

Date: 25/04/2025  
Module: English  
Major: Communication

Level: MA1  
Instructor: Mr. Mennad Ameur  
Duration: 1h30

### Homework Assignment

### ANSWERS

#### Part One

Select the correct answer. (10pts)

1. Which of the following scenarios best reflects how audiences engage with media in today's digital environment, according to reception theory? (2pts)
  - a) A viewer uncritically accepts all information presented in a news broadcast.
  - b) A group of friends create a meme that gives a popular TV show a new meaning.
  - c) An individual feels their cultural background has no bearing on how they interpret a film.
  - d) A student believes that media messages have a fixed meaning.
2. In what way do social movements primarily utilize communication? (2pts)
  - a) To avoid public attention and maintain secrecy.
  - b) To establish a narrative and mobilize support for change.
  - c) To reinforce traditional power structures.
  - d) To limit participation and control information flow.
3. How does media most significantly shape culture in the modern context? (2pts)
  - a) By having no influence on cultural norms.
  - b) By only reflecting pre-existing cultural beliefs without altering them.
  - c) By influencing perceptions, constructing identities, and disseminating ideas.
  - d) By limiting interactions between different cultures.
4. Why is an understanding of both interpersonal and intercultural communication considered essential in today's world? (2pts)
  - a) To decrease global interconnectedness.
  - b) To foster understanding, reduce misunderstandings, and enhance cooperation.
  - c) To promote ethnocentrism.
  - d) To complicate relationships and professional settings.

5. What role do alternative and citizen media play in the larger media environment? (2pts)

- a) They exclusively support mainstream narratives.
- b) They offer counterpoints, represent underrepresented voices, and challenge power structures.
- c) They are funded and controlled by major corporations.
- d) They discourage democratic engagement and critical discourse.

### **Part Two**

#### **Writing Production. (8pts)**

- In what ways are technologies such as AI, digital convergence, and data analytics shaping the future of communication and media studies? Write a paragraph of no more than 8 lines.

Technologies like artificial intelligence, digital convergence, and data analytics are significantly shaping the future of communication and media studies. AI is transforming content creation and audience interaction through automation and personalization. Digital convergence is merging various media platforms, allowing for seamless, multi-channel communication and greater audience participation. Data analytics enables media organizations to understand user behavior and tailor content more effectively. These developments are redefining how messages are produced, distributed, and consumed, making communication faster, more targeted, and increasingly interactive.