

COM 3057 Final Exam Fall 2018

This exam consists of a number of short essay questions which will require *at least* a few paragraphs each to answer; these are worth around 17 points each.

Think before you write. Organize your ideas clearly. Be precise, using specific examples from the readings, discussions, and clips. Use the terms and concepts developed in class. Review your work and be sure to answer all of each question. This is due 12/19.

Please answer at least six of the eight questions.

1. How have conceptions of media audience changed with the advent of the Information Economy? *Identify* at least one major point of distinction between mass media audiences and ICT audiences.
2. *Identify* at least *two* ways the liberatory potential of the internet has been framed within academic, popular, and tech industrial discourse. Be sure to cite examples of each argument.
3. Sherry Turkle distinguishes between two “aesthetics” that have been foundational to the era of personal computing. Give two recent examples of developments within personal computing that fit within her framework of the “modernist computational aesthetic” vs. the “postmodern aesthetic of complexity and decentering.”
4. Using at least *two* of the class readings, *explain* why algorithms have been identified as having an important role in the production and consumption of media.
5. The *avatar* has been a recurrent theme throughout the class. Using examples, *identify* two *distinct* ways in which this influential concept has been used to describe cyberspace.
6. What is the “attention economy,” and how does it apply to digital communication? Use specific examples.
7. After reading the Pew survey report titled “Declining Majority of Online Adults Say the Internet Has Been Good for Society,” dated April 30, 2018, *analyze* and *develop* one of the reasons cited by the survey respondents within the context of the class reading list.
8. *Evaluate* which version of the future suggested in class seems the most likely. Be sure to provide argumentation.