

Hempstead High School

MARKETING: Section 4

Lesson 2-5 Vitamin Water Quiz C

Due Date: **October 5, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

How did the media landscape in the past differ from today's social media environment, according to the speaker?

- Social media has made it more difficult to find entertainment content
- There were more channels available on TV in the past
- In the past, there were only a few channels on TV, but today there are many platforms like YouTube, TikTok, and Instagram and each of these has tens of millions of channels
- People today have access to far fewer entertainment options

Question 2

/1

What change in advertising does the speaker highlight in relation to modern media consumption?

- Television advertising is the most effective form of reaching a large audience today
- Advertising has become more expensive due to online streaming platforms
- Advertising is now more targeted and cheaper because people watch different things online
- Advertisers no longer need to use celebrities in commercials