

Exam 1 (Take-home)

Write your answers in a separate document. Make sure you include the question number that you are answering with each answer. **Read directions carefully. Some questions are mandatory and some are optional.**

Short Response

Answers can be up to 1 complete sentence in length.

Mandatory Questions

You must answer all of these questions.

1. * Contrast the Linotype with hand typesetting. Explain why the differences between these two technologies was significant to the development of mass communication.
2. * What innovations made Morse's version of the electric telegraph so much better than the versions that had existed before?
3. * Which three innovations came together to enable the rapid, widespread production of low-cost, disposable media such as daily newspapers and paperback books?

Free Choice Questions

Choose 4 of the following questions to answer. There are no extra points for answering more questions. If more than the required number of questions are answered, I will grade them in order and stop grading when I reach the required number.

4. Which abolitionist publisher was located in Greeneville, Tennessee?
5. How is the textile industry related to the development of printing technologies?
6. What is a rotary press? How did the rotary press change mass media?
7. How and where were manuscripts produced during the middle ages? What did they use for paper?
8. Describe the relationship between the typewriter and mass communication. Why is the typewriter an important part of the history of mass communication?
9. Which publishers and publishing technologies were key to the development of the paperback book format?

Long Response

Answers should be 1 well-developed paragraph in length (3-6 complete sentences).

Mandatory Questions

You must answer all of these questions.

10. * Define telecommunication. In your own words, trace the evolution of early forms of telecommunication leading up to the development of the telephone.
11. * Describe the difference between simple writing media and composite writing media. Provide two examples of each (a total of four examples). Explain the context where each of these media were used and describe the relationship between these media and the form of written language.

Free Choice Questions

Choose 3 of the following question to answer. There are no extra points for answering more questions. If more than the required number of questions are answered, I will grade them in order and stop grading when I reach the required number.

12. Name three different binding technologies. Describe each of them, including their advantages and disadvantages. Contrast these technologies, and explain their impact on mass communication.
13. Describe the invention of movable type in East Asia. Explain the linguistic reasons why movable type did not become widely used in the East Asian cultures that first invented it.
14. Describe the developments that transformed the postal system from a communication system to a mass communication system.
15. Detail the benefits and drawbacks of optical telegraphy in comparison to the electric telegraph.
16. Contrast the tablet, scroll, and codex as portable formats for written media. Describe the advantages that lead to the dominance of the codex as a format.

Essay Response

*Answers should be 2-3 pages in length, and will typically be consist of 4-7 well-developed paragraphs. Each paragraph should be written in complete sentences. **Research is expected and is not cheating. Plagiarism, however, is not acceptable. Your response should be written entirely in your own words (no quotations) and should include citations and references.***

Free Choice Questions

Choose 2 of the following questions to answer.

17. Discuss in depth the impact of the telegraph on the mass media in the US, and on two of these other sectors of American society: Governance, Military, Transportation, Time, Finance & Business
18. Trace the development of printing technologies from their invention through the industrial revolution to the present day. Choose the 5 innovations in that history that you believe are most important. Explain each innovation, and justify each choice by explaining its impact on mass communication and American society as a whole.
19. Describe the relationship of the telephone to the mass media, and especially to radio. How did telephone technology influence and enable radio broadcast formats?