Assignment 7

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. Due on 2019-03-20, 23:59 IST.

1) In the late 20th century, mass media could be classified into eight industries. Which one of the following is NOT included in this list: 1 point

- Books
- Magazines
- Block Printing
- Recordings

No, the answer is incorrect.
Score: 0
Accepted Answers: Block Printing

2) It is considered as a fact that in the evolution of the print media, papyrus was widely used by the 6th century BCE throughout the: 1 point

- Germany
- Britain
- China
- Mediterranean

No, the answer is incorrect.
Score: 0
Accepted Answers: Mediterranean

3) The earliest example of a printed book, using block printing on paper is that of a: 1 point

- Latin text
- Buddhist text

No, the answer is incorrect.
Score: 0
Accepted Answers: Latin text
4) The church feared the dissemination of vernacular Bibles. Which of the following is NOT a pertinent fact in this context:

- The church felt that it couldn't control the interpretation of the text
- Could lessen the church's control over the minds and lives of people
- The church was no longer the sole bastion of religious values
- Attempts to control the printing industry were successful

No, the answer is incorrect.
Score: 0
Accepted Answers:
Attempts to control the printing industry were successful

5) “Hypodermic needle” or “magic bullet” model of media was popular in:

- 1910s
- 1920s
- 1940s
- 1960s

No, the answer is incorrect.
Score: 0
Accepted Answers:
1920s

6) “Agenda-setting” model of media was propounded by:

- Elihu Katz and Lazarsfeld
- Ruggiero
- Maxwell McCombs and Donald Shaw
- George Gerbner

No, the answer is incorrect.
Score: 0
Accepted Answers:
Maxwell McCombs and Donald Shaw

7) Radio is considered as more influential than newspaper as a means of mass media. Which of the following arguments is NOT correct in this context:

- Inability to relate news and events with a degree of immediacy that newspapers cannot match
- Potential and power to reach everyone even if they were not literate
- Medium of social and political unity and coherence especially in times of national crisis such as war, national disasters
- Ability to unite different classes and sections and allow them the illusion of belonging to a nation even more successfully than newspapers

No, the answer is incorrect.
Score: 0
Accepted Answers:
Inability to relate news and events with a degree of immediacy that newspapers cannot match

8) The “Toronto school” of media studies came into being under the influence of:

- Marshall McLuhan
- Harold Innis
9) Which of the following critics is known for the phrase: “The medium is the message”:

- I.A. Richards
- Harold Innis
- F.R. Leavis
- Marshall McLuhan

No, the answer is incorrect.
Score: 0
Accepted Answers:
Marshall McLuhan

10) Which of the following is a characteristic associated with the idea that “The medium is the message”:

- Form is less important than content.
- Medium/channel of communication does not always determine or shape how content/message is received.
- Each medium has its inherent effects which shape the uniqueness of the message it conveys.
- The message of any media technology is not linked with the change of scale or pace or pattern that it introduces into human affairs.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Each medium has its inherent effects which shape the uniqueness of the message it conveys.