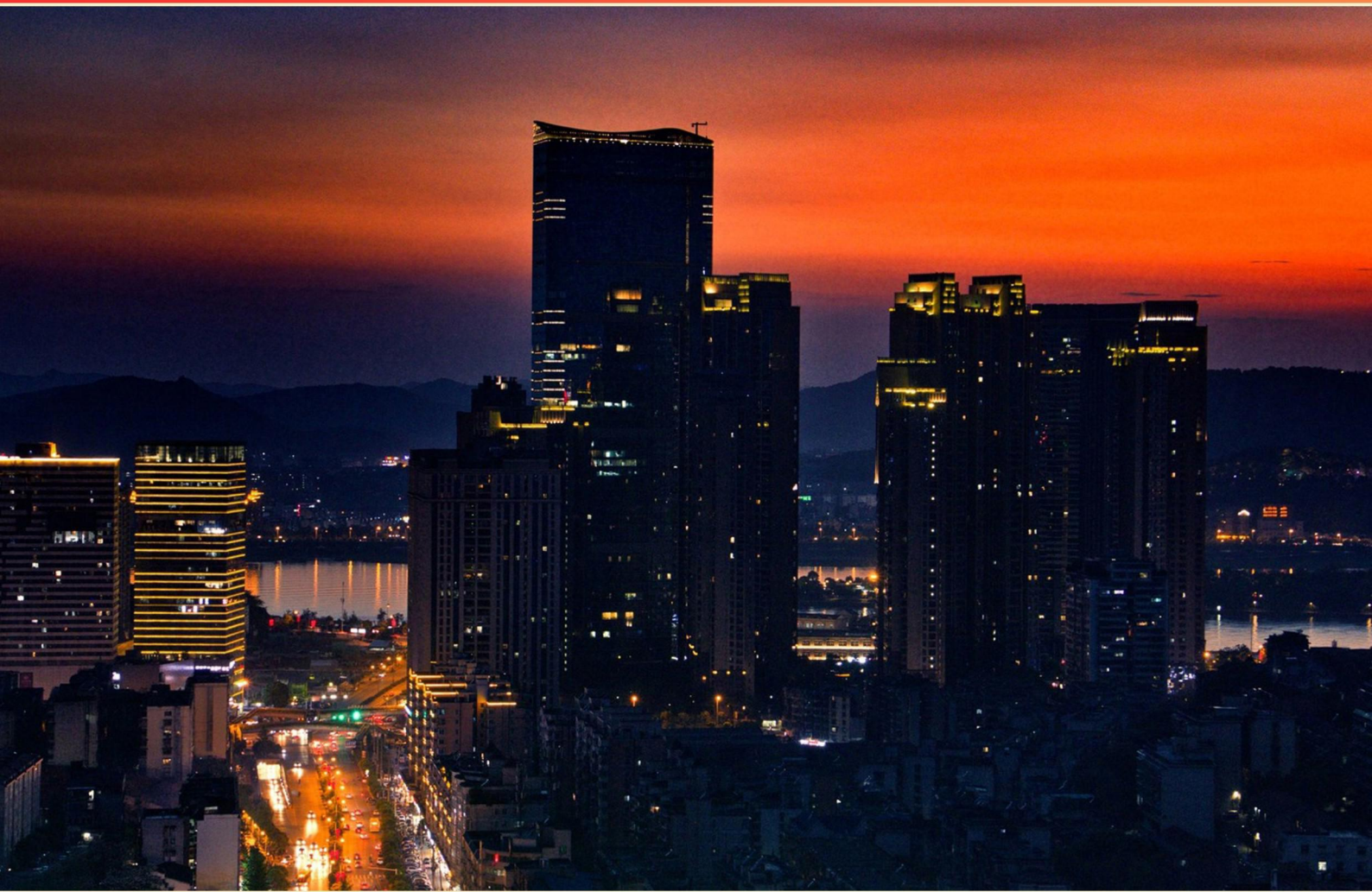


GEORGIA STATE UNIVERSITY (GSU) SCOM 2050 MEDIA, CULTURE, AND SOCIETY PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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

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



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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. Who invented the audion tube, which improved and amplified wireless signals?**
 - A. Thomas Edison
 - B. Lee DeForest
 - C. Nikola Tesla
 - D. Guglielmo Marconi
- 2. The described regulatory strategy began to show success under which president?**
 - A. Richard Nixon
 - B. Jimmy Carter
 - C. George W. Bush
 - D. Barack Obama
- 3. According to the introduction to the chapter, where did printing presses first start being used?**
 - A. Egypt, 2nd century BCE
 - B. China, 7th century CE
 - C. Italy, 15th century
 - D. India, 4th century CE
- 4. What is the term for the person who has overall creative authority and management responsibility for an entire TV show?**
 - A. Executive Producer
 - B. Director
 - C. Showrunner
 - D. Writer
- 5. What term refers to the factors that make a news story theoretically worth publishing?**
 - A. Objectivity
 - B. Timeliness
 - C. Newsworthiness
 - D. Fairness

- 6. Which statement best describes audience fragmentation?**
- A. People watch network TV more than before.
 - B. Their media consumption is uniform across channels.
 - C. People don't watch network TV like they used to. Instead, their media consumption is highly individualized and is split up amongst hundreds of different options.
 - D. Audiences converge around a few popular programs.
- 7. Which of the following is NOT a recommended step to avoid spreading fake news?**
- A. Only share articles posted by your good friends
 - B. Verify sources
 - C. Check headlines
 - D. Read beyond headlines
- 8. Which practice are male journalists more likely to rely on, according to researchers?**
- A. Male journalists rely less on female sources and quote women less
 - B. Male journalists rely more on female sources and quote women more
 - C. They rely on equal sources
 - D. They rely on non-news sources
- 9. Which theory emphasizes that interpersonal influence channels the impact of mass media through opinion leaders?**
- A. Hypodermic needle theory.
 - B. Agenda-setting theory.
 - C. Two-step flow theory.
 - D. Cultivation analysis.
- 10. Which statement about early film technology is true?**
- A. Early film technology focused on colorization of all footage
 - B. Early film technology relied heavily on digital effects
 - C. Early film technology aimed to make white people look more white
 - D. Early film technology routinely used synchronized sound in the 1910s

Answers

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

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Explanations

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1. Who invented the audion tube, which improved and amplified wireless signals?

- A. Thomas Edison
- B. Lee DeForest**
- C. Nikola Tesla
- D. Guglielmo Marconi

Lee De Forest invented the audion tube, a vacuum-tube triode that added a control grid to the tube. This grid lets a small input signal control a larger current between the tube's plates, effectively amplifying the signal. That amplification made weak wireless signals strong enough to be received and processed, enabling practical radio receivers and transmitters. Edison contributed many inventions, but not the audion; Tesla and Marconi advanced wireless in other ways, yet not the invention of the audion itself. So the best answer is Lee De Forest.

2. The described regulatory strategy began to show success under which president?

- A. Richard Nixon
- B. Jimmy Carter**
- C. George W. Bush
- D. Barack Obama

The question is about when a regulatory strategy that relies on clear rules, agency authority, and enforcement begins to produce tangible results. Under Jimmy Carter, this approach started showing real impact, especially in environmental policy. His administration pushed a more assertive regulatory agenda, most notably the 1977 amendments to the Clean Air Act, which gave the Environmental Protection Agency stronger power to set nationwide air-quality standards and to require timely compliance. This created a framework where industry had to meet concrete targets, leading to observable improvements in pollution control. Carter also advanced energy regulation and efficiency efforts, reinforcing the pattern that structured, standards-driven regulation can yield measurable outcomes over time. While earlier groundwork existed and later administrations continued regulatory expansion, the described strategy began to bear fruit during Carter's presidency.

3. According to the introduction to the chapter, where did printing presses first start being used?

- A. Egypt, 2nd century BCE
- B. China, 7th century CE**
- C. Italy, 15th century
- D. India, 4th century CE

The main idea here is the birthplace and timing of the earliest printing technology. The introduction identifies China as the place where printing presses began, in the 7th century CE, with woodblock printing. This early method involved carving entire pages into wooden blocks, applying ink, and pressing paper onto the blocks to transfer the text. This predates later European developments and helps explain why early printing is traced back to China. Options that place the start in Egypt, India, or Italy don't align with that early origin. Italy in the 15th century marks the Gutenberg-era spread of movable-type presses in Europe, not the first use. Egypt and India are associated with other writing and manuscript traditions rather than the earliest printing press practices. So, China in the 7th century CE best fits the chapter's introduction.

4. What is the term for the person who has overall creative authority and management responsibility for an entire TV show?

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

The showrunner is the person who has overall creative authority and management responsibility for a TV show. They shape the big picture—story arcs, character development, and the overall tone—while also overseeing the writing process, staffing, casting, production schedules, and budget across the entire series. This combination of creative leadership and full-spectrum supervision is what defines the showrunner. Executive producers can be high-level producers who oversee production and finances and may sometimes hold creative input, but they aren't automatically the sole creative leader for the whole show. A director focuses on executing a particular episode's vision, directing actors and crew for that unit of production. A writer creates scripts and story ideas but generally doesn't manage the entire show's production. So the term that best fits the description is showrunner.

5. What term refers to the factors that make a news story theoretically worth publishing?

- A. Objectivity
- B. Timeliness
- C. Newsworthiness**
- D. Fairness

Newsworthiness is the idea that drives editorial decisions about what to publish. It captures the overall value of a story to the audience—why it's worth reporting beyond just how it's told. A story becomes newsworthy when it's important or interesting to readers: it may have a large impact, occur nearby (proximity), involve prominent people, be timely, novel or unusual, contain conflict, or offer useful information. Objectivity and fairness describe how the story is reported and balanced, not whether it should be published. Timeliness is a factor that can contribute to a story's newsworthiness, but it's not the umbrella term for the concept. So, the term that fits is newsworthiness.

6. Which statement best describes audience fragmentation?

- A. People watch network TV more than before.
- B. Their media consumption is uniform across channels.
- C. People don't watch network TV like they used to. Instead, their media consumption is highly individualized and is split up amongst hundreds of different options.**
- D. Audiences converge around a few popular programs.

Audience fragmentation is about the shift from a single, shared mass audience to many smaller, individualized viewing groups as media options explode. The statement that best captures this is that people don't watch network TV the same way they used to; their media consumption becomes highly personalized and spread across hundreds of different options. This reflects how streaming services, on-demand viewing, social media, and other digital platforms let each person assemble a unique mix of content, schedules, and devices, rather than everyone tuning into the same channel at the same time. Understandably, the idea of a large, uniform audience across channels or convergence around a few popular programs doesn't fit this trend. Those scenarios imply a broad, homogenous audience, which fragmentation challenges by showing audiences spreading out into many niches with distinct preferences.

7. Which of the following is NOT a recommended step to avoid spreading fake news?

- A. Only share articles posted by your good friends**
- B. Verify sources
- C. Check headlines
- D. Read beyond headlines

Not sharing articles based solely on who posted them is not recommended. Relying on the social source of a post—like only sharing what your friends post—pushes you to trust information because of personal connections rather than because it's accurate. That approach can trap you in an echo chamber, where you only see information that confirms your circle's views and miss credible reporting or important context. In contrast, verifying sources means checking who published the piece, who wrote it, when it was published, and whether other reputable outlets corroborate the information. Checking headlines helps identify sensationalism or exaggeration that doesn't match the content. Reading beyond headlines is crucial to see the actual evidence, arguments, and caveats the article presents. Together, these practices improve your ability to judge accuracy and avoid spreading misinformation.

8. Which practice are male journalists more likely to rely on, according to researchers?

- A. Male journalists rely less on female sources and quote women less**
- B. Male journalists rely more on female sources and quote women more
- C. They rely on equal sources
- D. They rely on non-news sources

Gender bias in journalism shows up in who gets used as sources and who is quoted. Research analyzing news reports finds that male journalists tend to rely less on female sources and quote women less often. This pattern reflects broader newsroom dynamics where women are underrepresented in expert and spokesperson roles, leading to fewer female voices in coverage and fewer moments where women are quoted. The described practice best fits these observed tendencies. Choices suggesting more use of female sources, equal sourcing, or reliance on non-news sources don't align with what studies typically document about sourcing and quotation in news.

9. Which theory emphasizes that interpersonal influence channels the impact of mass media through opinion leaders?

- A. Hypodermic needle theory.
- B. Agenda-setting theory.
- C. Two-step flow theory.**
- D. Cultivation analysis.

Interpersonal influence as the channel through which media effects happen is what this idea emphasizes. The two-step flow theory argues that mass media messages first reach opinion leaders—people who are well-connected, trusted, and influential in their circles. These leaders interpret, frame, and filter the messages, then pass them on to others in their social networks, shaping how those messages are received and acted upon. Because the impact travels through conversations and endorsements from these trusted figures, the media's influence becomes uneven and mediated rather than direct and uniform. This contrasts with the idea of direct, powerful media effects (hypodermic needle theory) and with theories that focus on what issues people think about (agenda-setting) or on long-term shaping of reality through exposure (cultivation).

10. Which statement about early film technology is true?

- A. Early film technology focused on colorization of all footage
- B. Early film technology relied heavily on digital effects
- C. Early film technology aimed to make white people look more white**
- D. Early film technology routinely used synchronized sound in the 1910s

Early film technology operated with black-and-white stock and bright, artificial lighting. To keep faces visible and expressive on screen, makeup artists used heavy white makeup and relied on lighting to boost contrast. This tended to emphasize lighter skin tones and, in practice, made white subjects read as very white on the monochrome image. The other statements don't fit because colorization of all footage wasn't standard in the silent era, digital effects didn't exist, and synchronized sound wasn't routinely used in the 1910s. So the best choice reflects how the technical constraints of early cinema intersected with on screen representation, shaping whiteness as the default appearance on screen.

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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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