

THE UNIVERSITY OF ADELAIDE
EXAMINATION FOR THE DEGREE OF B.A.

JUNE 1998

**MEDIA AND COMMUNICATIONS:
FROM PAPYRUS TO PRINT**

5661/3346

TIME: TWO HOURS

**In addition, candidates are allowed ten minutes,
before the examination begins, to read the paper**

Answer THREE questions

- 1 “Effective oral communication requires effective performers”. Comment on this statement. In what ways did ancient rhetoric foster this view? Should Jesus be seen as a gifted performer?
- 2 Is written law and legal process better than oral law and legal process? Use the evidence of Anglo-Saxon and Celtic cultures in your argument.

What factors made it more difficult for people in the ancient and medieval worlds to read and write compared with, say, Australia today? Was it more to do with certain attitudes than with practical difficulties?

Should the illustrations in medieval books be seen as delightful ornamentation or as a means of enhancing appreciation and understanding the text?
- 5 How did a Roman viewer “read” a public monument differently from that of a Classical Greek viewer?
- 6 What means, apart from sculpture and architecture, were used by power holders to influence opinion in the classical and medieval worlds?

- 7 The word “travel” comes from the word “travail”, meaning hardship. What hardships did ancient travellers face? How could they try to overcome them? Did some people travel more easily than others?
8. People communicate for various reasons, such as to persuade, to instruct or inform, to entertain or amuse, to impress or win renown, to share feelings or ideas. Giving specific examples where appropriate, show how such aims were realised in the ancient and medieval worlds.

