**Lexical test Choose the correct variant 1**

1. **The term "media" is defined as ...**
   1. Picture or image
   2. Means of communication
   3. current style
   4. study of signs
2. **The term "signs" is defined as ...**
   1. Something that comes with an accepted meaning
   2. current style
   3. Visual movement that explores themes and techniques drawn from popular mass culture
   4. meansofcommunication
3. **The term "mass media" means ...**
   1. Means of communication
   2. Something that comes with an accepted meaning
   3. Means of communicating to a large group of people
   4. A current style
4. **Popular culture is** ......
   1. Ability to interpret and analyze the media
   2. Means by which a message is communicated
   3. Artifacts, institutions, customs, hobbies that represent the accepted values of society
   4. The study of signs
5. **A medium is ...**
   1. Means by which a message is communicated
   2. Means of communication
   3. Picture or image
   4. A current style
6. **How long is the average news story?**
   1. 15 seconds
   2. 1 minute
   3. 30 seconds
   4. None of the above
7. **What percentage of Canadians rely on TV news for information?**
   1. 75 %
   2. 18 %
   3. 85 %
   4. 22 %
8. **Why do news stations include visual images in their news stories?**
   1. It is easier to watch than read
   2. It makes the story easier to believe
   3. It's more fun
   4. It's cheaper
9. **When we learn something new we do things which are \_\_\_\_\_\_\_**
   1. Organize and adapt
   2. Organize and discredit
   3. Assimilate and adapt
   4. Assimilate and discredit
10. **By the time the average child leaves elementary school, he or shee will have witnessed more than \_\_\_\_ assorted acts of violence.**
    1. 100
    2. 100 000
    3. 100 000 000
    4. 1000
11. **How many commercials advertise food?**
    1. 1/4
    2. 1/8
    3. 1/5
    4. 1/2
12. [**In the movie "Simone", the name Simone means \_\_\_\_\_Discuss**](https://www.proprofs.com/discuss/q/273275/in-the-movie-simone-name-means)
    1. Simultaneous one
    2. Simulation one
    3. Stimulated ovary
13. **What are the 2 kinds of photos that exist today?**
    1. Pornographic, family photos
    2. Celebrity photos, family photos
    3. Paparazzi, digitally altered
14. **Which actress is famous for protesting her digital alterations on the cover of GQ magazine?**
    1. KateWinslet
    2. GwenStefani
    3. LindsayLohan
    4. BritneySpears
15. **Which compnay launched a campaign to challenge today's stereotypical view of beauty?**
    1. Revlon
    2. Maybelline
    3. CoverGirl
    4. Dove
16. **All forms of media will reflect the values of its creators and \_\_\_\_\_\_\_**
    1. Audience
    2. Sponsors
    3. Politicians
17. \_\_\_\_\_\_\_\_\_ **values are most often presented in media and advertising**.
    1. Lower class
    2. Middle class
    3. Society
18. **Like many art forms, music suggests much about the \_\_\_\_\_\_ in which it is created.**
    1. Lower class
    2. Middle class
    3. Society
19. **According to Pink, what epidemic exists among teenagers today?**
    1. Hypocritical culture
    2. Overtly sexual culture
    3. Mindless culture
20. **Which retail chain resseerves the right to demand that artists change their music,if offensive, if the artist wishes to sell their music in their stores?**
    1. Zellers
    2. HMV
    3. Wal-mart
21. **According to a panel discussing racism on the Oprah show, why don't we get to see the humanity of black women?**
    1. Media portrays only their body parts
    2. Media only shows the humanity of white women
    3. Media only focuses on white men
22. **According to Marshall McLuhan, media such as radio, print, photographs and movies which are LOW IN PARTICIPATION are known as**
    1. Timid giants
    2. Hot media
    3. Cool media
23. **Marshall McLuhan is famous for coining the phrase:**
    1. 15 minutes of fame
    2. Don't go there
    3. Talk to the hand
    4. Global village
24. **McLuhan suggests that each medium is a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of our senses**
    1. Reflection
    2. Extension
    3. Simulation
25. **\_\_\_\_\_\_\_\_\_\_ is the paid use of the media to bring a product or service to an audience**
    1. Marketing
    2. Propaganda
    3. Advertising
26. **The 4 jobs of advertising are:**
    1. Market, attention, image, persuade
    2. Attention, image, reassure, buy
    3. Reassure, attention, personality, persuade
    4. Attention, image, reassure, persuade
27. **\_\_\_\_\_\_\_\_the suggestion that using this product puts the reader ahead of the times.**
    1. Avantgarde
    2. Doublespeak
    3. Factsandfigures
    4. Bandwagon
28. **\_\_\_\_\_\_\_\_\_\_ refers to the technique that appeals to an audience to follow the crowd**
    1. Avantgarde
    2. Doublespeak
    3. Factsandfigures
    4. Bandwagon
29. **Vague, imprecise language that means the opposite of what it seems is known as which propaganda technique?**
    1. Glitteringgeneralities
    2. Doublespeak
    3. Weaselwords
    4. Magicingredients
30. **Statistics and factual information that is used to prove the superiority of a product is known as \_\_\_\_\_\_\_\_\_**
    1. Glitteringgeneralities
    2. Weaselwords
    3. Doublespeak
    4. Factsandfigures
31. **\_\_\_\_\_\_\_\_\_\_\_\_\_ is the exploitation of fears and insecurities to sell a product**
    1. Hiddenfears
    2. Avantgarde
    3. Magicingredients
    4. Testimonial
32. **Magic Ingredients is the propaganda technique which \_\_\_\_\_\_\_\_\_\_**
    1. Uses vague, imprecise language
    2. Uses words to suggest a positive meaning without actually guaranteeing it
    3. Suggestion that some miraculous discovery makes the product exceptional
33. **The suggestion that purchasing the product shows your love of your country is known as \_\_\_\_**
    1. Avantgarde
    2. Repetition
    3. Patriotism
    4. Spin
34. **Talking down to the audience to appear just like them is known as** \_\_\_\_\_\_\_
    1. Plainfolks
    2. Repetition
    3. Doublespeak
    4. Testimonial
35. **Constant statement of an idea to fix the image of a product is \_\_\_\_\_\_\_**
    1. Overstatement
    2. Repetition
    3. Snob appeal
    4. Spin
36. **Snob Appeal is when** \_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Attempt to turn negative evidence into something positive
    2. Constant statement of an idea
    3. Talking down to the audience to appear just like them
    4. Suggestion that the use of the product makes the customer part of an elite group with a luxurious lifestyle
37. **Rihanna promoting Revlon's latest lipstick is an example of which propaganda technqiue?**
    1. Plain folks
    2. Testimonial
    3. Avant garde
    4. Weasel words
38. **An attempt to turn negative evidence into something positive is an example of \_\_\_\_\_\_\_**
    1. Testimonial
    2. Spin
    3. Snob appeal
    4. Weasel words
39. **Diverting the attention of the audience by making them laugh or using clever visuals is known as** \_\_\_\_\_\_\_
    1. Glittering generalities
    2. Weasel words
    3. Magic ingredients
    4. Spin
40. **An analysis of people's attitudes, beliefs, desires and needs used by advertisers to create strong emotional appeal is known as \_**\_\_\_\_\_\_\_
    1. Promotion
    2. Values and Lifestyles
    3. Psychographics
    4. Semiotics
41. **The VALS group that are the survivors is known as** \_\_\_\_\_\_\_\_\_
    1. Belongers
    2. Emulators
    3. Need-directed
    4. Societally conscious achievers
42. **The VALS group that is most likely to try acupuncture, buy a smart car and drink herbal tea are known as \_\_\_\_\_\_\_\_**
    1. Belongers
    2. Emulators
    3. Need-directed
    4. Societally conscious achievers
43. **The VALS group that is often conservative, religious and "old fashioned" is known as \_\_\_\_\_\_\_**
    1. Belonger
    2. Emulator
    3. Emulator-achiever
    4. Need-directed
44. **The VALS group that are considered "materialists" who want to buy name brands such as Gucci or Tiffanys are known as \_\_\_\_\_\_\_\_**
    1. Belonger
    2. Emulator
    3. Emulator-achiever
    4. Needs-directed
45. **The VALS group that buys a Doge or drinks Pepsi and eats at McDonalds are \_\_\_\_\_\_\_\_**
    1. Belongers
    2. Emulators
    3. Emulator-Achievers
    4. Societallyconsciousachievers

# Print Media

***A brief history of newspapers***

The earliest variation on a newspaper was a daily sheet published in 59 BC in Rome called *Acta Diurna* (Daily Events), which Julius Caesar ordered to be posted throughout the city. The earliest known printed newspaper was in Beijing in 748.

In 1451, Johannes Gutenberg uses a press to print an old German poem, and two years later prints a 42-line Bible - the significance being the mass production of print products, ushering in an era of newspapers, magazines, and books. By 1500, the genesis of a postal system can be seen in France, while book publishing becomes popular throughout Europe and the first paper mill can be found (England).

*Zeitung* (newspaper) is a news report published in Germany in 1502, while *Encountre Trewe* becomes the earliest known English-language news sheet in 1513. Germany's *Avisa Relation oder Zeitung*, in 1609, is the first regularly published newspaper in Europe. Forty-four years after the first newspaper in England, *the Oxford Gazette*is published, utilizing double columns for the first time; the Oxford/London Gazette is the first true newspaper. The first North American newspaper, *Public Occurrences Both Foreign and Domestic*, was published in 1690 in Boston.

The 1700s was a century in which market elements were created that encouraged the development of daily newspapers: rising literacy, the formation of nation-states, a rising literary and philosophical tradition emphasizing democratic involvement in government, and technologies that supported newspaper production. In short, it was a great news century. The first daily newspaper was *The Daily Courant* in London, 1702. In 1754, *The Daily Advertiser* in London uses the first four-column format. France's first daily newspaper appears in 1777, *Journal de Paris*, while the first United States daily was *The Pennsylvania Packet* in 1784.

In 1873, an illustrated daily newspaper can be seen in New York. In 1878 the first full-page newspaper advertisements appear, and in 1880 the first photographs are seen in newspapers, using halftones.

With the basic technical groundwork for the modern newspaper in place by the late 19th century, the story of newspapers in the 20th century was about professional development and adaptation to changing consumer and media markets. The story also involved an evolving business model that rode an evergrowing wave of mass-market advertising.

# Answer the following questions.

1. What was the first regularly published newspaper in Europe?
2. In which newspaper were the double columns utilized for the first time?
3. When and where was the first North American newspaper published?
4. What were the market elements that encouraged the development of daily newspaper in the 17th century?
5. What were the first daily newspapers in London, Paris and the US? When did they come into circulation?