ENGLISH READING PASSAGES TESTS

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

5 questions · Choose the correct answer. Online test and answer key with explanations:
https://englishtestsonline.com/reading-comprehension-passage-18-mcq-test-with-answers-medium-is-the-message/

Name: _____ Date: _____ Score: _____ / 5

(Please note: The following questions are related to a specific reading passage, which is available solely before the first question. Remember, it may be helpful to refer back to the reading text while answering the questions to ensure accuracy.)

MEDIUM IS THE MESSAGE

When we think about the immediate and long-term effects of our communications technologies, we must begin with the immensely influential theories of Marshall McLuhan, whose efforts at understanding the media in the 1960s and 1970s dominated popular thinking in many countries and helped create the climate in which the new media age has flourished. It is twenty-five years now since the height of McLuhan's influence, but we still remember vividly how startling his formulations were and how much he seemed to promise in the name of the media. Mention McLuhan to anyone and there is an excellent chance that person will think, "Medium is the message." Not since Einstein and his famous formula has any intellectual been so linked with a single phrase. McLuhan's "Understanding Media: The Extensions of Man," published in 1964, outlined his theory of the impact of media both on culture and on our senses.

Miles ORVELL, "Another Look At Marshall McLuhan", The Massachusetts Institute of Technology Review.

1. ***Marshall McLuhan***
   A) was an influential Communications technologist.
   B) has had a long-standing influence on how and what we think about the media.
   C) must be dominated in order to understand his influential theories.
   D) was very much influenced by the intellectual climate in many countries.
   E) has recently become somewhat unpopular.

2. ***"Mention McLuhan to anyone." This means:***
   A) If you just mention McLuhan's name to anyone.
   B) Go and tell the facts about McLuhan to everyone.
   C) You must remind of McLuhan to everyone.
   D) You mustn't hesitate to remind McLuhan's name to anyone.
   E) The expression is meaningless; it is a typing mistake.

3. ***Choose the correct statement:***
   A) Einstein made us aware that medium was the message.
   B) McLuhan is at least as infamous as Einstein himself was.
   C) When we hear the statement, "Medium is the message," we immediately think of McLuhan.
   D) McLuhan, as an intellectual, is linked to Einstein by a single phrase.
   E) McLuhan outlined for us Einstein's theory of the impact of media both on culture and on our senses.

4. ***Choose the correct statement:***
   A) The new media age would not have flourished if it had not been dominated by McLuhan's immense influence.
   B) Marshall McLuhan died in the 1960s. It's been nearly half a century since his death.
   C) In our efforts to understand McLuhan's theories, we must not overlook how much he was influenced by the media.
   D) If you want people to believe that "Medium is the message," just mention McLuhan's name to them.
   E) Marshall McLuhan's name has taken its deserved place in the brief but glorious history of mass communications.

5. ***According to the passage, one important aspect of the new media age McLuhan was particularly interested in was***
   A) the technological problems in the Communications sector.
   B) Einstein and his famous formula ($E=mc^2$).
   C) popular thinking in many countries.
   D) how extensively people avoided the influence of the media.
   E) its effects on culture as well as on how we feel and think about everything.