



## COMS 465 – Computer Mediated Communication

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Final Examination Study Guide

The final examination is scheduled for 90 minutes and will consist of four parts.

### I. TALK THE TALK (10 x 1 point each)

Define the following acronyms and technical terms. For the acronyms, you can either explain what they mean or spell-out their elements. (i.e. NSF = "A national organization that funds scientific research and education" or "National Science Foundation").

- MUD, MOO, CMC, IP, MMORPG, AI, CGI, EFF, CSA, RPG, ICT, VW, NTIA, CRT, RFID, FOSS, H2H, H2M, ToS, RL, WEP, DNA
- Procedural Rhetoric, Cyborg, Open Source, Cookies, Voodoo Doll, Mashup, Avatar, Digital Divide, LambdaMoo, Norrath, Bootleg, Gamification, Resolution, Cryptography, Virtual World, Antialiasing, Rasterization, Cybercrime, Cybernetics, Encryption, Pixel, Spacewar, Phishing, The Grey Album, Fair Use, Technological Determinism, Privacy, Amateur-to-Amateur, Social Contract, Transhumanism, Instrumental Theory of Technology, Musique Concrete, Sample, Axiology

### II. IT'S WHO YOU KNOW (10 x 2 points each)

Briefly identify each person(s) listed below by indicating the contribution(s) s/he has made to the development of or debate concerning communication technology.

Edward Castronova, Manfred Clynes and Nathan Kline, Mr. Bungle, DJ Danger Mouse, Nipper, Anche Chung, Julian Dibbell, Alan Turing, Tomohiro Nishikado, James Carey, ELIZA, Brett Gaylor, Donna Haraway, Lev Manovich, Greg Gillis, Jibo, Amber Case, Aleph Molinari, Ralph Baer, Norbert Wiener, Atari, Sherry Turkle, John Locke, James Tenney, Dead Social, Thomas Hobbes, John Searle, Shimon, Kevin Warwick, Humanity+

### III. SHORT ANSWER (5 x 8 point each)

Provide short responses (4-6 sentences) to the following questions:

1. According to Edward Castronova, a virtual world is a computer program with three defining characteristics. List and briefly explain the three defining characteristics of any virtual world.
2. The study of video games and gaming typically employs one of two methods: Ludology or Narratology. Define or briefly explain each of these two ways of studying video games.
3. Obviously the "rape" that Julian Dibbell describes as having taken place in cyberspace was not a physical event but a virtual occurrence. How did this violation take place? How can something like "rape" occur in cyberspace?
4. James Carey argues that there are two different ways by which one can perceive the process of communication. What are these two views of communication, and how do they differ from each other?
5. According to Donna Haraway, the cyborg names breakdowns in two crucial ontological boundaries. Describe the two boundary breakdowns that characterize the cyborg and provide an example that illustrates each one.
6. According to Lev Manovich, digital cinema is no longer an "indexical art." What does he mean by the phrase "indexical art?" And why is digital cinema no longer an indexical art?

7. According to Lastowka and Hunter, pre-Internet media is centralized and uses a one-to-many model, while new media is decentralized and employs a many-to-many model. What do these terms (centralized/decentralized and one-to-many/many-to-many) mean and give an example of each media type.
8. Communication researchers commonly distinguish between communicating *through* a computer and communicating *with* a computer. Explain the difference between these two modes of studying the computer and give an example of each.
9. The video *Rip: A Remix Manifesto* distinguishes between copyright and copyleft. Briefly define and characterize these two different ways of dealing with intellectual property.
10. A recording is usually understood to be derivative and secondary. Briefly explain how a recording can be characterized as “derivative” and “secondary.”
11. Lev Manovich distinguishes digital cinema from film understood as an indexical art. What does Manovich mean by “indexical art?” And how does digital cinema differ from this mode of filmmaking?
12. The threat/promise that the cyborg presents to our concept of the “human” can be interpreted in three different ways. List and briefly describe these three different consequences of the cyborg.

#### **IV. ESSAY (1 x 30 points)**

The final part of the exam will provoke critical reflection on or assessment of a particular issue previously discussed in seminar meetings. You will be provided with four options. You are to select one question and write an essay response to the question or problem described. Please remember that this is an essay response. You must have a clearly stated thesis, evidence and support to prove your thesis, and a conclusive ending. Unlike the other three sections, there is not necessarily a right answer in this section. There are only well devised and argued responses.

Example: In our investigations of hypertext, we discussed whether this new writing technology provided nothing more than a more convenient way to manipulate text or whether it offered a radical re-formulation of our understanding of reading and writing. What do you think? Is hypertext a mere convenience, or does it indeed introduce new concepts that significantly alter the way we think and write? Why? (Make sure you address the analyses of hypertext that we considered in the texts as well as your own experiences either reading or writing hypertext.)

**Exam Procedure:** The first three parts of the exam will be written on the examination sheet. Students will write responses to these questions WITHOUT any support material (i.e. notes, books, online resources, etc.). The essay will be written on the computer and will be assessed for both content and mechanics (grammar, punctuation, spelling, etc.). Since the essay is not about a “right answer” but about a well-crafted argument, students may use support materials (i.e. class notes, books, online resources, word processing tools, etc.). The essay will be printed and turned in to the instructor at the end of the exam period.