

Media Arts 11- Final Exam Study Package

Complete this study guide for your own benefit, this will **not** be collected for marks.

a) Be able to tell me what each word means and give an example:

(look over various handouts and class notes)

- 1) pop culture
- 2) mass media
- 3) high culture
- 4) low culture
- 5) propaganda
- 6) stereotype

b) What are the names of each “**persuasive advertising**” technique (blue sheet) and know what each means.

c) What are the **elements** of media arts? (handout)

d) What are the **principles** of media arts? (same handout as above)

e) About the documentary we watched “**The Art of Conflict**”:

- 1) where does it take place?
- 2) who are the people/ groups involved
- 3) what are they disagreeing over?

- 4) how were murals used within the conflict?
- 5) what happened to the men while in prison?
- 6) how did each group use murals in their unique way to unite their own groups?

f) How did the Nazi party use propaganda?

g) How has social media been used against Muslims and Syrian refugees?

h) **Digital Manipulation** (review handouts)

- 1) how has digital manipulation been used throughout history to distort reality?
- 2) what are the kinds of jobs today that use Photoshop on a daily basis?
- 3) what are the 2 main forms of digital manipulation?
- 4) why is digital manipulation a complicated subject in journalism?

i) **Human Communication**

- 1) what are 2 examples of early, non- technology based human communication?
- 2) name 3 forms of newer methods for human communication?

k) **Zines** (review slideshow)

- 1) how have paper pamphlets been used throughout history?
- 2) what subject matter was primarily discussed and shared in zines during the 1930-60's?
- 3) what is a penny dreadful?

- 4) how did the rise of the Internet affect the zine culture?
- 5) how do zine publications contribute to a specific sub culture?

l) **Copyright laws** (webquest assignment)

- 1) what is a copyright?
- 2) what are the 2 common punishments for violating copyright laws in Canada?
- 3) if you are a writer, how does copyright law help you?

m) **Environmental art** (in class assignment/ chart format)

- 1) what was the “melting men” sculptures bringing attention to?
- 2) what were the 2 reasons for the underwater sculpture park?

n) how do advertisers use the concept of “ideal self” to make you want to buy products? Do they make you feel good or bad about yourself?

o) why don't companies still use vintage ads from the 1940-60's for products like alcohol, housewares and cigarettes? What kinds of things do we see in those types of ads that we don't see in as much in modern ads?

p) **Photography Techniques** (slides and handouts)

- 1) why is lighting an important component of any photo?
- 2) what are the 3 types of lighting in photography?
- 3) what are the 3 main types of perspectives you can take a photo from?

q) **Propaganda** (articles and slides)

- 1) what is the purpose of propaganda?
- 2) is it always used for negative purposes?
- 3) how have the methods of making and spreading propaganda changed over time?

r) **Digital Shorts** (notes, handouts)

- 1) how are full length films and digital shorts the same and different?
- 2) what is a storyboard and why is it an important?
- 3) what does stop motion mean?

s) **Communicating themes through music** (in class assignment)

- 1) what is the song “hero of war” about?
- 2) how is the perspective of the song different from the typical song about war?
- 3) explain how the music video either helped or hurt the message of the song lyrics