

Name:

Date:

Period:

Lights, Camera, Media, Literacy!

Printing Transforms Knowledge

Quiz #2

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.

2) Explain the first mass media campaign.

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

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