You will be asked to give the date of some of the following:
- Johnson's Dictionary
- Founding of ARPANET
- First email program created
- Launching of Macintosh
- First Web Browser
- Donaldson v. Beckett
- First patent medicine
- Illustrated London News
- Launch of Wikipedia

You will be asked to identify (and, where relevant, give examples) some of the following:
- Disintermediation
- Graphical User Interface
- Statute of Anne
- Melvil Dewey
- The inverted pyramid
- Functional literacy

You will be asked five questions, which should be answered in three or four paragraphs. Three of these questions will be from the following list, and two questions you will see for the first time in the exam. One of these will address the question of technological determinism, the other the relationship of technology and community.

Give several reasons why most web content was initially in English, and why the relative proportion of English-language content is becoming smaller with the passage of time.

How does what we know about the emergence of print in China and Korea
change traditional understanding of the print revolution and the social consequences of printing in the West?

What are the features that make for journalistic objectivity? How was the historical emergence of objectivity connected to social, political, and economic factors? How has the advent of the web contributed to the debates over journalistic objectivity?

"The trade of advertising is now so near perfection that it is not easy to propose any improvement".--Samuel Johnson, 1759. Discuss, showing with examples ways in which advertising has and has not changed since the eighteenth century.

Why did the codex replace the scroll for most written communication? Why may Web 2.0 end a tradition begun by the codex?

Discuss the interaction of social and technological factors in shaping the development of the 19th century popular press.

Some say the blogosphere brings to an end four-hundred years of "old media", others that it resembles the early newspaper. Discuss with examples.

"The introduction of writing has fundamental effects on thought as well as social organisation. It leads to new schemes of logic and classification and lays the groundwork for scientific thinking. Writing enables people to distinguish between concepts and their referents; it enables us to turn words into things, to freeze them in time and space." Why is this claim too strong? What counterexamples are there?
Why has the dictionary persisted as a print form, while the encyclopedia has become largely an online text?

What are the reasons usually given for the importance of a literate citizenry? How has the concept of literacy remained the same over the years? How has it changed in response to new technologies?