

REVISION 1 - 4

1. In the world, the development of the mass press begins:
 - a) at the beginning of the 18th century
 - b) at the beginning of the 19th century
 - c) at the beginning of the 20th century
2. In Czechoslovakia, regular television broadcasting began:
 - a) in 1923
 - b) in 1945
 - c) in 1953
3. In the field of the media, the year 1923 was significant in Czechoslovakia because:
 - a) movie broadcasting began
 - b) television broadcasting began
 - c) radio broadcasting began
4. Is entertainment a function of mass media?
 - a) Definitely yes
 - b) Definitely no
 - c) Cannot be determined
5. Mark Poster is the author of:
 - a) The Second Media Age
 - b) The First Media Age
 - c) The Third Media Age
6. Gutenberg's galaxy is seen as one of the stages of human communication by:
 - a) Martin Heidegger
 - b) Karl Jaspers
 - c) Marshall McLuhan
7. In the field of the media, the present is often called:
 - a) Gate's galaxy
 - b) McLuhan's galaxy
 - c) Gutenberg's galaxy
8. The last stage in the development of human communication is:
 - a) the period of computers and network media
 - b) the period of mobile phones
 - c) the period of return to printed media
9. The sign and signal period is:
 - a) the second stage in the development of human communication
 - b) the first stage in the development of human communication
 - c) the third stage in the development of human communication
10. Did movies influence the development of mass media?

- a) Yes
- b) No
- c) 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?
 - a) Strengthening the international position of the country
 - b) Maintaining and gaining political power
 - c) Education of the population about healthy lifestyle

2. The basis of propaganda lies within:
 - a) persuasion
 - b) doubting
 - c) astonishment

3. Which characteristics are the most typical of propaganda?
 - a) offensive, long-term, conceptual
 - b) random, violent, fragile
 - c) doubtful, short-term, inquiring

4. Can the media have physiological effects?
 - a) Yes
 - b) No
 - c) There are doubts about this

5. Fear and tension belong to:
 - a) the cognitive effects of the media
 - b) emotional effects of the media
 - c) the value effects of the media

6. Thompson distinguishes four types of power in the society:
 - a) economic, political, repressive, symbolic
 - b) legislative, executive, judicial, media
 - c) economic, cultural, political, religious

7. Radiojournal was a company that dealt with:
 - a) Czechoslovak Radio Broadcasting
 - b) Czechoslovak television broadcasting
 - c) Czechoslovakian agency news

8. The first media audience were:
 - a) readers
 - b) listeners

- c) viewers
9. Which of these are not considered periodical printed media?
- a) collections of laws
 - b) tabloid magazines
 - c) regional newspaper
10. In order to earn their name, newspaper must be issued at least:
- a) once a week
 - b) seven times a week
 - c) 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:
 - a) state broadcasting stations
 - b) private broadcasting stations
 - c) public service broadcasting stations
2. Private radio stations in the Czech Republic include:
 - a) Europe 2, Impuls
 - b) editorial office of Český rozhlas in České Budějovice
 - c) Vltava station
3. The Svědectví magazine was founded by:
 - a) Jan Patočka
 - b) Pavel Tigrid
 - c) Karel Pecháček
4. Karel Havlíček Borovský is the founder of:
 - a) the first Austro-Hungarian daily newspaper Unsere Zeitung
 - b) the first Prague daily newspaper Zlatá Praha
 - c) the first Czech daily newspaper Národní noviny
5. The main goal of media education is:
 - a) to develop the philosophical contexts of the media world
 - b) to develop media literacy
 - c) to develop the theory of media studies
6. The four theories of press are focused on:
 - a) the relationship between the society (political regime) and the media
 - b) the relationship between periodicals and government
 - c) the relationship between the media owner and their political career
7. Media education has two levels:

- a) European and national
 - b) ministerial and schooling
 - c) school and out-of-school
8. Is the training for journalists a part of media literacy?
- a) No
 - b) Yes
 - c) Cannot be determined
9. Media criticism deals with:
- a) media outcomes evaluation
 - b) film production evaluation
 - c) analysis of the audience ratings
10. 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:
 - a) Martin Heidegger
 - b) Karl Jaspers
 - c) Marshall McLuhan
2. In the field of the media, the present is often called:
 - a) Gate's galaxy
 - b) McLuhan's galaxy
 - c) Gutenberg's galaxy
3. The last stage in the development of human communication is:
 - a) the period of computers and network media
 - b) the period of mobile phones
 - c) the period of return to printed media
4. The main goal of media education is:
 - a) to develop the philosophical contexts of the media world
 - b) to develop media literacy

- c) to develop the theory of media studies
5. The four theories of press are focused on:
 - a) the relationship between the society (political regime) and the media)
 - b) the relationship between periodicals and government
 - c) c) the relationship between the media owner and their political career

 6. Medial education has two levels:
 - a) European and national
 - b) ministerial and schooling
 - c) school and out-of-school

 7. Is the training for journalists a part of media literacy?
 - a) No
 - b) Yes
 - c) Cannot be determined

 8. What is political propaganda focused on?
 - a) Strengthening the international position of the country
 - b) Maintaining and gaining political power
 - c) Education of the population about healthy lifestyle

 9. The basis of propaganda lies within:
 - a) persuasion
 - b) doubting
 - c) astonishment

 10. Which characteristics are the most typical of propaganda?
 - a) offensive, long-term, conceptual
 - b) random, violent, fragile
 - c) doubtful, short-term, inquiring

ANSWER KEY:

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