1. Using the Adoption of Innovation Theory, explain how new technology (such as DVD’s) are accepted in our society. (6 points)

First we hear about DVD’s, see other people with them, we become interested in them, we buy a DVD, we see what we think, we see how they do in society, if everyone (most everyone) buys them + enjoys them then they are adopted into our society and replace VHS tapes and VCR’s.

2. Write a definition of Mass Communication, taking into account its differences with Face to Face Communication. (4 points)

Electronic loss of feedback, loss of accuracy

Mass Media begins with professional communicators. The meanings are specialized and the nature + goals of the message are decided. Message is transmitted, and a large and diverse audience perceives the info. And individual receivers interpret the meanings. You get some feedback. The sender + receiver understand same message.

3. Define the following forms of written communication

a. Ideographic writing (1 point)

It’s one of the origins of writing - it’s a symbolic language - uses pictures to convey language. It began in Asia, from around 5,000 - 4,000 BC it came from the Near East.

b. Phonograms (1 point)

These are sound graphs. They used the Greek Alphabet which is symbols that stand for sounds.

4. List the four transition in the development of books (4 points)

1. Books as scrolls - long rolled up paper with handwriting. Some of these were burnt and destroyed. The Dead Sea Scrolls survived because of their preservation in salt water.
4. Digital book - a book is available from the internet. No longer tangible, it can be read from the computer screen.
5. Using the Gatekeeping Theory, explain how a news story getting included into the newspaper. (5 points)

If the story is considered as important, it's included. There is also a limited amount of space and time in the news. Also, a complex set of criteria narrows the chances. They select only a limited number that will be printed if it meets the needs of the medium. It limits and controls the public's knowledge of actual events by letting some pass and turning others away.

Using some of the 7 Newsworthiness principles, explain why a story about the local mayor being pulled over for drunken driving is/isn't newsworthy. (4 points)

This is very newsworthy. Being the local mayor, his proximity is very close. It also is certainly bizarre for a mayor, a public figure, to be drinking and driving. As the mayor and a public figure, he's prominent to all townpeople. This would have a huge impact on his credibility and the citizens' view of him. This would really hurt his reputation. It's timeliness is current, it should be put in the news right away. The currency of the situation would be spotlighted—everyone would know it would really be a topic of conversation.