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Theory of Information and Communication

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Unit 6- Test 6.1

Mark "True" if the statement is correct and "False" if it is incorrect.

- 1- The invention of the printing press by Johannes Gutenberg in the 15th century revolutionized communication by enabling the mass production of texts, breaking the Catholic Church's monopoly on written knowledge, and paving the way for major intellectual movements such as the Protestant Reformation and the Enlightenment.
- 2- The emergence of radio and the telegraph had little impact on political and social events, as their main function was limited to entertainment and private communication.
- 3- Digital media messages are primarily linear and do not allow users to navigate between different sources of information.
- 4- One of the key characteristics of digital media is their ability to integrate multiple formats, such as text, audio, video, and images.
- 5- Traditional mass media and digital media share the same one-way communication model, where audiences cannot interact with the content.
- 6- Hypertextuality allows users to explore information in a non-linear way by interacting with interconnected content through links. This structure enables dynamic navigation through various elements like text, images, and multimedia, providing users with a flexible and interactive experience.
- 7- Matricial cybermedia are media that exclusively originated on digital platforms and have no connection to traditional media such as television, radio, or print. These digital media do not retain any characteristics of the previous formats. Despite being available online, they do not offer an interactive or dynamic experience like traditional media.
- 8- Social cybermedia are characterized by relying entirely on traditional media for content distribution. Additionally, they do not allow users to interact directly with each other. Interaction only occurs through

intermediaries from traditional media, and they do not encourage active user participation in content creation.

- 9- One of the key current trends in digital media is the integration of Artificial Intelligence (AI) to personalize content and enhance marketing strategies. AI is especially valuable in the news industry, where it aids in machine learning, computer vision, and optimizing planning and scheduling. However, AI is seen as a tool to complement, not replace, journalists, ensuring that essential journalistic skills remain intact while improving efficiency.
- 10- The convergence of streaming platforms, social networks, and video games has had little effect on the consumer experience in the media sector. Consumers show no significant demand for immersive experiences or cross-platform accessibility. Companies are not focusing on technological integration or innovation, and there is no significant investment in artificial intelligence or augmented reality to meet evolving user expectations.

