**End of unit knowledge and understanding test**

Identify two problems with defining globalisation. (2 marks)

What does homogenisation mean? (1 mark)

What is meant by the following terms and give an example of each (1 mark each definition and 1 mark per example).

 Global village

 Social capital

 Media convergence

What is meant by the digital divide? (1 mark)

Give three examples of globalisation through digital forms of communication (3 marks).

Identify two pieces of evidence that suggest cultural homogenisation is taking place. (2 marks)

Identify two pieces of evidence that suggest cultural defence is taking place. (2 marks)

Identify two pieces of evidence that suggest digital communication affects relationships negatively. (2 marks)

Identify two pieces of evidence that suggest digital communication affects relationships positively (2 marks)

Give three examples of globalisation through digital forms of communication (3 marks).

**The following are worth three marks each – don’t write more than three sentences.**

Why have new forms of social media given rise to greater levels of exploitation?

What are the two different views that feminists have about new forms of digital communication?

What is the Marxist view of digital communication?

How are postmodernist views on digital communication different to Marxist views?