

OpenCourseWare

Theory of Information and Communication

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Unit 4- Test 4.2

Read the text and answer the questions by choosing the correct option

1. What is analyzed in the discipline of "media analysis"?
 - ☐ a) The influence of media on messages.
 - ☐ b) The material content of communication channels and the structures of the corporations.
 - ☐ c) The economic impact of media.
 - ☐ d) The evolution of media technology.
2. Who was Marshall McLuhan?
 - ☐ a) A Canadian sociologist expert in technology.
 - ☐ b) A Canadian philosopher and sociologist who studied media.
 - ☐ c) A Canadian engineer pioneer in computer science.
 - ☐ d) A journalist known for his media analysis.
3. Which of McLuhan's concepts describes the global interconnection created by digital technology?
 - ☐ a) The "Global Village."
 - ☐ b) The "Information Age."
 - ☐ c) The "Digital Space."
 - ☐ d) The "Digital Convergence."
4. According to McLuhan, what has a deeper impact on society, the medium or the content?
 - ☐ a) The content.
 - ☐ b) The medium.
 - ☐ c) Both equally.
 - ☐ d) Neither.
5. What phenomenon did McLuhan predict before the global expansion of the Internet?
 - ☐ a) The rise of social networks.
 - ☐ b) The creation of a "global village."
 - ☐ c) The advent of telecommuting.

- o d) The disappearance of traditional media.
- 6. What type of media would McLuhan classify as “cool media”?
 - o a) Media with high definition that require little interaction from the audience.
 - o b) Media with low sensory stimulation that require more participation from the audience.
 - o c) Visual media like television.
 - o d) Auditory media like radio.
- 7. What is the importance of "net neutrality" according to the text?
 - o a) To ensure Internet providers treat all traffic differently.
 - o b) To prevent Internet providers from favoring or discriminating against content or users.
 - o c) To allow telecommunications companies to charge more for high-quality services.
 - o d) To restrict access to specific content.
- 8. What social movement did Richard Stallman found in 1983?
 - o a) The movement for online privacy.
 - o b) The free software movement with the GNU project.
 - o c) The cybersecurity movement.
 - o d) The net neutrality movement.
- 9. What type of media would McLuhan classify as “hot media”?
 - o a) Media like cinema and television that require more participation from the audience.
 - o b) Media like radio, which offers low levels of interaction.
 - o c) Media like the telephone and comics that demand more interaction.
 - o d) Media like newspapers and books.
- 10. What best defines the concept of "cloud computing"?
 - o a) Limited access to online digital resources.
 - o b) On-demand access to computing resources and storage in remote servers.
 - o c) The centralization of communications on the internet.
 - o d) The exclusive use of local server hardware.

