

THE UNIVERSITY OF ADELAIDE

EXAMINATION FOR THE DEGREE OF B.A.

Centre for European Studies and General Linguistics

November 2000

5661/3346 Media and Communications: Papyrus to Print

Time: Two (2) hours

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

ANSWER THREE (3) QUESTIONS

1. "The art of persuasion lies in subverting and bypassing reason." Is this a fair comment on rhetoric? Does it explain why there was so much discussion in the ancient world on the morality of using rhetoric? Can oral communication be effective without training in rhetoric?
2. What uses was literacy put to in the ancient world? How did literacy change people's lives?
3. What changes in the production and purposes of books were there from the 5th century B.C. to the 15th century A.D.?
4. Compare and contrast the use of visual imagery on a typical Greek temple with that of a mediaeval European Church.
5. What means, apart from sculpture and architecture, were used by power holders to influence opinion in the Roman and mediaeval worlds? What limited their effectiveness?
6. How did ancient travellers know how to get from A to B? Was knowing their way the biggest problem they faced on a journey of any length?