OpenCourseWare

Theory of Information and Communication

Sara Martínez Cardama

Lisandra Otero Borges

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