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Courses » Literature, Culture and Media

Announcements **Course** Ask a Question Progress FAQ

Unit 8 - Week 7

Register for Certification exam

Course outline

How to access the portal

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

The Evolution of Media: Print forms

Media and Culture I

Media and Culture II

Media, Culture and Technology

Harold Innis

Quiz : Assignment 7

Solution of Assignment 7

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 **1 point** the following is NOT included in this list:

- 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 **1 point** by the 6th century BCE throughout the:

- 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

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4) The church feared the dissemination of vernacular Bibles. Which of the following is NOT a **1 point** 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:

1 point

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

No, the answer is incorrect.

Score: 0

Accepted Answers:

1920s

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

1 point

- 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 **1 point** 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:

1 point

- Marshall McLuhan
- Harold Innis

- F.R. Leavis
 I.A. Richards

No, the answer is incorrect.

Score: 0

Accepted Answers:

Harold Innis

9) Which of the following critics is known for the phrase: "The medium is the message":

1 point

- 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":

1 point

- 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.

Previous Page

End