**REVISION 1 - 4**

1. In the world, the development of the mass press begins:
2. at the beginning of the 18th century
3. at the beginning of the 19th century
4. at the beginning of the 20th century
5. In Czechoslovakia, regular television broadcasting began:
6. in 1923
7. in 1945
8. in 1953
9. In the field of the media, the year 1923 was significant in Czechoslovakia because:
10. movie broadcasting began
11. television broadcasting began
12. radio broadcasting began
13. Is entertainment a function of mass media?
14. Definitely yes
15. Definitely no
16. Cannot be determined
17. Mark Poster is the author of:
18. The Second Media Age
19. The First Media Age
20. The Third Media Age
21. Gutenberg’s galaxy is seen as one of the stages of human communication by:
22. Martin Heidegger
23. Karl Jaspers
24. Marshall McLuhan
25. In the field of the media, the present is often called:
26. Gate’s galaxy
27. McLuhan’s galaxy
28. Gutenberg’s galaxy
29. The last stage in the development of human communication is:
30. the period of computers and network media
31. the period of mobile phones
32. the period of return to printed media
33. The sign and signal period is:
34. the second stage in the development of human communication
35. the first stage in the development of human communication
36. the third stage in the development of human communication
37. Did movies influence the development of mass media?
38. Yes
39. No
40. Cannot be determined

**ANSWER KEY**:

1B, 2C, 3C, 4A, 5A, 6C, 7A, 8A, 9B, 10A

**REVISION 5 - 8**

1. What is political propaganda focused on?
2. Strengthening the international position of the country
3. Maintaining and gaining political power
4. Education of the population about healthy lifestyle
5. The basis of propaganda lies within:
6. persuasion
7. doubting
8. astonishment
9. Which characteristics are the most typical of propaganda?
10. offensive, long-term, conceptual
11. random, violent, fragile
12. doubtful, short-term, inquiring
13. Can the media have physiological effects?
14. Yes
15. No
16. There are doubts about this
17. Fear and tension belong to:
18. the cognitive effects of the media
19. emotional effects of the media
20. the value effects of the media
21. Thompson distinguishes four types of power in the society:
22. economic, political, repressive, symbolic
23. legislative, executive, judicial, media
24. economic, cultural, political, religious
25. Radiojournal was a company that dealt with:
26. Czechoslovak Radio Broadcasting
27. Czechoslovak television broadcasting
28. Czechoslovakian agency news
29. The first media audience were:
30. readers
31. listeners
32. viewers
33. Which of these are not considered periodical printed media?
34. collections of laws
35. tabloid magazines
36. regional newspaper
37. In order to earn their name, newspaper must be issued at least:
38. once a week
39. seven times a week
40. twice a week

**ANSWER KEY**:

**1B, 2A, 3A, 4A, 5B, 6A, 7A, 8A, 9A, 10C**

**REVISION 9 - 12**

1. Český rozhlas and Česká televize are:
2. state broadcasting stations
3. private broadcasting stations
4. public service broadcasting stations
5. Private radio stations in the Czech Republic include:
6. Europe 2, Impuls
7. editorial office of Český rozhlas in České Budějovice
8. Vltava station
9. The Svědectví magazine was founded by:
10. Jan Patočka
11. Pavel Tigrid
12. Karel Pecháček
13. Karel Havlíček Borovský is the founder of:
14. the first Austro-Hungarian daily newspaper Unsere Zeitung
15. the first Prague daily newspaper Zlatá Praha
16. the first Czech daily newspaper Národní noviny
17. The main goal of media education is:
18. to develop the philosophical contexts of the media world
19. to develop media literacy
20. to develop the theory of media studies
21. The four theories of press are focused on:
22. the relationship between the society (political regime) and the media
23. the relationship between periodicals and government
24. the relationship between the media owner and their political career
25. Medial education has two levels:
26. European and national
27. ministerial and schooling
28. school and out-of-school
29. Is the training for journalists a part of media literacy?
30. No
31. Yes
32. Cannot be determined
33. Media criticism deals with:
34. media outcomes evaluation
35. film production evaluation
36. analysis of the audience ratings
37. The most watched private TV station in the Czech Republic is:
a) Barrandov TV
b) Nova TV
c) Prima TV

**ANSWER KEY:**

1C, 2A, 3B, 4C, 5B, 6A, 7C, 8B, 9A, 10B

**REVISION 1 - 12**

1. Gutenberg’s galaxy is seen as one of the stages of human communication by:
2. Martin Heidegger
3. Karl Jaspers
4. Marshall McLuhan
5. In the field of the media, the present is often called:
6. Gate’s galaxy
7. McLuhan’s galaxy
8. Gutenberg’s galaxy
9. The last stage in the development of human communication is:
10. the period of computers and network media
11. the period of mobile phones
12. the period of return to printed media
13. The main goal of media education is:
14. to develop the philosophical contexts of the media world
15. to develop media literacy

 c) to develop the theory of media studies

1. The four theories of press are focused on:
2. the relationship between the society (political regime) and the media)
3. the relationship between periodicals and government
4. c) the relationship between the media owner and their political career
5. Medial education has two levels:
6. European and national
7. ministerial and schooling
8. school and out-of-school
9. Is the training for journalists a part of media literacy?
10. No
11. Yes
12. Cannot be determined
13. What is political propaganda focused on?
14. Strengthening the international position of the country
15. Maintaining and gaining political power
16. Education of the population about healthy lifestyle
17. The basis of propaganda lies within:
18. persuasion
19. doubting
20. astonishment
21. Which characteristics are the most typical of propaganda?
22. offensive, long-term, conceptual
23. random, violent, fragile
24. doubtful, short-term, inquiring

**ANSWER KEY:**

1c, 2a, 3a, 4b, 5a, 6c, 7b, 8b,9a, 10a