

Lights, Camera, Media, Literacy!
Printing Transforms Knowledge

Quiz #2
ANSWER KEY

1) Explain how a goldsmith's confusing the year in which he was supposed to sell products outside a church resulted in one of the most important inventions of all time.

Johannes Gutenberg owed his partners money and had to move forward and share with them with an invention he had been keeping secret...the printing press.

2) Explain the first mass media campaign.

Martin Luther posted his disagreements with the church and his friends reprinted these and distributed them. More people did the same and in one month they were all over Europe.

3) Who was the very first celebrity and how did this happen?

A portrait of Martin Luther's face was printed and others recognized him from the printing.

4) Describe how someone your age might have had different opportunities growing up than the older folks in Europe in the early 1500's.

Answers will vary.