

**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.*