

Unit 1

Multiple Choice

Identify the choice that best completes the statement or answers the question.

- _____ 1. Which statement describes the defined program objective most accurately?
- the equipment and the people who are engaged in producing a video program
 - the desired effect of the program on the viewer
 - the message that progresses from preproduction to postproduction
 - the transformation of the message into video signals
 - the general video production process
- _____ 2. What is the definition of the process message?
- the particular approach to a story—its central theme
 - the desired effect of the message on the viewer
 - the message actually received by the viewer
 - the equipment and the people who are engaged in producing a video program
 - the desired program length
- _____ 3. What are the major elements of the medium requirements?
- content and production elements
 - content, production elements, and evaluation
 - idea, message, effect
 - idea, message, people
 - content elements, production elements, people
- _____ 4. In the context of the production model, which statement is the most accurate?
- the program objective and the actual effect are always identical
 - the program objective and the actual effect should not overlap
 - the program objective and the actual effect should match as closely as possible
 - the program objective and the actual effect are basically opposites
 - the medium requirements are relatively independent of the program objective
- _____ 5. Which is the correct sequence of steps advocated in the production model?
- idea, medium requirements, defined effect, real effect, evaluation
 - idea, medium requirements, program objective, evaluation
 - program objective, evaluation, medium requirements, real effect
 - idea, program objective, medium requirements, evaluation
 - idea, program objective, defined effect, medium requirements
- _____ 6. How does convergence affect production techniques?
- it may alter the medium requirements
 - it necessitates a large amount of production
 - it necessitates a large amount of postproduction
 - it means all programming must go to one place
 - it means that all creative personnel must agree

Name: _____

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- _____ 7. Which of the following production elements will be greatly influenced by the program objective?
- a. scheduling
 - b. target audience
 - c. defined effect
 - d. ratings
 - e. medium requirements
- _____ 8. Which message is ultimately the most important in video production?
- a. the message carefully prepared by the script writer
 - b. the message determined by the angle the director chooses
 - c. the message on which the budget is based
 - d. the message that is ultimately received by the viewer
 - e. the message that determined the medium requirements