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Module: English
Major: Communication

Level: MA1
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Full name:

Group:

Homework Assignment

Select the correct answer. (20pts)

1. Which of the following sociological theories best explains how communication processes contribute to the reinforcement of social hierarchies, particularly in relation to media control and the dissemination of ideologies? (2pts)
 - a) Structural Functionalism – Focuses on how communication systems contribute to the stability and functioning of society by maintaining social order.
 - b) Critical Theory – Emphasizes the role of communication in perpetuating power structures, particularly through mass media, and how ideologies serve the interests of dominant groups.
 - c) Symbolic Interactionism – Explores how individuals create meaning in social interactions through symbols, focusing on small-scale, face-to-face communication.
 - d) Social Exchange Theory – Suggests that communication is a transactional process where individuals seek to maximize rewards and minimize costs in social interactions.
2. Which of the following best describes the central premise of the Spiral of Silence Theory in the context of mass communication? (2pts)
 - a) Media messages are delivered in a direct, one-way flow to passive audiences who are universally influenced by these messages.
 - b) People tend to withhold their opinions when they perceive their views are in the minority, leading to a silencing of dissenting voices in public discourse.
 - c) Audiences actively select media content based on personal needs and motivations, which ultimately shapes their interpretation of media messages.
 - d) Media outlets, by setting the public agenda, determine the issues that are deemed most important for society, influencing public opinion indirectly.
3. Which of the following best describes the "Framing Effect" in media, and how does it influence public perception of an issue? (2pts)

- a) It refers to the media's ability to provide detailed factual information that shapes an audience's understanding of an event, ultimately leading to a more objective public opinion.
 - b) It involves presenting an issue in a particular way to influence the audience's interpretation of the information, often highlighting specific aspects while downplaying others, which can lead to varying public responses.
 - c) It refers to the media's role in introducing new topics and trends to the public, regardless of their impact on societal values, which results in a broad but neutral influence on public opinion.
 - d) It is a tactic used by the media to suppress controversial issues by either ignoring them or underreporting them, thus maintaining a uniform public perspective.
4. Which of the following statements best encapsulates the concept of hybrid identity in the context of globalization and media influence? *(2pts)*
- a) Hybrid identity refers to the blending of traditional cultural values and digital self-presentation to create a singular, universal identity shared across all global societies.
 - b) Hybrid identity is the fusion of local and global cultural elements facilitated by media exposure, allowing individuals to navigate multiple cultural norms and social expectations simultaneously.
 - c) Hybrid identity is the process by which social media users construct an idealized, singular identity that transcends all national, cultural, and ethnic boundaries through curated online personas.
 - d) Hybrid identity focuses primarily on the influence of mass media in shaping national identities, leaving little room for individual variation or cross-cultural influences.
5. Which of the following best describes the concept of "filter bubbles" in the context of digital communication, and how do they influence societal discourse? *(2pts)*
- a) Filter bubbles occur when individuals are exposed to a broad, balanced range of viewpoints, fostering empathy and understanding across political and cultural divides.
 - b) Filter bubbles arise from algorithms that tailor content to users' preferences, limiting exposure to diverse perspectives and reinforcing existing beliefs, which can deepen polarization and hinder constructive dialogue.
 - c) Filter bubbles are primarily caused by users manually curating their social media feeds, intentionally avoiding conflicting viewpoints in order to protect their mental health.

- d) Filter bubbles are a byproduct of digital communication platforms being neutral and unbiased, providing equal representation of all ideas without algorithmic interference.
6. Which of the following statements most accurately reflects the key difference between political communication and propaganda in the context of modern democratic societies? (2pts)
- a) Political communication aims to manipulate emotions to persuade voters, while propaganda uses factual, unbiased information to inform the public.
 - b) Political communication seeks to engage citizens in democratic discourse and provide balanced information, whereas propaganda often distorts facts and appeals to emotions to influence political outcomes.
 - c) Political communication is used exclusively by elected officials in democracies, while propaganda is only used by authoritarian regimes.
 - d) Political communication is largely dependent on traditional media outlets, while propaganda relies solely on digital and social media platforms.
7. Which of the following best describes the primary difference between vertical and diagonal communication in organizational structures? (2pts)
- a) Vertical communication occurs between individuals at the same hierarchical level, while diagonal communication occurs between individuals at different levels within the same department.
 - b) Vertical communication flows between different hierarchical levels, whereas diagonal communication cuts across both hierarchical levels and departmental boundaries, connecting individuals from different departments.
 - c) Vertical communication is always informal and relies on personal relationships, while diagonal communication is strictly formal and follows established protocols.
 - d) Vertical communication is used for conflict resolution, while diagonal communication is primarily used for crisis management.
8. Which of the following best describes the primary concern of "media imperialism" within the context of media globalization? (2pts)
- a) The equal distribution of media resources across different nations, ensuring diverse cultural representation.
 - b) The dominance of media content from a single country or culture, which overshadows local cultures and media industries.
 - c) The decentralized nature of media production, allowing all regions to have an equal influence in global media.
 - d) The spread of digital technologies that empower local media outlets to challenge global media giants.

9. Which of the following statements most accurately reflects the concept of technological determinism in the context of communication technologies and society? *(2pts)*
- a) Communication technologies are shaped by social, cultural, and political factors, with society determining how these technologies evolve and are used.
 - b) Technological advancements inherently lead to predetermined social changes, shaping society's behavior and values in a way that is independent of cultural or social context.
 - c) The adoption of communication technologies is primarily driven by market demands, with society adopting technologies as a response to economic pressures.
 - d) Media and communication technologies are neutral tools, with their effects on society being solely determined by how individuals choose to use them.
10. Which of the following scenarios most clearly exemplifies a violation of the ethical principle of fairness in media reporting? *(2pts)*
- a) A news outlet reports on a political candidate, but fails to disclose a minor financial conflict of interest involving a corporate sponsor of the outlet.
 - b) A documentary about climate change interviews multiple experts and presents a balanced range of scientific opinions, though one view is less popular.
 - c) A television news report selectively highlights the more extreme statements of a political group without including responses or viewpoints from its opposing critics.
 - d) A journalist provides anonymous sources for a breaking story about a public health crisis but ensures that all facts are verified before publishing.

Best of Luck!