

**Choose the best answer: (٢٠ ms.)**

١- **The first among those who attacked the idea of mass society and warned against anarchy was :**

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A- John Carey    B- Matthew Arnold    C- Lord Northcliff    D- Lord Reith

٢- **In Britain the term 'admass' described :**

- a) an economic and cultural system saturated by materialism
- b) the disseminating of advertising to the masses
- c) the role of mass media in disseminating advertisements
- d) the economic importance of ads the mass media

٣- **The liberal tradition sees the mass media as :**

- a) essential to the development of democracy
- b) helping to secure rights of citizenship
- c) liberating people of totalitarianism
- d) Both A & B

٤- **A ..... is something we use when we want to communicate indirectly with other people.**

- a. medium    b. mass media    c. means of communication    d. media

٥- **..... proposed an opposition between superstructure and economic base :**

A- liberal democratic    B- classical Marxism    C- Frankfurt school    D- none of above

٦- **The notion of the "culture industry" associated with the writers of :**

A- Frankfurt school    B- Marxist theory  
C- the ١٨٧١ Education Act    D- capitalist perspective

٧- **How do media communicate meaning?**

- a- production    b- time    c- presentation    d- language

٨- **Who owns the companies that buy and sell media? How do they make a profit?**

- a- production    b- industry    c- presentation    d- language

٩- **How do media use different forms of language to convey ideas?**

- a- codes    b- time    c- presentation    d- meanings

١٠- **How are the grammatical 'rules' of media established? What happens when they are broken?**

- a- codes    b- bias    c- report    d- interview

١١- **How do media reach audiences? How do audiences know what is available?**

- a- production    b- time    c- circulation    d- Realism

١٢- **Why do audiences accept some media representations as true, or reject others as false?**

- a- interpretations    b- time    c- presentation    d- language

١٣- **Do media representations affect our views of particular social groups or issues?**

- a- production    b- time    c- media    d- influences

١٤- **How do ..... use media in their daily lives? What are their habits and patterns of use?**

- a. audiences    b. influences    c. use    d. effects

١٥- *What is included and excluded from the media world? Who speaks, and who is silenced?*

- a- Presence and absence                      b- Bias and objectivity  
c- Telling the truth                              d- Stereotyping

١٦- *How do media claim to tell the truth about the world? How do they try to seem authentic?*

- a- time    b- bias and objectivity    c- telling the truth  
d- stereotyping

١٧- *Do media texts support particular views about the world? Do they put across moral or political values?*

- a- time                      b- bias and objectivity                      c- telling the truth                      d- stereotyping

١٨- *How do media represent particular social groups? Are those representations accurate?*

- a- meanings                      b- texts                      c- audience                      d- Stereotyping

١٩- *How do these uses of language become familiar and generally accepted?*

- a- choices                      b- conventions                      c- presentation                      d- texts

٢٠- *The process of .... Is the way in which communication takes place*

- a. meeting                      b. activity                      c. communication                      d. television

Define the following (٢٠)

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١٢- Substructure the mode of production and the dominant economic class.

١٣- Media effects as: of the consequences of mass media operation, whether intended or not

١٤- Channel: a means through which people send and receive information.

١٥- Mass communication "*public communication transmitted electronically or mechanically.*

١٦- interpersonal communication communication with others

Fill in the Spaces with the Appropriate Answer (٢٠)

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١٧- Functions of Mass Communication:

١... ..inform

٢... ..educate

٣... ..entertain

١٨- James Curran's in his book was interested in assessment of:

- a) The media as ... .. watchdog ... ..  
b) The ... .. consumer representation ... .. role  
c) The ... .. informational ... .. role

١٩- According to the model of Herman/ Chomsky, media is based on four points:

i) concentration of ... .. ownership ... ..;

ii) ... .. advertising ... .. as the prime source of media income;

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ii) ... .. advertising ... .. as the prime source of media income;



iii) journalists' reliance on '.....'legitimate'.....' (often official) sources;

iv) dominance of anti-communism as national ..... religion ...../world views.

Read the following and write ( true) for the right statements and (wrong) for the false ones (10 M)

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- ٢٩- Mass Media would be assumed to follow the ideological interests of the dominant class in society. **True**
- ٣٠- Media would exist without audiences. **False**
- ٣١- Radio, for example, uses verbal and written language as well as the languages of moving images and sound. **False**
- ٣٢- The function of media in this piece of news " ٢٥ killed in a bomb blast" is to educate. **False**
- ٣٣- Editors study mass media to see how it shapes people's values, beliefs, perceptions and behaviors. **False**

Answer ONLY TWO of the following questions (٢٠ M.)

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- ٣٤- According to Laswell (١٩٤٨). How does the communication process occur?

According to Lasswell (١٩٤٨), communication occurs when:

- a source sends a message
- through a medium
- to a receiver
- producing some effect

- ٣٥- Explain the theory of communication?

### **Theory of communication**

The process of communication could be summarized by the following points:

- ✓ Who communicates to whom? (Sources and receivers)
- ✓ Why communicate? (Functions and purposes)
- ✓ How does communication take place? (Channel, languages, codes)
- ✓ What about? (Content, references, types of information)
- ✓ What are the consequences of communication? (Intended or unintended)

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