

**Lights, Camera, Media, Literacy!  
Printing Transforms Knowledge**

**Quiz #1  
ANSWER KEY**

1) What was the main form of media in Europe in 1400?

**SPEAKING / ORAL COMMUNICATION**

2) Why were the oldest people so important?

**PEOPLE RELIED ON THEIR MEMORIES FOR FACTS,  
AS NOTHING WAS WRITTEN DOWN**

3) Why were troubadours important?

**THEY BROUGHT NEWS FROM OUTSIDE THE REGION**

4) Why did people use rhymes?

**TO REMEMBER INFORMATION**

5) Why do you think most people viewed writing as mystical?

**THEY DID NOT KNOW OR UNDERSTAND IT AND COULD NOT  
FIGURE OUT HOW THIS TRANSMITTED INFORMATION FROM ONE  
PERSON TO ANOTHER WITHOUT TALKING.**

6) What adjustment would be especially difficult for a 21<sup>st</sup> century student transported back in time to Europe in 1400? Explain your answer.

*Answers will vary.*