Media Studies Text Questions

Chapter 6 New and Converging Technologies

In this chapter you will learn about:

- How new and traditional technologies are converging to create a new multimedia environment
- The limitations, dangers, and strengths of communications technology
- How new artistic achievements are possible for those working creatively in the media
- The possible impact of new and converging technologies on education

Read Chapter 6 of your textbook (pages 170 - 197) to find the answers to these questions:

Music: An Electronic Culture (p 174)
1. What is your opinion of the union of music and technology that we hear in sampled and synthesized music?
2. Where do you see the future of music going – back to the basics of “unplugged” acoustic sounds, or forward into technologically produced music?
3. How have changes in video and audio technology changed music videos? Compare a music video from the eighties with a current one, looking at the use of
   - Techniques such as camera angles, lighting, and editing
   - Technologies such as animation and special effects
   - Issues raised by the videos

Digital Wizardry in Hollywood (p 177)
4. Describe the advantages and disadvantages of digital technology for the movie industry.
5. Write a review of your most favourite or least favourite special effects movie. In the review, comment on how the high-tech special effects affected the story being told.

Down to a Photo Refinish (p 184)
6. Explain why critics are increasingly concerned about the use of image-manipulation technology. Refer to the quotation from Wired on page 184.
7. What kinds of changes to published or broadcast images are acceptable and what kinds are not? Should the public be informed of any alterations? Consider photographs used in the fashion and entertainment industries vs. those used in photojournalism, news, and other information sources.

Living in Cyberspace (p 186)
8. The majority of computer game buyers are young males. Why do you think this is so? What kinds of games attract female players? Do many such games exist?
9. Traditional games offer some clear benefits to their players. Chess teaches strategy and long-range planning. Monopoly teaches basic finance. Scrabble improves spelling and word recognition skills. What benefits do the new computer games offer their players?
10. Game designers are using improved graphics to offer increasingly gory and realistic-looking violence. In your opinion, is this harmless escapism or a dangerous appeal to the worst side of people? Does a playing violent game make the player more violent?

The Virtual reality Supermarket (p 188)
11. How likely is it that virtual reality shopping will ever replace the mall? Explain your answer.
12. What would be the advantages and disadvantages of virtual reality shopping? Would people
go virtual shopping alone or with friends? Would products still need fancy packaging? How would people who were not “0n-line” shop? Would there be a danger of developing virtual reality shopping addiction?

The Technology of Learning (p 190)
13. How would attending an electronic classroom change your learning experience?
   • How would you feel about school and learning if you attended an electronic classroom like the one described?
   • How might working with the new technologies change your views of the world? Your sense of identity? Your career ambitions?