

7.7 1920s: Innovations in Communication and Technology

Name: _____ Class: _____ Date: _____ Total: 13 marks

KEY WORDS 1920s economy and media 媒体与经济

Objective

Build the skills to explain the **1920s economy and media** 媒体与经济.

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

1 Worked examples

Study these first. Each one shows the method for a task used later.

■ The focus

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

■ Three effects

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

■ 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.

■ 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.

2 Practice

2.1 State what new technologies focused the economy on. [2]

2.2 Name the three effects the CED gives. [3]

2.3 Mass media worked in two directions.

(a) State both. [2]

(b) Explain how one medium can do both. [1]

3 Exam-style questions

3.1 New mass media contributed to national culture and to [1]

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

3.2 One of the three effects is greater personal [1]

- A mobility
- B debt
- C isolation
- D taxation

3.3 A radio programme is heard in every region.

(a) State the two possible effects.

[1]

(b) Explain why the CED names both.

[2]

Solutions

2.1 the production of consumer goods.

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

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

3.1 A. greater awareness of regional cultures.

3.2 A. mobility.

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