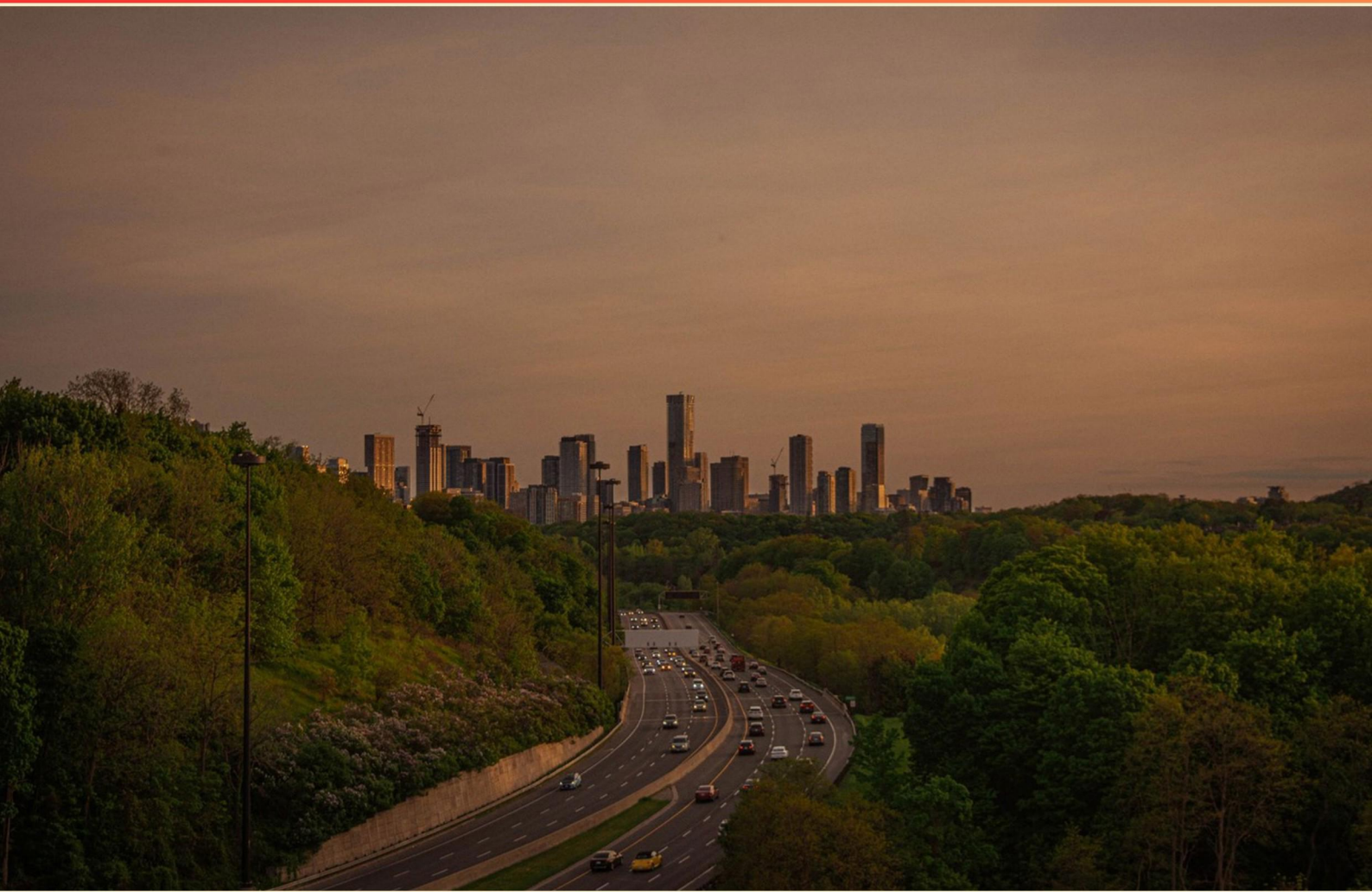


GEORGIA STATE UNIVERSITY (GSU) SCOM 2050 MEDIA, CULTURE, AND SOCIETY PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

**VISIT US ONLINE FOR
THE FULL VERSION STUDY GUIDE**

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. In the Mathematical Model of Communication, which element represents the entity that generates and/or selects the message?**
 - A. Receiver
 - B. Channel
 - C. Noise
 - D. Source
- 2. Sony, Warner, and Universal are the three largest recording companies in the world. Roughly what percentage of the global recorded music market do they control?**
 - A. 70%
 - B. 30%
 - C. 50%
 - D. 90%
- 3. According to the timeline in the chapter, which of the following things happened first?**
 - A. The "clear and present danger" Supreme Court ruling
 - B. The Pentagon Papers case
 - C. Disney copyright changes
 - D. The introduction of sound in cinema
- 4. In which decade was violent crime in the United States highest?**
 - A. 1980s
 - B. 2000s
 - C. 1990s
 - D. 1970s
- 5. The concept of journalists as neutral arrived circa which year?**
 - A. 1820s
 - B. 1830
 - C. 1840s
 - D. 1850s

6. What is the job title for the person who has overall creative authority for an entire TV show?
- A. Showrunner
 - B. Executive Producer
 - C. Director
 - D. Writer
7. Which concept describes how television can shape viewers' perceptions of social reality over time?
- A. Framing theory.
 - B. Cultivation analysis.
 - C. Uses and gratifications.
 - D. Agenda-setting theory.
8. What forced an end to single-sponsor TV shows?
- A. Spot commercial sales
 - B. Public funding
 - C. Public broadcasting
 - D. Cable carriage fees
9. Which term describes creating reasons to choose one product over another?
- A. Distinction
 - B. Association
 - C. Differentiation
 - D. Bandwagon
10. In the analysis of top films, what percentage were directed by Asians?
- A. 3%
 - B. 10%
 - C. 20%
 - D. 5%

Answers

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1. D
2. D
3. A
4. C
5. B
6. A
7. B
8. A
9. C
10. A

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Explanations

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1. In the Mathematical Model of Communication, which element represents the entity that generates and/or selects the message?

- A. Receiver
- B. Channel
- C. Noise
- D. Source**

The source is the entity that generates and selects the message. In the Mathematical Model of Communication, the source (often called the sender) is where ideas originate and where decisions are made about what to say and how to say it. This is the stage where encoding happens—turning thoughts into symbols or language that can be transmitted through a channel. The channel then carries the encoded message to the receiver, while noise can distort it along the way. The receiver is the person who decodes and interprets the message, and feedback can loop back to the source to close the communication cycle. For example, a journalist (the source) decides what to report and how to phrase it, sends it through a broadcast channel, and listeners (the receivers) interpret the message, with noise possibly affecting understanding.

2. Sony, Warner, and Universal are the three largest recording companies in the world. Roughly what percentage of the global recorded music market do they control?

- A. 70%
- B. 30%
- C. 50%
- D. 90%**

The main idea here is market concentration in the global recorded music industry. Sony, Universal, and Warner together own vast catalogs and the major labels that control licensing, distribution, and marketing across physical, digital, and especially streaming. Because streaming revenue and licensing flows funnel through these three, they capture the overwhelming share of global recorded music revenue. That's why their combined control is so high—roughly near the top end of estimates, around 90 percent. If you consider smaller independent labels, they do exist and contribute in niche areas, but the big three's dominance comes from owning the majority of popular catalogs and the leverage to negotiate favorable terms with streaming platforms, making 90 percent the best approximate figure among the options.

3. According to the timeline in the chapter, which of the following things happened first?

- A. The "clear and present danger" Supreme Court ruling**
- B. The Pentagon Papers case
- C. Disney copyright changes
- D. The introduction of sound in cinema

The key idea here is placing major media law and industry milestones in chronological order. The earliest event is the Supreme Court ruling that established the clear and present danger test, issued in 1919. This decision allowed the government to limit speech that could pose a real and immediate danger, especially during wartime, which places it before the other listed milestones. The introduction of sound in cinema happened later in the late 1920s, the Pentagon Papers case occurred in 1971, and the Disney copyright changes took effect in the late 1990s. So the earliest event on the timeline is the clear and present danger ruling.

4. In which decade was violent crime in the United States highest?

- A. 1980s
- B. 2000s
- C. 1990s**
- D. 1970s

When we look at trends in violent crime over time, the peak occurs in the early 1990s, with 1991 often cited as the highest single year. Since a decade includes that peak year, the 1990s overall show the highest level of violent crime compared to the other decades listed. After the early 1990s, violent crime rates decline through the rest of the decade and into the 2000s. Crime rates are usually measured per 100,000 people to compare across population changes, which clarifies that the 1990s contain the highest point overall.

5. The concept of journalists as neutral arrived circa which year?

- A. 1820s
- B. 1830**
- C. 1840s
- D. 1850s

Neutral, fact-focused reporting began to take shape as journalism professionalized in the early 19th century. Around 1830, the rise of cheap, mass-circulation newspapers—the penny press—pushed editors to present information in a straightforward, detached way in order to attract a broad audience and advertisers. This shift away from overt partisan advocacy toward a more balanced, nonpartisan tone is what many historians point to as the emergence of neutrality in journalism. Later decades would refine and codify objectivity, but the dating commonly associated with the arrival of neutral reporting is roughly around 1830.

6. What is the job title for the person who has overall creative authority for an entire TV show?

- A. Showrunner**
- B. Executive Producer
- C. Director
- D. Writer

The concept being tested is who carries the overall creative leadership for a TV show. That role is the showrunner—the person who shapes the show's vision, tone, and ongoing story arcs across every episode. They lead the writers' room, decide which ideas and scripts move forward, help craft character development, and coordinate with directors, cast, and network to keep the series consistent from season to season. While directors handle the craft of filming individual episodes and writers create scripts, the showrunner is responsible for the big-picture creative direction of the entire show. Executive producers may handle financing and production logistics and can share creative duties, but the term that most directly denotes broad, ongoing creative authority is showrunner.

7. Which concept describes how television can shape viewers' perceptions of social reality over time?

- A. Framing theory.
- B. Cultivation analysis.**
- C. Uses and gratifications.
- D. Agenda-setting theory.

Cultivation analysis shows that watching television over a long period gradually shapes how people view social reality. It isn't about interpreting a single story; it's about the cumulative messages TV sends about what the world is like. When people are consistently exposed to televised portrayals—often of crime, danger, or certain social roles—these images become the baseline for everyday assumptions, so heavy viewers may perceive the world as more dangerous or unpredictable than it actually is. This gradual shift is what helps explain effects like the belief that the world is meaner or more violent, a phenomenon often called the mean world syndrome. This idea stands in contrast to framing, which focuses on how a specific issue is presented to highlight certain aspects; uses and gratifications, which looks at why people choose media to meet needs; and agenda-setting, which concerns which topics the media pushes into public importance. Cultivation analysis specifically targets the long-term, pervasive impact of television on people's sense of social reality.

8. What forced an end to single-sponsor TV shows?

- A. Spot commercial sales**
- B. Public funding
- C. Public broadcasting
- D. Cable carriage fees

The shift away from single-sponsor shows happened because of the rise of spot advertising—selling individual commercial slots to multiple sponsors rather than funding a program with one sponsor. When a single sponsor financed a show, that sponsor often controlled content to fit its product. As advertising markets expanded, networks began selling ad time to many different companies, which spread revenue, reduced risk if one sponsor dropped out, and gave producers more freedom in content. This multi-sponsor model made the old single-sponsor setup unsustainable, ending that era of TV. Public funding, public broadcasting, or cable fees aren't what drove this change in the advertising landscape.

9. Which term describes creating reasons to choose one product over another?

- A. Distinction
- B. Association
- C. Differentiation**
- D. Bandwagon

Differentiation is the marketing practice of creating reasons to choose one product over another. It involves highlighting distinct attributes or benefits that matter to consumers—like better quality, unique features, superior design, or standout service—and shaping the product's image so it stands out in customers' minds. By presenting a clear, valued advantage, the product becomes the preferred choice even when options are similar. The other ideas describe different things: distinction is a general difference between items, not a deliberate strategy to drive preference; association is about linking the product with ideas or values rather than proving a unique benefit; bandwagon relies on popularity rather than a unique advantage to persuade buyers.

10. In the analysis of top films, what percentage were directed by Asians?

- A. 3%**
- B. 10%
- C. 20%
- D. 5%

Reading representation as a percentage of top films is the main idea here. The question asks what share of top films are directed by Asians, expressed as a percent. The data point used indicates three percent. That means, out of every 100 top films in the analysis, about three are directed by Asian filmmakers. This small share highlights how directing roles among top releases have been underrepresented for Asians, which fits with broader patterns where access to top-directing opportunities has been more limited for many minority directors. The other percentages—five, ten, or twenty percent—imply more extensive Asian-directed presence than the data shows, so they don't match the observed count in this analysis. If the dataset differs in size, the absolute number would change, but the relative share captured by three percent conveys the same point about representation in that sample.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://gsu-scom2050.examzify.com>

We wish you the very best on your exam journey. You've got this!

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