

University of Algiers 3
Faculty of information sciences and communication
communication department

Master 1 ordinary session,
second semester, Mass media

29th, may, 2023

examination answer key

Answer 1:

- 1: False. Messages in mass media are complex, as they represent cultural products. 2P
- 2: false. Mass media and mess communication are not synonyms. Mass media is part of mass communication. It is the channel that curry mass communication messages. 2 P
- 3: True 1 P
- 4: True 1P
- 5: False: In the new media era, even individuals could influence the public. 2P
- 6: False: older forms of media are different than new forms. By older forms we mean: print media and radio, some old media are diffused using the internet and websites, like online newspapers, however, this doesn't make it new media. Other types of media are entirely new, like broadcasts, or applications on different devices, blogs, E-mail, websites, and any internet-related form of communication is considered new media. 2P
- 7: True 1P
- 8: False: the Algerian "audiovisual regulatory authority" controls both state and private TV channels, at the same time. 2P
- 9: True 1P
- 10: True 1 P

Answer 2:

A	B
In hypodermic needle theory, the audiences are	television's impact on heavy viewers
cultivation theory focuses on	media participate in the creation of an illusion of consensus
In uses and satisfaction theory, the audiences are	Active
In Gatekeeper theory	undesired informations are blocked
According to the spiral of silence theory	Inactive