ANSWER KEY WITH EXPLANATIONS

Reading Comprehension Passage 18 MCQ Test With Answers – MEDIUM IS THE MESSAGE

English Reading Passages Tests · 5 questions · Online test and questions PDF:
https://englishtestsonline.com/reading-comprehension-passage-18-mcq-test-with-answers-medium-is-the-message/

1	**B**	2	**A**	3	**C**	4	**E**	5	**E**										

Explanations

1. ***Marshall McLuhan***
✓ B) has had a long-standing influence on how and what we think about the media.
The passage says McLuhan's theories **dominated popular thinking** and **helped create the climate** of the new media age, and that twenty-five years later **we still remember vividly** his ideas. So his influence on how we think about the media has lasted a long time. Not **was an influential Communications technologist**: he was a thinker who wrote theories about media, not someone who built technology.

2. ***"Mention McLuhan to anyone." This means:***
✓ A) If you just mention McLuhan's name to anyone.
Here the imperative **Mention McLuhan to anyone and …** works like a condition: **If you mention McLuhan to anyone, there is an excellent chance that person will think "Medium is the message."** It is not an order to tell people facts about him.

3. ***Choose the correct statement:***
✓ C) When we hear the statement, "Medium is the message," we immediately think of McLuhan.
The passage says no intellectual since Einstein has been **so linked with a single phrase**. McLuhan and "Medium is the message" go together, so hearing the phrase makes us think of him. Not **infamous**: that means famous for something bad, and the passage praises McLuhan. The phrase belongs to McLuhan, not Einstein.

4. ***Choose the correct statement:***
✓ E) Marshall McLuhan's name has taken its deserved place in the brief but glorious history of mass communications.
The passage calls McLuhan's theories **immensely influential**, says they shaped popular thinking and links his name to a famous phrase, as Einstein's name is linked to his formula. So he has a deserved place in the history of mass communications. Not the first option: the passage only says he **helped create the climate**, not that the new media age depended on him. The passage also says nothing about his death.

5. ***According to the passage, one important aspect of the new media age McLuhan was particularly interested in was***
✓ E) its effects on culture as well as on how we feel and think about everything.
The last sentence says McLuhan's book outlined **the impact of media both on culture and on our senses**. Our senses here mean how we perceive, feel and think, so the answer is the effects on culture and on how we feel and think. Not **popular thinking in many countries**: that was what McLuhan's ideas influenced, not the topic he studied.

Practise more on englishtestsonline.com
Take this test online, download its questions PDF, and find thousands of free English tests:
englishtestsonline.com · scan the code for this test
englishtestsonline.com