

Ministry of Higher Education and Scientific Research
University of Chadli Bendjedid El Tarf
Faculty of Humanities and Social Sciences
Department of Sociology

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Level: MA1 Communication

Module: English

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Full name:

Group:

2nd Semester Homework Assignment

Question 01: match each term with its definition. (6pts)

Media Institution	assess the impact of media exposure on beliefs and social norms.
Media Audience	explores how audiences interpret and respond to media messages.
Social Media Platforms	refers to the unequal global distribution of media power.
Media Effect	studies media structures, content, and ideologies.
Media Imperialism	enables users to create, share, and interact with content instantly.
Online Gaming Platforms	provides gaming, communication, and social interaction activity.

Question 02: fill in the gaps with the following words: (4pts)

meaning - communication - Semiotics - signs

.....**Semiotics**..... is the scholarly discipline concerned with the study of signs, symbols, and their interpretations. It explores how**meaning**..... is created, conveyed, and understood through various forms of**communication**....., encompassing language, images, gestures, and objects. Semiotics investigate the relationships between**signs**..... and the cultural, social, and psychological contexts in which they exist.

Question 03: Select the correct answer. (10pts)

1- What distinguishes social movements from activism?

- a) Social movements involve individual actions, while activism involves collective efforts.
- b) Activism focuses on enduring changes, while social movements seek immediate solutions.
- c) Social movements encompass multiple issues, while activism is focused on specific causes.**
- d) Activism requires an organized structure, while social movements do not.

2- Which of the following is NOT considered a modern means of communication?

a) Social media platforms.

b) Telegraph.

c) Mobile communication devices.

d) Instant messaging and chat applications.

3- How does media contribute to shaping cultures?

a) By promoting cultural homogenization exclusively.

b) By undermining local cultural practices.

c) By perpetuating dominant cultural ideologies.

d) By eliminating cultural diversity.

4- What is one of the key roles of public spaces in relation to communication?

a) Limiting social interaction and cultural expression.

b) Providing platforms for democratic participation and civic engagement.

c) Exclusively catering to the needs of certain social groups.

d) Preventing the exchange of ideas and opinions.

5- What is the relationship between the signifier and the signified in semiotics?

a) Signifier refers to the meaning conveyed by a sign, while signified is its physical form.

b) Signifier is the concept or idea represented by a sign, while signified is its tangible form.

c) Signifier is the physical form of a sign, while signified is the mental concept it represents.

d) Signifier and signified are interchangeable terms with no distinct relationship.

THE ANSWERS MUST BE FROM THE LESSONS NOT FROM GOOGLE.

Good Luck!