

Choose the best answer: (20

ms.)

- 1- - regulation
- 2- d- meanings
- 3- b- conventions
- 4- c. communication
- 5- a- codes
- 6- c- circulation
- 7- c- genres
- 8- c- choices
- 9- b- combinations
- 10- a- making sense
- 11- d- language
- 12- b- industry
- 13- interpretations
- 14- d-influences
- 15- b. uses
- 16- Both A & B
- 17- a- Presence and absence
- 18- c- telling the truth
- 19- b- bias and objectivity
- 20-d- Stereotyping

Define the following (20)

- 21- **The message** is the content one sends to the receiver.
- 22- **Media effects** any of the consequences of mass media operation, whether intended or not,
- 23- **Representation:** How do media portray the world?
- 24- **Medium** is something we use when we want to communicate *indirectly* with other people.
- 25- **intrapersonal communication:** communication within one person.

Fill in the Spaces with the Appropriate Answer (20)

- **The media are seen to.....(26)..empower..... citizen, and subject government to.....(27)restrain and redress.**

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

- 36-However, most of the media tex consume are produced and distr by individuals. **False**
- 37-Television, for example, uses v written language only. **False**
- 38-The first medium used to comm with a large number of people v telegraph. **False**
- 39-A given media text will not mea same thing to everybody. **True**
- 40-The function of media in this pi news " 25 killed in a bomb blas educate. **False**

Answer the following questions (

- 41- **John Keane**
 - 1- **Theological** – a forum man to deduce between evil.
 - 2- **Individual rights** – press guaranteed liberty fr political
 - 3- **Attaining truth** – an argu falsehoods must be counte
- 42- **"The significance of mass**
 - 1- a power resource - a potenti of influence, control and in in society
 - 2- the location (or arena) who affairs of public life are pla both nationally and interna
 - 3- a major source of definit images of social reality

<ul style="list-style-type: none"> ▪ <i>The mass media is seen, in the liberal view, as helping to secure(28)..rights.... of citizenship by disseminating information and a(29)..pluralism..... of views.</i> ▪ <i>The media are seen as essential to the operation of a ...(30)..public sphere of open ...(31)....debate.....</i> ▪ <i>The source in Marx for this approach is primarily The German(32)..Ideology.....</i> ▪ <i>Means of communication is also calledchannel .(33).....of communication.</i> ▪ <i>Why communicate? (...(34)..function and(35)....purpose....</i> 	<p>4- the primary key to 1. celebrity status</p>
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Instructor of the course: Dr. Haytham Abdullah