

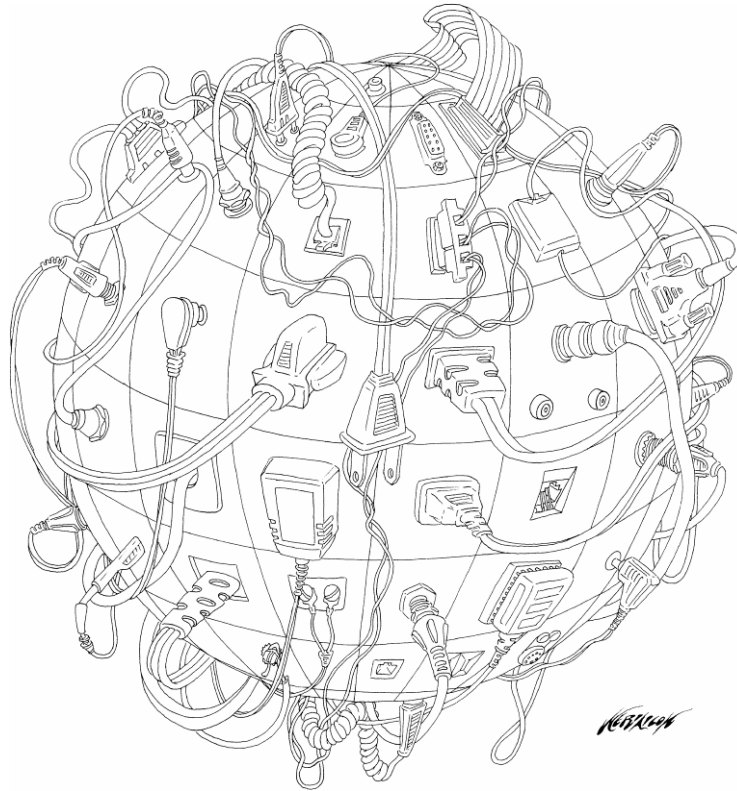
10-1 Exploring Globalization

CHAPTER 3: IDENTITY, THE MEDIA, AND COMMUNICATION TECHNOLOGY

1. The factor that would have the **least** influence on access to digital technology in Canada is
 - A. cost
 - B. isolation
 - C. language
 - D. knowledge
2. The famous saying “the medium is the message” and the term “global village” are associated with
 - A. Bill Gates
 - B. Marshall McLuhan
 - C. John F. Kennedy
 - D. Maude Barlow
3. The reason there is no access to Al-Jazeera broadcasts in Canada is
 - A. cable companies’ limited access to communication satellites
 - B. a lack of market for Al-Jazeera’s programming
 - C. a CRTC ruling that Al-Jazeera only broadcasts propaganda
 - D. cable companies’ reluctance to take responsibility for ensuring that Al-Jazeera’s programs do not violate Canada’s hate laws
4. Ideas and information spread for the purpose of achieving a specific goal is called
 - A. propaganda
 - B. ethnocentrism
 - C. acculturation
 - D. accommodation
5. A person’s excessive use and reliance on technology can lead to
 - A. social isolation
 - B. intolerance and racism
 - C. conflicting values
 - D. low self-esteem
6. Cultural trends that are spread by the media are known as
 - A. hybridization
 - B. acculturation
 - C. propaganda
 - D. pop culture

Use the following sources to answer questions 7 to 10.

Source I



Source II

In today's wired world, people in many different countries can communicate almost instantly to explore current events, discuss issues, carry on business, and find out media reactions to world events.

Source III

In 2006, the cellphone was the fastest-selling consumer electronic device in the world. In 2005, more than 700 million cellphones were sold around the world.

Source IV

Contemporary digital communication technologies — telephones, cellphones, computers, and the World Wide Web — expand the communication choices available and help you stay closely connected to friends and family, as well as to others in your community and beyond.

7. An analysis of these sources would indicate that communication technology is
- A. shrinking the world
 - B. expanding the world
 - C. connecting the world
 - D. segmenting the world
8. The identification of a specific communication tool is **most** evident in
- A. Source I
 - B. Source II
 - C. Source III
 - D. Source IV
9. Which source **most** strongly gives the impression that the world is dominated by communication technology?
- A. Source I
 - B. Source II
 - C. Source III
 - D. Source IV
10. Which source **most directly** illustrates an economic impact of communication technology?
- A. Source I
 - B. Source II
 - C. Source III
 - D. Source IV

Use the following statement to answer question 11.

“The more we find our lives determined by global forces and confronted with differences, the more we find ourselves driven inward to affirm our roots in our local communities.”

— Beverley McLachlin, chief justice of Canada, in a 2004 speech

11. This statement suggests that globalization leads to an increase in

- A. local identity
- B. global roots
- C. homogenization
- D. accommodation

Use the following statement to answer question 12.

The gap that separates people who do — and do not — have access to up-to-date digital technology is often called the _____.

12. Which of the following terms best fills in the blank?

- A. digital divide
- B. technical diversity
- C. digital convergence
- D. north-south differences

Use the following statement to answer question 13.

APTN’s entertainment and news programs such as *Hank William’s First Nation* and *Moccasin Flats* tell Aboriginal stories in Aboriginal voices and from Aboriginal points of view and perspectives.

13. This type of programming is valuable in strengthening Aboriginal

- A. identity and accommodation
- B. community ties and acculturation
- C. diversity and oral traditions
- D. identity and self-esteem

Use the following cartoon to answer question 14.



14. The cartoon **best** illustrates the

- A. need to lower speed limits on highways
- B. benefits of technology for business people
- C. problems in high volume traffic areas
- D. dangers of multi-tasking while driving

Use the following illustration to answer question 15.



15. This illustration is an example of

- A. cultural hybridization
- B. media convergence
- C. assimilation
- D. pop culture