

University of Central Florida (UCF) MMC2004 Mass Media Final Practice Exam (Sample)

Study Guide



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Questions

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1. What is the impact of mobile technology on media consumption?
 - A. It decreases the amount of time people spend consuming media
 - B. It allows for more accessible and on-the-go content consumption
 - C. It limits access to traditional media outlets
 - D. It mostly affects social media engagement
2. Advertising regulations help promote what aspect in the media landscape?
 - A. Fair competition among businesses
 - B. A single voice in advertising messages
 - C. Unlimited advertising without constraints
 - D. Only positive advertising content
3. Which term describes actions that maximize happiness according to utilitarian philosophy?
 - A. Deontological ethics
 - B. Consequentialism
 - C. Virtue ethics
 - D. Relativism
4. In what way does globalization impact mass media?
 - A. It limits the variety of media content available
 - B. It increases the presence of local media only
 - C. It facilitates the spread of media content across borders and cultures
 - D. It isolates media from international influences
5. What does media convergence refer to?
 - A. The decline of print media
 - B. The merging of traditional media with digital technology
 - C. The increase of media regulations
 - D. The separation of media formats

6. Which model of communication highlights the importance of the sender-receiver relationship?
- A. The Schramm model
 - B. The Berlos model
 - C. The Shannon-Weaver model
 - D. The Barnlund model
7. In what context did Ivy Lee contribute to public relations terminology?
- A. He introduced crisis management strategies
 - B. He popularized "spin control"
 - C. He developed integrated marketing concepts
 - D. He defined target marketing
8. What statement is true regarding the newspaper industry in Latin America?
- A. It is declining significantly.
 - B. It remains stagnant with no growth.
 - C. It has a growing newspaper industry.
 - D. It is solely focused on digital platforms.
9. What does John Stuart Mill's philosophy of "utilitarianism" assert?
- A. Virtue is subjective and varies from person to person
 - B. Actions should benefit the greatest number of people for the greatest happiness
 - C. Problems must be resolved by adhering strictly to tradition
 - D. All actions are morally permissible if they result in individual happiness
10. What does CPM stand for in advertising?
- A. Cost Per Million
 - B. Cost Per Medium
 - C. Cost Per Measurement
 - D. Cost Per Marketing

Answers

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

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Explanations

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1. What is the impact of mobile technology on media consumption?

- A. It decreases the amount of time people spend consuming media
- B. It allows for more accessible and on-the-go content consumption
- C. It limits access to traditional media outlets
- D. It mostly affects social media engagement

The impact of mobile technology on media consumption is significant, particularly in its ability to facilitate more accessible and on-the-go content consumption. With the advent of smartphones and tablets, individuals can access a wide variety of media—including articles, videos, and social media platforms—anywhere and at any time. This portability allows users to consume media during their daily routines, such as while commuting, waiting in line, or during breaks. Mobile technology has also enabled new forms of media formats, such as podcasts and streaming services, which cater specifically to users who want to consume content while multitasking. The convenience of mobile devices ensures that users can stay informed and entertained without being tied to a specific location or schedule, ultimately enhancing the overall media consumption experience. This transformation in media consumption patterns underscores the expanding role of mobile technology in how audiences engage with content, emphasizing its importance in the contemporary media landscape.

2. Advertising regulations help promote what aspect in the media landscape?

- A. Fair competition among businesses
- B. A single voice in advertising messages
- C. Unlimited advertising without constraints
- D. Only positive advertising content

Advertising regulations play a vital role in ensuring fair competition among businesses within the media landscape. These regulations are designed to prevent deceptive practices, false advertising, and misinformation, which can distort the market by giving an unfair advantage to certain companies. By enforcing transparency and accountability, such regulations create a level playing field where all businesses have an equal opportunity to compete based on their products and services, rather than through misleading or unethical advertising tactics. This not only protects consumers but also encourages innovation and higher standards within the industry, ultimately leading to a healthier market environment. The other options do not accurately reflect the purpose of advertising regulations. There is no goal to promote a single voice in advertising, as diversity in messaging is important for consumer choice. Similarly, the purpose of advertising regulations is not to allow unlimited advertising without constraints or to restrict content to only positive messages, but rather to ensure that all advertising adheres to ethical standards and truthful representations.

3. Which term describes actions that maximize happiness according to utilitarian philosophy?

A. Deontological ethics

B. Consequentialism

C. Virtue ethics

D. Relativism

The term that describes actions that maximize happiness according to utilitarian philosophy is consequentialism. This ethical framework evaluates the morality of an action based solely on its outcomes, emphasizing that the best action is the one that produces the greatest good for the greatest number. Utilitarian philosophy is a subset of consequentialism that specifically focuses on happiness or pleasure as the ultimate measure of good. In this view, the intention behind an action is less significant than the results it yields. Actions are evaluated for their consequences, and those that lead to the greatest overall happiness are considered ethically preferable. This philosophical perspective is foundational to many social and political ideologies that advocate for policies aimed at maximizing well-being for the majority. The other terms relate to different ethical theories that do not focus explicitly on maximizing happiness through consequences, such as deontological ethics, which emphasizes duties and rules; virtue ethics, which considers the character and virtues of the moral agent; and relativism, which asserts that moral standards are culturally based and subjective. These frameworks do not prioritize the outcomes of actions in the same way that consequentialism does.

4. In what way does globalization impact mass media?

A. It limits the variety of media content available

B. It increases the presence of local media only

C. It facilitates the spread of media content across borders and cultures

D. It isolates media from international influences

Globalization significantly influences mass media by facilitating the spread of media content across borders and cultures. It enables a more interconnected world where ideas, cultural expressions, and media products can be shared more easily and widely. This leads to a greater exchange of information and cultural elements, allowing audiences to access media that reflects diverse perspectives and experiences from different parts of the globe. For instance, a movie produced in one country can reach audiences in another, promoting cultural exchange and understanding. The rise of digital technology also plays a crucial role in this process, as it allows for instant access to media content from multiple sources worldwide. This interconnectedness not only enriches local media landscapes but also creates opportunities for global collaboration and influence among media producers. Thus, globalization enhances the variety and richness of media content available to audiences around the world.

5. What does media convergence refer to?

- A. The decline of print media
- B. The merging of traditional media with digital technology
- C. The increase of media regulations
- D. The separation of media formats

Media convergence refers to the merging of traditional media with digital technology, which is a significant trend in the communication landscape. This phenomenon is characterized by the way various forms of media, such as television, radio, print, and the internet, are increasingly operating in conjunction, rather than in isolation. For example, a news story might be disseminated across multiple platforms—from written articles in newspapers to video segments on television, and even social media updates—allowing for a more integrated approach to news dissemination and consumption. This integration enhances the accessibility of content, allowing audiences to engage with media across different devices and platforms, bridging the gap between traditional and new media formats. While the decline of print media and increased media regulations represent notable developments in the industry, they do not encapsulate the broader concept of media convergence, which fundamentally revolves around the integration and interaction of multiple media forms enabled by technological advancement. Similarly, the separation of media formats would contradict the idea of convergence, which emphasizes unification and collaboration.

6. Which model of communication highlights the importance of the sender-receiver relationship?

- A. The Schramm model
- B. The Berlos model
- C. The Shannon-Weaver model
- D. The Barnlund model

The Shannon-Weaver model emphasizes the technical aspects of communication processes, focusing primarily on the transmission of messages from sender to receiver through a channel and the potential for noise to disrupt this transmission. While it briefly acknowledges the sender and receiver, it does not delve deeply into the relational aspects or the context of communication. In contrast, the correct answer, the Barnlund model, highlights the importance of the sender-receiver relationship by framing communication as a dynamic and interactive process. This model recognizes that both participants in communication actively engage and influence each other, acknowledging that meaning is co-constructed rather than simply transmitted. The Barnlund model reflects the complexities of human communication, incorporating feedback and context that shape understanding between the sender and receiver. The Schramm model, while also recognizing the roles of sender and receiver, primarily focuses on the overlap of experiences and fields of experience, suggesting that mutual understanding is critical but does not elevate the relational aspect as sharply as Barnlund's approach. Berlo's model, on the other hand, elaborates on the source, message, channel, and receiver components but does not specifically emphasize the interactional nature between sender and receiver within the context of communication. Thus, the Barnlund model stands out for its emphasis on the relational dynamics in

7. In what context did Ivy Lee contribute to public relations terminology?

- A. He introduced crisis management strategies
- B. He popularized "spin control"
- C. He developed integrated marketing concepts
- D. He defined target marketing

Ivy Lee is often regarded as one of the founding figures of public relations, and his influence is particularly notable in the area of how public perception can be shaped and managed, which is often referred to as "spin control." This term encompasses the strategies and techniques used to influence how information is presented to the public with the goal of creating a favorable view of an organization or individual. Lee believed in the importance of honesty and transparency in communication, which set a foundation for future practices in public relations. His work during crises, particularly the handling of the Pennsylvania Railroad accident, exemplified how managing public perception through strategic communication can be essential to maintaining an organization's reputation. Therefore, his contribution specifically relates to the terminology and conceptual framework of "spin control," highlighting the proactive management of public perception, especially during challenging situations.

8. What statement is true regarding the newspaper industry in Latin America?

- A. It is declining significantly.
- B. It remains stagnant with no growth.
- C. It has a growing newspaper industry.
- D. It is solely focused on digital platforms.

The newspaper industry in Latin America has shown signs of growth in several regions, particularly as advancements in technology and changes in media consumption habits have led to new opportunities for engagement and information dissemination. While challenges exist, such as competition from digital media, certain segments of the newspaper industry have adapted by incorporating digital formats alongside traditional print offerings. This adaptation has allowed newspapers to reach wider audiences, especially among younger populations who are increasingly gravitating towards digital news consumption. Furthermore, there is an ongoing investment in quality journalism and specialized content that appeals to diverse communities across Latin America. This includes an uptick in local news coverage, which can strengthen community ties and foster a sense of local identity, thereby driving readership and engagement. In contrast, the other options do not accurately reflect the dynamics of the newspaper industry in the region. While there may be areas experiencing decline or stagnation, the overall picture highlights a more complex interplay of challenges and growth, particularly in how content is delivered and consumed. The emphasis purely on digital platforms does not account for the coexistence and integration of print and digital formats that many newspapers are pursuing.

9. What does John Stuart Mill's philosophy of "utilitarianism" assert?

- A. Virtue is subjective and varies from person to person
- B. Actions should benefit the greatest number of people for the greatest happiness
- C. Problems must be resolved by adhering strictly to tradition
- D. All actions are morally permissible if they result in individual happiness

John Stuart Mill's philosophy of utilitarianism is centered around the principle that the best actions are those that promote the greatest overall happiness for the greatest number of people. This ethical framework prioritizes the outcomes of actions, emphasizing the importance of considering the welfare of society as a whole when evaluating moral decisions. Mill argues that an action is deemed right if it leads to the increase of happiness or pleasure and the minimization of pain for the largest group affected by that action. Utilitarianism is a consequentialist theory, meaning that the moral worth of an action is judged based on its results. This perspective encourages individuals and policymakers to consider the broader impacts of their choices on the collective good, promoting social welfare over individual interests. In contrast, the other options presented do not align with Mill's utilitarian framework. While some philosophies might emphasize subjectivity in virtue or adherence to tradition, utilitarianism fundamentally seeks to assess actions based on their implications for collective happiness. Additionally, the notion that all actions are morally permissible if they merely result in individual happiness overlooks the necessity of considering the broader societal effects, which is a cornerstone of Mill's argument for maximizing happiness for the majority.

10. What does CPM stand for in advertising?

- A. Cost Per Million
- B. Cost Per Medium
- C. Cost Per Measurement
- D. Cost Per Marketing

CPM stands for Cost Per Million, a term commonly used in advertising to denote the cost of reaching one thousand impressions or views of an advertisement. It is a crucial metric for advertisers as it provides a standardized way to compare the cost efficiency of different advertising campaigns and media options. By calculating CPM, advertisers can assess the value of their advertising spend relative to the number of people who are exposed to their message, helping them to make informed decisions about where to allocate their budgets for maximum impact. The other terms do not represent established advertising metrics, which is why they do not fit in this context. Cost Per Medium might imply expenses associated with different advertising mediums but lacks specificity regarding performance metrics. Cost Per Measurement is vague and does not directly refer to a standard in advertising metrics. Cost Per Marketing could suggest expenses related to various marketing activities without a clear link to impressions or viewer reach, which are essential in evaluating the effectiveness of ad spend.