**Midterm – Spring 2019  
Due: March 13, 11:59 PM**

Complete the attached midterm and submit to Canvas or as a printed document in class by March 13. The best way to prepare the midterm is to save this Word document to your computer and then upload it to Canvas when complete.

**You must answer at least 5 of the questions below. [20 points each].**  
**You may answer 1 additional question for extra credit.**

Answer each question as fully as you can. Most answers can be prepared in 1-2 paragraphs. Be sure to answer each part of the question.

1. What is the definition of mass media? Provide examples of how the mass media influence society in terms of public opinion, consumer behavior, or industry trend-setting.
2. Describe each of the six components of the Sender-Receiver model by giving an example of each these roles in action (ie: who/what is the sender, receiver, message, channel, noise and feedback). Of those six, which function in that model does the mass media serve?
3. Discuss the three classifications of media: Print, broadcast, and digital by giving an example of each. Explain how each channel has moved from its origins to become part of the society we live in. How have people adapted to the channel? How have the channels adapted to the needs of the people?
4. Explain why it is important to know that media are “profit-centered.” What is the relationship to profits and conglomerates? Provide examples of how profit motivations have affected the book industry.
5. Describe ways that culture and pop culture have been affected by mass media channels. Which channel(s) appear to have integrated culture and pop culture the best?
6. Explain three unique characteristics of books as a mass medium. How has this medium adapted over time?
7. Describe the way that newspapers have adapted over time? Have they adapted "well" to the changes brought about by technology and the competition of other, newer media? Defend your answer.
8. What is the definition of “convergence” as it relates to mass media? Provide two examples of this convergence in today’s media environment.
9. Why is adaptation so important to the mass media channels?
10. Explain how film has changed as a form of mass media. Offer some insight into why film has remained a mainstay of mass media communication even 100 years since its inception.