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Courses » Literature, Culture and Media

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Unit 9 - Week 8

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Course outline

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Week 8

- Introduction to Marshall McLuhan
- Media and the Electric Age
- Hot and Cool Media
- Postmodern Media I
- Postmodern Media II and Formation of Public Opinion

Assignment 8

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-03-27, 23:59 IST.**

1) In his famous book *The Gutenberg Galaxy: The Making of Typographic Man* (1962), McLuhan examines the emergence of what he calls the Gutenberg Man. Which of the following statements is NOT supported by his arguments: **1 point**

- The book traces changes in the cognitive organization of human beings.
- Suggests that technologies are not simple inventions
- Invention of movable type has discouraged homogeneity, standardization and repeatability.
- Invention of movable type (Gutenberg printing press) marks a shift from a culture of common interplay to the tyranny of the visual over oral.

No, the answer is incorrect.**Score: 0****Accepted Answers:***Invention of movable type has discouraged homogeneity, standardization and repeatability.*

2) In McLuhan's media analysis of History, the Tribal Age is associated with certain characteristics. Which of the following can NOT be considered to be one in this context: **1 point**

- World was an acoustic place
- Sensory fields of hearing, touch, taste, and smell were more developed than sight
- Promoted solitary learning
- Encouraged Interconnected Communities

No, the answer is incorrect.**Score: 0****Accepted Answers:***Promoted solitary learning*

3) In McLuhan's media analysis of History, the Print Age is associated with certain characteristics. Which of the following can NOT be considered to be one in this context: **1 point**

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Score: 0

Accepted Answers:
Glorification of social partnership

4) For a contemporary person trained in technology, it may be a surprise that McLuhan's thought is rooted in liberal arts. Which of the following was a major influence on his works: **1 point**

John Scotus Eriugena

Boethius

Baudelaire

Protestant Christian thought

No, the answer is incorrect.

Score: 0

Accepted Answers:
Baudelaire

5) Which of the following should NOT be counted among the violent effects of electric media: **1 point**

Classified form of structure would be redundant

Enforce and consolidate the separation of categories of work and play

Interactive platforms shall be promoted, a teacher will no longer be the only one to transmit knowledge

Would promote multi-disciplinarily

No, the answer is incorrect.

Score: 0

Accepted Answers:
Enforce and consolidate the separation of categories of work and play

6) Massive increase in the flow of information and the movement of complex data at high speeds does NOT suggest that: **1 point**

Electric Age has made us more dependent on technology.

Youth shall regain identity and respond with a gentle responsibility.

Quick and almost immediate changes in environment by laying cables will become evident.

People will require education of/about media to avoid its negative influences.

No, the answer is incorrect.

Score: 0

Accepted Answers:
Youth shall regain identity and respond with a gentle responsibility.

7) Which of the following is NOT a problem area in the idea of the Global village, especially as it is not a picture of utopia: **1 point**

Division because of diversity can lead to disagreement

The tribal-global village is far more divisive than any nationalism ever was.

The global village is a state of hypnosis/hallucination arising from the ceaseless pressure on the global human community to create a consensus.

Establishment of a "global city" as a center for village margins shall be detrimental.

No, the answer is incorrect.

Score: 0

Accepted Answers:
Establishment of a "global city" as a center for village margins shall be detrimental.

8) McLuhan's metaphor of the hot and cool medium suggests, among other things, the level of **1 point**

participation by audience for its completion. In this analogy, which of the following statements is correct:

- Speech is a hot medium because insufficient information is given and the listener is required to fill in the gaps.
- Cool media doesn't require much to be filled in or completed by the audience.
- A cartoon is "low definition" because it contains little visual information.
- Hot media is high in participation (by the audience)/requires less sensory involvement.

No, the answer is incorrect.

Score: 0

Accepted Answers:

A cartoon is "low definition" because it contains little visual information.

9) Which of the following did NOT play an important role in the critical acceptance of the concept of simulacrum which gained attention in the 70s and 80s:

1 point

- Intolerance towards mass media
- Saturation of the public imagination with the spread of electronic media and communication
- Technological digital cycles
- Telematic networks

No, the answer is incorrect.

Score: 0

Accepted Answers:

Intolerance towards mass media

10) According to Baudrillard, media plays an instrumental role in constituting the postmodern world. Which of the following statements is NOT correct in this context:

1 point

- His model of media is an omnipotent, omnipresent and autonomous force.
- According to him, mass media of communication are anti-mediatory and intransitive.
- Communication is reciprocal, and mass media prevents response.
- Media represents reality.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Media represents reality.

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