

COMM 215: Media History
Peterson / Spring 2018
Take-Home Midterm

**** DUE IN CLASS ON TUESDAY, MARCH 20 – late midterms will not be accepted ****

Thus far this semester, we have covered chapters 1-5 of our textbook, Bill Kovarik's *Revolutions in Communication*, and we have discussed a number of key concepts in class. This test is designed to make sure you have read your textbook and done some thinking about these topics. You will be graded on: 1) your ability to follow instructions and answer all parts of each question; 2) your ability to correctly answer each question; 3) your ability to demonstrate some original thinking on these issues.

Part I. Identification Questions

Choose SIX of the following TWELVE names, terms, or concepts. Write a thorough paragraph (7-9 sentences for each answer) in which you do two things: 1) identify the name(s), term, or concept; and 2) explain its importance to media history. A good answer will be specific, and avoid generalizations. Provide dates, name inventions, list key developments, and so forth. A substantial answer will earn more points than a perfunctory one. *Do not simply do a Google search and quote Wikipedia. Finally, be sure to cite the relevant page numbers from your textbook at the end of each answer.* (10 points each/60 points total)

Johannes Gutenberg
typesetting
steam press
Yellow Journalism
Joseph Pulitzer
Hutchins Commission

Bob Woodward and Carl Bernstein
lithography
“the camera is the eye of history”
Jacob Riis
Lumière Brothers
Kinetoscope

PART II. Essay Question

What is technological determinism? What is its counter-argument? What does Bill Kovarik argue about technological determinism in our textbook? What are some examples of media history that can be used to explain this concept and its counter-argument? Please write an essay of **4 or more full paragraphs (about 3 pages)** in which you **ANSWER ALL FOUR (4) PARTS OF THE QUESTION, using examples** of technology from media history to support your points. Feel free to quote from our textbook, and be sure to note the page number when you do so. Please **do not** quote from any other outside sources. There is room to be creative with your answer, but be sure to also be accurate. You will be graded on how thoroughly you answer the questions, how well you understand the concepts, and how well you use examples from media history to illustrate your claims. (worth 40 points)

Please TYPE and PRINT your answers to these questions using the standard format: double-spaced lines, a reasonable font such as 12-point Times New Roman, and margins of no larger than 1”.

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