

# RUTGERS INTRODUCTION TO MEDIA PRACTICE EXAM (SAMPLE)

**STUDY GUIDE**



**SAMPLE STUDY GUIDE  
WITH LIMITED QUESTIONS**

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THE FULL VERSION STUDY GUIDE**

<https://rutgersintrotomedia.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. What is a TV network?**

- A. A local station that only serves a city
- B. A centralized operation that provides programming to multiple television stations around the country
- C. A streaming service
- D. A production company for local ads

**2. The 1903 film by Edwin S. Porter is notable for which cinematic feature?**

- A. Chase scenes
- B. Sound in film
- C. Color film
- D. 3D effects

**3. Which statement best describes the rule of thirds in photography?**

- A. Divide frame into nine equal parts with two vertical and two horizontal lines
- B. Place the main subject exactly at the center for balance
- C. Use only horizontal lines to guide composition
- D. The rule of thirds is only relevant in portraits

**4. What essential element is included in podcast production?**

- A. Clear intro and outro
- B. Long, unstructured interviews
- C. No permission/licensing for music
- D. Random interview questions

**5. How do journalists balance privacy rights with reporting on public figures or matters of public importance?**

- A. Always prioritize privacy and avoid reporting.
- B. Rely solely on official statements.
- C. Consider relevance to public interest, minimize intrusion, verify with credible sources, use consent or anonymization when possible, follow guidelines.
- D. Publish private information without consent if it is sensational.

- 6. The Telecommunications Act of 1996 is associated with which major change in media ownership?**
- A. Looser ownership restrictions allowing more radio stations in the same market
  - B. Less ownership flexibility in radio markets
  - C. Increased restrictions on media mergers
  - D. Creation of a federal media bank
- 7. Which programming did KDKA include according to the material?**
- A. Music And Talk
  - B. News Only
  - C. Drama Serializations
  - D. Sports Commentary Only
- 8. A newsmagazine is best described as?**
- A. In-depth reporting
  - B. Short weather updates
  - C. Live concert broadcasts
  - D. Local crime summaries
- 9. What does PBS stand for?**
- A. Public Broadcasting Service
  - B. Private Broadcasting System
  - C. Public Books and Shows
  - D. People's Broadcasting Service
- 10. Which is a key step in verifying user-generated content before publication?**
- A. Publish immediately if it's trending.
  - B. Rely on a single verification tool.
  - C. Ignore metadata.
  - D. Cross-check with multiple credible sources and robust sourcing.

## **Answers**

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

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## **Explanations**

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## 1. What is a TV network?

- A. A local station that only serves a city
- B. A centralized operation that provides programming to multiple television stations around the country**
- C. A streaming service
- D. A production company for local ads

A TV network is a centralized organization that distributes programming to a group of television stations so audiences in many markets can watch the same shows on a coordinated schedule. The best choice describes that centralized operation feeding programming to multiple stations around the country, which is exactly how networks operate: they create or curate content and deliver it to affiliate stations that air it nationwide. The other options don't fit as well. A single local station serves one city and isn't network-wide. A streaming service delivers content over the internet directly to viewers rather than distributing it through a traditional network of affiliated broadcast stations. A production company for local ads focuses on creating commercials, not on distributing full programming across a network of stations.

## 2. The 1903 film by Edwin S. Porter is notable for which cinematic feature?

- A. Chase scenes**
- B. Sound in film
- C. Color film
- D. 3D effects

Chase scenes. Porter's 1903 film stands out for showing a dramatic pursuit that moves a story forward rather than just presenting a single static moment. Through the pursuit of the robbers, the train, and the pursuing posse, the movie uses early editing techniques to follow multiple actions and stitch them into a continuous narrative. This approach, an early example of how cutting between different strands of action can build suspense and momentum, helped establish how cinema could tell a story through sequence and movement rather than just a single shot. At the time, synchronized sound, color processes, and 3D effects were not part of filmmaking, so the emphasis on a dynamic chase sequence was especially innovative.

## 3. Which statement best describes the rule of thirds in photography?

- A. Divide frame into nine equal parts with two vertical and two horizontal lines**
- B. Place the main subject exactly at the center for balance
- C. Use only horizontal lines to guide composition
- D. The rule of thirds is only relevant in portraits

The idea behind the rule of thirds is to compose an image using a grid that splits the frame into nine equal parts, created by two vertical lines and two horizontal lines. The main subject or key features are placed along those lines or at their intersections. This off-center placement gives the image more balance, more energy, and a natural path for the viewer's eye to follow, making the scene feel more dynamic than a perfectly centered shot. Placing the subject exactly in the center can work for symmetry in some situations, but it's not what the rule of thirds prescribes. Relying only on horizontal lines misses the additional guidance offered by the vertical divisions and the intersection points, which often produce a more interesting focal point. And this guideline isn't limited to portraits; it applies broadly to landscapes, street photography, and other subjects, as a general approach to creating steady, engaging compositions.

#### 4. What essential element is included in podcast production?

- A. Clear intro and outro
- B. Long, unstructured interviews
- C. No permission/licensing for music
- D. Random interview questions

*A clear intro and outro provide structure and continuity in podcast production. The intro sets the scene: who the host is, what the episode will cover, and why the listener should care, giving immediate context and dialing in the tone. The outro serves as a wrap-up: it reinforces what was discussed, signals the end of the episode, and can include credits, a call to action, and any next steps. Together, they help listeners orient themselves, improve pacing, and support consistent branding across episodes. Other options miss this essential forward plan: long, unstructured interviews can feel aimless and harder to follow; improvising music licensing or skipping permissions jeopardizes legality and audio quality; and random questions undermine coherence and flow. A well-defined intro and outro keep the episode focused, polished, and listener-friendly.*

#### 5. How do journalists balance privacy rights with reporting on public figures or matters of public importance?

- A. Always prioritize privacy and avoid reporting.
- B. Rely solely on official statements.
- C. Consider relevance to public interest, minimize intrusion, verify with credible sources, use consent or anonymization when possible, follow guidelines.
- D. Publish private information without consent if it is sensational.

*Balancing the public's right to know with privacy is the guiding approach. Journalists consider whether the information is relevant to public interest and whether sharing it would help the public hold power to account. They minimize intrusion by limiting disclosures to what is necessary, verify facts with credible sources to ensure accuracy, and when possible obtain consent or anonymize identities to protect individuals. They also follow professional guidelines focused on accuracy, fairness, and harm minimization. This approach lets reporting on public figures or matters of public importance be informative and responsible. The other options miss the mark because they either protect privacy too rigidly, rely only on official statements, or publish private information for sensational effect, which erodes trust and can cause real harm.*

#### 6. The Telecommunications Act of 1996 is associated with which major change in media ownership?

- A. Looser ownership restrictions allowing more radio stations in the same market
- B. Less ownership flexibility in radio markets
- C. Increased restrictions on media mergers
- D. Creation of a federal media bank

*Deregulation of ownership rules in the Telecommunications Act of 1996 allowed media companies to own more radio stations in the same market. The act relaxed the strict caps that had limited how many outlets a single company could control, both nationally and within local markets, making it easier for a single company to expand its portfolio of radio stations and to combine different types of media under one ownership. This shift aimed to spur competition and investment but also led to greater consolidation and fewer independent voices in some markets. That's why option describing looser ownership restrictions is the best fit. The other choices describe tighter rules, increased merger limits, or a creation of a federal media bank, none of which reflect what happened in 1996.*

## 7. Which programming did KDKA include according to the material?

- A. Music And Talk
- B. News Only
- C. Drama Serializations
- D. Sports Commentary Only

*Music and Talk best fits because KDKA's early broadcasts were built around a mixed format that paired entertainment with discussion, not a single genre. The material describes KDKA including musical performances and talk segments, which together attracted listeners and kept the station on the air. This broader approach contrasts with a narrow focus like news only, drama serializations, or sports commentary only, and reflects how early radio aimed to appeal to a wide audience by blending music with conversational or informational content.*

## 8. A newsmagazine is best described as?

- A. In-depth reporting
- B. Short weather updates
- C. Live concert broadcasts
- D. Local crime summaries

*In-depth reporting is the hallmark of a newsmagazine. These publications center on longer, thoroughly researched pieces that dig into issues, uncover details, and provide context and analysis beyond daily headlines. You'll see feature stories, investigative pieces, background pieces, interviews, and profiles that build a fuller picture over time, often in a weekly or monthly format. Short weather updates are typically brief and routine, not the kind of in-depth exploration a newsmagazine is known for. Live concert broadcasts fall under entertainment or music programming rather than serious reportage. Local crime summaries tend to be quick briefs or summaries rather than the detailed storytelling and analysis found in a newsmagazine. So, the best description is in-depth reporting.*

## 9. What does PBS stand for?

- A. Public Broadcasting Service
- B. Private Broadcasting System
- C. Public Books and Shows
- D. People's Broadcasting Service

*PBS stands for Public Broadcasting Service. The key idea here is that PBS is a public, non-profit network of television stations in the United States that focuses on educational and cultural programming. The word "Public" signals its mission to serve the public interest, often funded by a mix of viewer donations, government support, and contributions from foundations and corporate sponsors, rather than being driven by private profit. The other options don't fit because they don't reflect the actual organization. "Private Broadcasting System" would imply a for-profit private network, which PBS is not. "Public Books and Shows" suggests something unrelated to a broadcasting network. "People's Broadcasting Service" isn't the real name of the organization either. So the correct expansion is Public Broadcasting Service.*

**10. Which is a key step in verifying user-generated content before publication?**

- A. Publish immediately if it's trending.
- B. Rely on a single verification tool.
- C. Ignore metadata.
- D. Cross-check with multiple credible sources and robust sourcing.**

*Verifying user-generated content hinges on corroboration from multiple credible sources and robust sourcing. When content comes from users, inaccuracies can slip in, and relying on more than one reputable reference helps confirm what's true and provide a fuller context. Cross-checking claims with independent outlets, official records, expert analyses, or primary documents helps establish accuracy, origin, and timing, and it makes it easier to spot manipulated or out-of-context material. Using several credible sources also guards against the limits or bias of any single verification tool, increasing confidence in what gets published. Publishing immediately because something is trending can spread falsehoods before they're checked. Relying on just one verification tool may miss errors, and ignoring metadata removes important signals about provenance, timing, and authenticity.*

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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](mailto:hello@examzify.com).

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

<https://rutgersintrotomedia.examzify.com>

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

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