

Quiz & Worksheet - Mass Media

1. What is the definition of mass media?

- ☐ The creation of an advertising campaign.
- ☐ A marketing strategy used to market a product.
- ☐ The promotion of a product.
- ☐ The primary means of communication used to reach the vast majority of the general public.

2. Among the answers listed, which are platforms of mass media?

- ☐ Radio
- ☐ Internet
- ☐ Television
- ☐ All of the answers listed are correct.

3. What does the mass media have a major influence on?

- ☐ On foreign affairs.
- ☐ The general public.
- ☐ Presidential debates.
- ☐ All of the answers listed are correct.

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Mass Media Study Guide Answers

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