

Media and Culture

Prepared 8.03.06

Study Guide Worksheet

Chapter 1 Part 1 (page 2-9)

Read Chapter 1. As you read fill in the blanks and answer the following questions. Use this sheet as a guide for your exam. Turn in this completed sheet for 5pts. Must be turned before you take your exam. I will not accept any late study guides.

Chapter 1 Mass Communications: a Critical Approach

Introduction Questions

Best and Worst

Culture and the Evolution of Mass Communications

1. Define Culture:
2. Define mass media
3. Explain the interrelationships between culture and mass media.
4. Define mass communications:

Oral and Written Forms Begin

5. Pre-modern period- 1000bc to mid 15th century- development of written language/ only for upper class
6. Oral traditions begin with Socrates (470-399bc) who made his arguments through public debates and lectures, known as the _____ Method.
We still use this method primarily in

1. _____
2. _____

7. _____ (WHO) argued that face-to-face communications was the only honorable way to communicate

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II. Printed Comm. Spreads the Word

8. Who is credited with inventing the printing press: _____

9. In what century? _____

10. Printing Press introduced a method for _____.

11. The book became the first mass- _____ product in history.

12. The printing press combined three elements to become the first mass marketed product.

What are the elements?

1.

2.

3.

These three things help lead the way to the Industrial Revolution

1. Assembly-line production

2. Modern capitalism

3. rise of consumer culture of the 20th century

13. The Printing Press also paved the way for major _____ and _____ changes by transmitting knowledge across national boundaries.

a. ushered in the concept of _____ prompted people to think of themselves not as merely members of _____ or _____ but as a part of a country whose interest were broader than local or regional concerns.

b. With the revolution in industries came the rise of the _____ and an elite _____

c. nourished the competing ideal of _____.

This is _____ value in _____.

14. Ultimately Printing Press jump started large social movements including _____ Reformation and Industrial Revolution.

15. Transformation from an industrial, print-based society to an informational era began with the development of the _____ in the 1840s. This development made four key contributions to communications.

a. First, it separated communications from _____, making _____ unencumbered by stagecoaches, ships, or the pony express.

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b. Second, in combination with the rise of mass- marketed newspapers, transformed "information into a _____, a "thing" that could be _____ or sold irrespective of its uses or meaning."

c. Third, made it easier for _____ - , _____, and political leaders to coordinate _____ and military operations, especially after the installation of the _____ in the late _____.

d. Finally, foreshadowed future technological developments, such as the _____ and the _____ - _____.

16. What is digital communications?

17. What is media convergence?

What was the first example of media convergence? (In 1920s)

Who was the first digital retailer?

Printing Press changed social and culture changes

1. Transmitting knowledge across national boundaries
- 2 extended communication outside the realm of isolated community life
(Started Nationalism- promoting people to think of themselves not merely as members of families and tribes but wider than local and regional concerns.
3. On the flip side it also fostered individualism
- fostered Protestant Reformation
4. Help start the middle class- business class of owners
5. Raised literacy rates- educations more important