

Exercise walk-through

1920s: Innovations in Communication and Technology ■ 7.7

eXercise

You must be able to

- state what new technologies focused the economy on
- name the three effects the CED gives
- state the double effect of new mass media
- explain why the media effect points both ways

Method — The focus

New technologies and manufacturing techniques helped focus the U.S. economy on the production of consumer goods.

Method — Three effects

Improved standards of living, greater personal mobility, and better communications systems.

Method — Mass media

New forms of mass media, such as radio and cinema, contributed to the spread of national culture as well as greater awareness of regional cultures. Both a national culture and a heightened awareness of regional difference.

Method — Both ways

A broadcast reaching everywhere makes a shared culture possible and also makes local difference audible to people who had never encountered it. The CED refuses to make mass media only a homogenising force.

Practice 2.1 ■ 2 marks

State what new technologies focused the economy on.

Solution 2.1

Method: The focus

Worked steps

the production of consumer goods **B2**.

Practice 2.2 ■ 3 marks

Name the three effects the CED gives.

Solution 2.2

Method: Three effects

Worked steps

improved standards of living **B1**; greater personal mobility **B1**; better communications systems **B1**.

Practice 2.3 ■ 2 marks

Mass media worked in two directions.

- (a) State both.
- (b) Explain how one medium can do both.

Solution 2.3

Worked steps

(a) the spread of national culture **B1** and greater awareness of regional cultures **B1**. (b) a broadcast reaching everywhere both shares one culture and makes local difference audible **B1**.

Exam-style 3.1 ■ 1 mark

New mass media contributed to national culture and to

- A** greater awareness of regional cultures
- B** the end of regional cultures
- C** less communication
- D** lower living standards

Solution 3.1

Method: Mass media

A greater awareness of regional cultures



B the end of regional cultures

C less communication

D lower living standards

Worked steps

A. greater awareness of regional cultures.

Exam-style 3.2 ■ 1 mark

One of the three effects is greater personal

A mobility

B debt

C isolation

D taxation

Solution 3.2

Method: Three effects

A mobility



B debt

C isolation

D taxation

Worked steps

A. mobility.

Exam-style 3.3 ■ 1 mark

A radio programme is heard in every region.

- (a) State the two possible effects.
- (b) Explain why the CED names both.

Solution 3.3

Worked steps

- (a) a shared national culture and a heightened awareness of regional difference **B1**.
- (b) the same broadcast can carry material from one region to another **B1**, so it both unifies and exposes difference **B1**.