Test Bank for Introduction to Mass Communication 11th Baran

Access Complete Test Bank for Introduction to Mass Communication 11th Baran

Introduction to Mass Communication 11th Edition by Baran CH01

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Communication requires a sharing of meaning.

1) _____

◎ true
◎ false

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

2) When a professor lectures to a large class of students, this is an example of mass communication.

2) _____

◎ true
◎ false

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

3) *Evening news*, *documentary*, *horror film*, and *gossip magazine* are examples of genres.

3) _____

◎ true
◎ false

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

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4) From the beginning, newspapers have been an advertiser-supported medium.

4) _____

- ◎ true
- ◎ false

Question Details
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Scope and Nature of Mass Media

5) If you explain an idea to a friend in a letter, you have encoded your message.

5) _____

- ◎ true
- ◎ false

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

6) Biases and predispositions are common forms of noise.

6) _____

- ◎ true
- ◎ false

Question Details
Topic : What Is Mass Communication?
Bloom's : Understand
Gradable : automatic
Accessibility : Keyboard Navigation

7) People rarely succeed in contesting the dominant culture.

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7) _____

◎ true
◎ false

Question Details
Topic : What Is Culture?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

8) Different bounded cultures can share a common dominant culture.

8) _____

◎ true
◎ false

Question Details
Topic : What Is Culture?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

9) Gutenberg not only became world famous as a result of his invention, but rich as well.

9) _____

◎ true
◎ false

Question Details
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Mass Communication, Culture, and Media Literacy

10) An understanding of and respect for the power of media messages is an important media literacy skill.

10) _____

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◎ true
◎ false

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

11) Genres are such things as choice of lighting, editing, special effects, camera angle, and size and placement of a headline.

11) _____

◎ true
◎ false

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

12) After Gutenberg's introduction of the printing press to 1450s Europe, the technology spread slowly but steadily throughout the continent.

12) _____

◎ true
◎ false

Question Details
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Mass Communication, Culture, and Media Literacy

13) Media literacy is a skill that can be acquired and developed.

13) _____

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◎ true
◎ false

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

14) Communication is best defined as

14) _____

A) the encoding of a message intended for a recipient.
B) conversation between two or a few people.
C) the process of creating shared meaning.
D) the product of large media industries.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

15) Which of the following is true of feedback?

15) _____

A) Feedback is the response to a given communication.
B) Feedback is distortion typically attributed to electronic equipment.
C) Feedback is sometimes present in communication.
D) Feedback is rarely present in communication.

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Question Details
Topic : What Is Mass Communication?
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16) Communication between two or a few people is

16) _____

A) mass communication.
B) feedback.
C) interpersonal communication.
D) reciprocal communication.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

17) When messages are transformed into an understandable sign and symbol system by a participant in the communication process, _____ is said to have occurred.

17) _____

A) noise
B) encoding
C) decoding
D) feedback

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

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18) When signs and symbols are interpreted by a participant in the communication process, _____ is said to have occurred.

18) _____

A) noise
B) encoding
C) decoding
D) feedback

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

19) Anything that interferes with successful communication is said to be

19) _____

A) noise.
B) encoding.
C) decoding.
D) feedback.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

20) In communication, the means by which messages are carried is

20) _____

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A) the feedback loop.
B) encoding.
C) decoding.
D) the medium.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

21) The process of creating shared meaning between the mass media and their audiences is

21) _____

A) mass communication.
B) feedback.
C) interpersonal communication.
D) encoding.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

22) In mass communication, feedback is typically

22) _____

A) instant and direct.
B) quite powerful.
C) absent.
D) delayed and inferential.

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Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

23) Large, hierarchically structured organizations are typical of

23) _____

A) mass communication.
B) feedback.
C) interpersonal communication.
D) noise.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

24) Ongoing and reciprocal messages are characteristic of

24) _____

A) mass communication.
B) feedback.
C) interpersonal communication.
D) noise.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

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25) "Communication is a symbolic process whereby reality is produced, maintained, repaired, and transformed" is

25) _____

A) the cultural definition of communication.
B) a sophisticated definition of feedback.
C) interpersonal communication when it works well.
D) the biological definition of communication.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

26) No matter what the newspaper says about your favored candidate for mayor, you believe it is underselling her candidacy, including the articles that claim to support her. You may be suffering from

26) _____

A) the hostile media effect.
B) confirmation bias.
C) noise.
D) negative feedback.

Question Details
Topic : Media Literacy
Gradable : automatic
Accessibility : Keyboard Navigation
Bloom's : Analyze

27) Culture is

27) _____

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A) opera, theater, and symphonic music.
B) communication between two or a few people.
C) the learned behavior of members of a given social group.
D) the improvement of public tastes.

Question Details
Topic : What Is Culture?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

28) The culture that seems to hold sway with the majority of a given people is the _____ culture.

28) _____

A) primary
B) bounded
C) dominant
D) transformed

Question Details
Topic : What Is Culture?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

29) Groups with specific but not dominant cultures that exist as part of those larger cultures are _____ cultures.

29) _____

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A) secondary
B) bounded
C) minority
D) transformed

Question Details
Topic : What Is Culture?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

30) Culture is constructed and maintained through

30) _____

A) the mass media.
B) feedback.
C) encoding and decoding.
D) communication.

Question Details
Topic : What Is Culture?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

31) The idea that machines and their development drive economic and cultural change is

31) _____

A) technological determinism.
B) manifest destiny.
C) technological despotism.
D) latent destiny.

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Question Details
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Scope and Nature of Mass Media

32) Lasswell's model of communication is expressed as "Who Says What in Which Channel _____ with What Effect."

32) _____

A) with How Much Noise
B) to Whom
C) Using Which Medium
D) to Which Interpreter

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

33) The Osgood and Schramm conception of the mass communication process replaces source and receiver with

33) _____

A) initiator and destination.
B) interpreters.
C) decoders.
D) Participant A and Participant B.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

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34) Culture is the world made meaningful; it is socially constructed and maintained through communication. It limitsas well as liberates us; it differentiates as well as unites us. It defines our realities and thereby

34) _____

A) shapes the ways we think, feel, and act.
B) tells us what is true and false.
C) creates a national togetherness.
D) offers us hope for a unified future.

Question Details
Topic : What Is Culture?
Bloom's : Understand
Gradable : automatic
Accessibility : Keyboard Navigation

35) We can think of mass communication as a giant courtroom where, as a people, we discuss and debate our culture—what it is and what we want it to be. This view sees mass communication as a

35) _____

A) cultural storyteller.
B) repository of cultural understanding.
C) cultural forum.
D) unrelenting agent of change.

Question Details
Bloom's : Understand
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Mass Communication and Culture

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36) If we apply the standard model of capitalism to prime-time television programming, the television network is the producer, _____ are the product, and advertisers are the consumers.

36) _____

A) the programs
B) the commercials
C) audiences
D) the actors

Question Details
Bloom's : Understand
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Scope and Nature of Mass Media

37) In Schramm's model of mass communication, messages from the media organization to the mass audience are characterized as

37) _____

A) delayed and inferential.
B) expertly decoded.
C) many and identical.
D) difficult to interpret.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

38) The differences between the individual elements of interpersonal and mass communication change the _____ the communication process.

38) _____

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A) purpose of
B) noise in
C) outcome of
D) nature of

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

39) The ability to effectively and efficiently comprehend and use any form of mediated communication is

39) _____

A) conversationalism.
B) literacy.
C) comprehensibility.
D) media literacy.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

40) A newspaper story mistakenly reports that the mayor was indicted for fraud, later correcting its account to say she was arrested, not indicted. This does not classify as fake news because

40) _____

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A) there really isn't much difference between the terms *arrested* and *indicted*.
B) despite the error, the crux of the story is true.
C) fake news applies only to online reporting that can be spread.
D) there was no intentional effort to deceive.

Question Details
Topic : Media Literacy
Gradable : automatic
Accessibility : Keyboard Navigation
Bloom's : Analyze

41) When we read media content at a variety of different levels, we are said to be engaging the content

41) _____

A) intelligently.
B) as the producers had intended.
C) from multiple points of access.
D) intuitively.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

42) Which of the following is true of media literacy?

42) _____

A) It is only necessary for communication scholars.
B) It is a skill that can be improved through practice.
C) It is impossible for young people to master.
D) It is more advanced in the United States than abroad.

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Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

43) The ability to comprehend and use written symbols effectively and efficiently is

43) _____

A) literacy.
B) orality.
C) learning.
D) democracy.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

44) People's tendency to accept information that confirms their beliefs and reject information that does not confirm their beliefs describes

44) _____

A) illiteracy.
B) aliteracy.
C) confirmation bias.
D) fake news.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

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45) The Gutenberg printing press was an advance over earlier printing presses, because it

45) _____

A) produced books in a widely understood language.
B) used metal type and was designed for the production of large numbers of volumes.
C) was developed in central Europe, giving more people access to it.
D) used steam power.

Question Details
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Mass Communication, Culture, and Media Literacy

46) Gutenberg developed his press to produce

46) _____

A) books of maps.
B) official government publications.
C) political treatises.
D) Bibles.

Question Details
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Mass Communication, Culture, and Media Literacy

47) Print helped foster the Industrial Revolution

47) _____

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A) because people who read books began to demand change.
B) because it helped build and disseminate bodies of knowledge that led to scientific and technological development and the refinement of new machines.
C) through its creation of leisure and entertainment.
D) because it created jobs.

Question Details
Bloom's : Understand
Gradable : automatic
Accessibility : Keyboard Navigation
Topic : Mass Communication, Culture, and Media Literacy

48) The ability to enjoy, understand, and appreciate media content; an understanding of media content as a text that provides insight into our culture and our lives; and an understanding of the ethical and moral obligations of media practitioners are elements of

48) _____

A) literacy.
B) social responsibility.
C) media literacy.
D) ethics.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

49) The common assumption that others are influenced by media messages but you are not is

49) _____

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A) the third-person effect.
B) a violation of the second principle of media literacy.
C) the otherness effect.
D) the CNN effect.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

50) An understanding of and respect for the power of media messages, the development of heightened expectations of media content, a knowledge of genre conventions, and the ability to recognize when conventions are being mixed are examples of

50) _____

A) the third-person effect.
B) impediments to media literacy.
C) media literacy skills.
D) good television-viewing skills.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

51) Categories of expression within the different media—for example, the evening news and documentaries—are media

51) _____

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A) conventions.
B) production values.
C) genres.
D) formats.

Question Details
Topic : Media Literacy
Bloom's : Understand
Gradable : automatic
Accessibility : Keyboard Navigation

52) The characteristic, distinctive, standardized style elements of a given form of media expression—for example, the upbeat music that introduces the local evening news—are media

52) _____

A) conventions.
B) production values.
C) genres.
D) formats.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

53) Knowledge of media's conventions is important because

53) _____

A) they keep us involved in the material.
B) we can identify when a content producer is attempting to fool us.
C) they cue or direct our meaning making.
D) it enhances our experience of the media.

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Question Details
Topic : Media Literacy
Bloom's : Understand
Gradable : automatic
Accessibility : Keyboard Navigation

54) The specific internal language of a given medium—for example, the choice of lighting in a soap opera—is a media

54) _____

A) convention.
B) production value.
C) genre.
D) format.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : automatic
Accessibility : Keyboard Navigation

55) The casting of actors who do not fit traditional cultural notions of masculinity and femininity suggests that culture can be

55) _____

A) confusing.
B) reinforced.
C) contested.
D) controlled.

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Question Details
Topic : What Is Culture?
Bloom's : Understand
Gradable : automatic
Accessibility : Keyboard Navigation
Bloom's : Analyze

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

56) Define communication.

Question Details
Topic : What Is Mass Communication?
Bloom's : Remember
Gradable : manual
Accessibility : Keyboard Navigation

57) What does it mean to say that there must be a "sharing of meaning" for communication to occur?

Question Details
Topic : What Is Mass Communication?
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation

58) Differentiate between encoding and decoding.

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Question Details
Topic : What Is Mass Communication?
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation

59) Define culture.

Question Details
Topic : What Is Culture?
Bloom's : Remember
Gradable : manual
Accessibility : Keyboard Navigation

60) What does it mean to say that "media are cultural storytellers"?

Question Details
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation
Topic : Mass Communication and Culture

61) What does it mean to say that "mass communication serves as a cultural forum"?

Question Details
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation
Topic : Mass Communication and Culture

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62) What is technological determinism?

Question Details
Bloom's : Remember
Gradable : manual
Accessibility : Keyboard Navigation
Topic : Scope and Nature of Mass Media

63) What was Gutenberg's advance over existing methods of mechanical printing?

Question Details
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation
Topic : Mass Communication, Culture, and Media Literacy

64) How did the mass production of printed materials foster the development of capitalism?

Question Details
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation
Topic : Mass Communication, Culture, and Media Literacy

65) Define literacy.

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Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : manual
Accessibility : Keyboard Navigation

66) Define media literacy.

Question Details
Topic : Media Literacy
Bloom's : Remember
Gradable : manual
Accessibility : Keyboard Navigation

67) Define and explain multiple points of access.

Question Details
Topic : Media Literacy
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation

68) Define and explain the third-person effect.

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Question Details
Topic : Media Literacy
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation

69) How do genre conventions and production values differ?

Question Details
Topic : Media Literacy
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation

70) What is the relationship between communication and culture?

Question Details
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation
Topic : Mass Communication and Culture

71) What is the impact of technology on communication?

Question Details
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation
Topic : Scope and Nature of Mass Media

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ESSAY. Write your answer in the space provided or on a separate sheet of paper.

72) How does culture limit and liberate?

Question Details
Topic : What Is Culture?
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation

73) Do you see the audience as the consumer or the product in our mass media system? Explain your answer.

Question Details
Gradable : manual
Accessibility : Keyboard Navigation
Bloom's : Analyze
Topic : Scope and Nature of Mass Media

74) What are the eight elements of media literacy as defined by Art Silverblatt and your textbook author? Describe each.

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Question Details
Topic : Media Literacy
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation

75) What are the seven media literacy skills? Describe each.

Question Details
Topic : Media Literacy
Bloom's : Understand
Gradable : manual
Accessibility : Keyboard Navigation

76) What threat to the practice of democracy does the hostile media effect pose?

Question Details
Topic : Media Literacy
Gradable : manual
Accessibility : Keyboard Navigation
Bloom's : Apply

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Introduction to Mass Communication 11th Edition by Baran CH01
Answer Key

Test name: CH01

1) TRUE
2) FALSE
3) TRUE
4) FALSE
5) TRUE
6) TRUE
7) FALSE
8) TRUE
9) FALSE
10) TRUE
11) FALSE
12) FALSE
13) TRUE
14) C
15) A
16) C
17) B
18) C
19) A
20) D
21) A
22) D
23) A
24) C
25) A

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26) A
27) C
28) C
29) B
30) D
31) A
32) B
33) B
34) A
35) C
36) C
37) C
38) D
39) D
40) D
41) C
42) B
43) A
44) C
45) B
46) D
47) B
48) C
49) A
50) C
51) C
52) A
53) C
54) B
55) C

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56) Answers will vary.

57) Answers will vary.

58) Answers will vary.

59) Answers will vary.

60) Answers will vary.

61) Answers will vary.

62) Answers will vary.

63) Answers will vary.

64) Answers will vary.

65) Answers will vary.

66) Answers will vary.

67) Answers will vary.

68) Answers will vary.

69) Answers will vary.

70) Answers will vary.

71) Answers will vary.

72) Answers will vary.

73) Answers will vary.

74) Answers will vary.

75) Answers will vary.

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76) Answers will vary.

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