral
   E. conceptual

17. Which of the following is probably NOT a social impact of the development of writing?
   A. increased societal division
   B. greater equality across the society as a whole
   C. vast empires were created
   D. enduring codes of law were developed
   E. all of these ARE social impacts of writing

18. Johann Gutenberg is credited with developing a printing system using:
   A. a series of blocks
   B. daguerro type
   C. moveable metal type
   D. font-based type
   E. an abacus
19. The development of vernacular languages, extensive religious changes, and the sharing of scientific advances are all effects of:
A. the Gutenberg revolution
B. empire-building
C. the Reformation movement
D. Clerical intervention
E. Increased nationalism

20. The first medium to use digital communication was:
A. telegraph
B. telephone
C. radio
D. moving pictures
E. the Internet

21. The telegraph affected:
A. how war was conducted
B. the standardization of prices in commodities markets
C. the style of news reporting
D. newspapers' ability to gather news
E. all of these

22. The medium that first introduced the concept of a global village of interconnected people was:
A. telegraph
B. telephone
C. television
D. motion pictures
E. radio

24. Which of the following was NOT affected by the development of photography?
A. the role of the telegraph in transmitting news stories
B. society's understanding of what war was really like
C. the art world, especially painters
D. the extent to which families could make permanent records of their histories
E. the definition of "news"
26. The change from using radio as a point-to-point medium to using it as a point-to-many medium (broadcasting) was:
A. widely anticipated
B. coordinated by the FRC
C. facilitated by the Great Depression
D. unexpected
E. an example of what would later occur in the telegraph industry
Ans:

27. Which of the following was NOT a cultural impact of radio?
A. radio helped popularize different kinds of music
B. radio created its own program genres (such as the soap opera)
C. radio changed the way Americans spent their free time
D. programs such as Captain Midnight showed broadcasters that children were a viable target market
E. journalists became even more anonymous
Ans: E

28. Radio functioned to make news __________, as compared to newspapers.
A. more personalized
B. less credible
C. more easily accessible
D. more profitable
E. less profitable
Ans:

29. Which of the following statements about TV is NOT true?
A. TV is the single largest consumer of people's time.
B. TV has exerted a standardizing influence on society.
C. TV is an important source of information.
D. TV is the majority of people’s most believable news source.
E. TV has transformed the political process.
Ans:

30. Digital technology is best described as:
A. a means of duplicating information at low cost
B. a system that encodes information into a series of on-and-off pulses usually denoted as zeros and ones
C. an international protocol for decoding bits
D. a system for distributing material over long distances
E. all of these
Ans:
31. Because of the digital revolution,
A. fledging writers no longer need a publisher
B. new bands can bypass music companies to reach their audiences
C. traditional news media no longer have as much control as in the past
D. all of these
E. none of these
Ans:

33. Which of the following is a characteristic of mobile media?
A. they depend on wireless technology
B. they allow people to access information from virtually anywhere
C. they are interconnected
D. they blur the distinction between mass and interpersonal communication
E. all of the these
Ans:

34. The first tool for social media was the
A. Internet
B. telephone
C. radio
D. television
E. none of these
Ans:

35. What is the typical relationship between new and previously-existing communications media?
A. new media make old media obsolete
B. new media are used by the poor, while old media are used by the wealthy
C. new media usually cause changes in the way old media are used
D. new media create more gatekeeping opportunities for old media
E. there is no typical relationship between new and old media
Ans:

**Discussion questions**

1. Gutenberg’s Revolution has been compared to the Internet Revolution. Make a comparison between the two.

2. Cell phone use has resulted in new phenomenon in our society such as “time softening.” What other social phenomenon have you observed caused by cell phone usage?