

ch18

Student: _____

1. Media are never designed to purposely cross national boundaries.
True False
2. The international flow of news is dominated by global news agencies such as Reuters, Agence France-Presse, and Associated Press.
True False
3. Although print media can be global in nature, broadcast media cannot be.
True False
4. The U.S. dominates the international TV program market, but aren't as dominate as they used to be.
True False
5. Streaming video from other countries is becoming available on the Web.
True False
6. More than two-thirds of the world's population regularly logs on to the World Wide Web.
True False
7. The media system of any given country has nothing to do with the country's political system.
True False
8. The authoritarian theory of the press believes the ruling elite should guide the masses.
True False
9. The general climate of early American society was NOT very well-suited to the Libertarian theory of the press.
True False
10. Media in nearly all developing countries are guided by the developmental theory of the press.
True False
11. In some countries, such as the United Kingdom, everyone with a television set must purchase an annual license.
True False
12. In Communist countries, even though most media are state owned and state supported, newspapers and magazines tend to be fairly expensive to buy.
True False
13. Japan has a sophisticated media system. It pioneered the development of DBS and HDTV.
True False
14. Mexico's radio and television broadcasting system was based on the American model; however, Mexico's most popular TV shows are Mexican, not American.
True False
15. The content of Chinese media is influenced more by the marketplace than by the Communist Party.
True False

16. *The Economist*, based in London, is an example of a(n):
- A. international general newspaper
 - B. international financial newspaper
 - C. national general newspaper
 - D. national financial newspaper
 - E. international magazine
17. International radio broadcasting uses which of the following media?
- A. shortwave radio
 - B. locally-operated FM radio stations
 - C. the World Wide Web
 - D. all of these
 - E. none of these
18. Of the following, only _____ is NOT one of the five major global radio broadcast services.
- A. Radio Martinique
 - B. Voice of America
 - C. Deutsche Welle
 - D. The World Service of the BBC
 - E. China Radio International
19. The biggest change in international broadcasting in recent years has been:
- A. the dominance of Radio China International
 - B. the appearance of Deutsche Welle
 - C. the increase of global news, sports, and music channels
 - D. the expansion of the shortwave portion of the radio spectrum
 - E. the closing of Voice of America
20. Which of the following is true?
- A. American films dominate the box office in many foreign countries
 - B. The U.S. no longer leads the international TV market
 - C. The number of American box office leaders is increasing
 - D. all of these
 - E. none of these
21. Canada, Finland, Ireland, Belgium, and many other countries can experience friction with neighboring countries due to:
- A. local broadcasters importing too much programming
 - B. local broadcasters exporting too much programming
 - C. spillover of TV signals
 - D. divergent satellite technical standards
 - E. all of these
22. The _____ theory of the press considers public criticism and dissent harmful.
- A. Authoritarian
 - B. Libertarian
 - C. Communist
 - D. Developmental
 - E. Political
23. The Social Responsibility theory of the press incorporates some elements of the _____ theory.
- A. Authoritarian
 - B. Libertarian
 - C. Communist
 - D. Developmental
 - E. Political

24. The _____ theory of the press is most closely related to the Authoritarian theory.
- A. Social Responsibility
 - B. Libertarian
 - C. Communist
 - D. Developmental
 - E. Political
25. Media systems serving official governmental goals such as fighting disease and increasing literacy are best considered as subscribing to the _____ theory of the press.
- A. Social Responsibility
 - B. Libertarian
 - C. Communist
 - D. Developmental
 - E. Political
26. "Public" ownership usually means _____ own(s) the media.
- A. investors
 - B. a community group
 - C. the government
 - D. a publicly-held corporation
 - E. none of these
27. Media systems in most Communist countries can be characterized as:
- A. private ownership, mixed control
 - B. private ownership, centralized control
 - C. private ownership, decentralized control
 - D. public ownership, decentralized control
 - E. public ownership, centralized control
28. Governments can exert control over the press by:
- A. limiting access to resources such as newsprint and transmitters
 - B. requiring journalists to be state-trained and approved
 - C. owning the news agencies
 - D. all of these
 - E. none of these
29. In which type of media system is journalism most encouraged to fulfill the "watchdog" function?
- A. Social Responsibility
 - B. Communist
 - C. Developmental
 - D. Libertarian
 - E. Political
30. The biggest differences in media, across the various media systems, are found in the media's:
- A. information function
 - B. entertainment function
 - C. education function
 - D. editorial or interpretation function
 - E. none of these
31. Direct government subsidy to media is *least* likely in:
- A. the United Kingdom
 - B. the United States
 - C. Scandinavian countries
 - D. Western European countries
 - E. Communist countries

32. What is the role of advertising in Communist media systems, such as China's?
- A. It is not allowed.
 - B. It is allowed but rarely appears because the media are state funded.
 - C. It used to be a minor income source, but now is welcomed as a means of generating revenue.
 - D. It was tried, but due to a lack of advertiser response was discontinued.
 - E. It always has been very important to help fund the media.
33. In Japan, _____ are very highly consumed.
- A. newspapers
 - B. comic books
 - C. none of these
 - D. both of these
 - E. magazines
34. What is the relationship between Mexican media content and American media?
- A. Mexico probably exports more media content to the U.S. than any other nation.
 - B. Mexico hasn't yet attempted to penetrate the U.S. market.
 - C. Americans don't consume Spanish-language content, no matter what the source.
 - D. Mexican exports to the U.S. have led to charges of cultural imperialism.
 - E. American media are prohibited from importing Mexican content.
35. The Chinese government wishes to:
- A. limit the amount of imported programming shown on local TV stations
 - B. limit the amount of commercials in prime time programming
 - C. put limitations on Internet use
 - D. all of these
 - E. none of these

ch18 Key

1. Media are never designed to purposely cross national boundaries.
FALSE
2. The international flow of news is dominated by global news agencies such as Reuters, Agence France-Presse, and Associated Press.
Dominick - Chapter 18 #1
TRUE
3. Although print media can be global in nature, broadcast media cannot be.
Dominick - Chapter 18 #2
FALSE
4. The U.S. dominates the international TV program market, but aren't as dominate as they used to be.
Dominick - Chapter 18 #3
TRUE
5. Streaming video from other countries is becoming available on the Web.
Dominick - Chapter 18 #4
TRUE
6. More than two-thirds of the world's population regularly logs on to the World Wide Web.
Dominick - Chapter 18 #5
FALSE
7. The media system of any given country has nothing to do with the country's political system.
Dominick - Chapter 18 #6
FALSE
8. The authoritarian theory of the press believes the ruling elite should guide the masses.
Dominick - Chapter 18 #7
TRUE
9. The general climate of early American society was NOT very well-suited to the Libertarian theory of the press.
Dominick - Chapter 18 #8
FALSE
10. Media in nearly all developing countries are guided by the developmental theory of the press.
Dominick - Chapter 18 #9
FALSE
11. In some countries, such as the United Kingdom, everyone with a television set must purchase an annual license.
Dominick - Chapter 18 #10
TRUE
12. In Communist countries, even though most media are state owned and state supported, newspapers and magazines tend to be fairly expensive to buy.
Dominick - Chapter 18 #11
FALSE
13. Japan has a sophisticated media system. It pioneered the development of DBS and HDTV.
Dominick - Chapter 18 #12
TRUE
14. Mexico's radio and television broadcasting system was based on the American model; however, Mexico's most popular TV shows are Mexican, not American.
Dominick - Chapter 18 #13
TRUE

15. The content of Chinese media is influenced more by the marketplace than by the Communist Party.
TRUE

Dominick - Chapter 18 #15

16. *The Economist*, based in London, is an example of a(n):
A. international general newspaper
B. international financial newspaper
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Dominick - Chapter 18 #16

17. International radio broadcasting uses which of the following media?
A. shortwave radio
B. locally-operated FM radio stations
C. the World Wide Web
D. all of these
E. none of these

Dominick - Chapter 18 #17

18. Of the following, only _____ is NOT one of the five major global radio broadcast services.
A. Radio Martinique
B. Voice of America
C. Deutsche Welle
D. The World Service of the BBC
E. China Radio International

Dominick - Chapter 18 #18

19. The biggest change in international broadcasting in recent years has been:
A. the dominance of Radio China International
B. the appearance of Deutsche Welle
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D. the expansion of the shortwave portion of the radio spectrum
E. the closing of Voice of America

Dominick - Chapter 18 #19

20. Which of the following is true?
A. American films dominate the box office in many foreign countries
B. The U.S. no longer leads the international TV market
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D. all of these
E. none of these

Dominick - Chapter 18 #20

21. Canada, Finland, Ireland, Belgium, and many other countries can experience friction with neighboring countries due to:
A. local broadcasters importing too much programming
B. local broadcasters exporting too much programming
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D. divergent satellite technical standards
E. all of these

Dominick - Chapter 18 #21

22. The _____ theory of the press considers public criticism and dissent harmful.
A. Authoritarian
B. Libertarian
C. Communist
D. Developmental
E. Political

Dominick - Chapter 18 #22

23. The Social Responsibility theory of the press incorporates some elements of the _____ theory.
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B. Libertarian
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E. Political
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E. Political

Dominick - Chapter 18 #23

Dominick - Chapter 18 #24

Dominick - Chapter 18 #25

Dominick - Chapter 18 #26

Dominick - Chapter 18 #27

Dominick - Chapter 18 #28

Dominick - Chapter 18 #29

30. The biggest differences in media, across the various media systems, are found in the media's:
- A. information function
 - B. entertainment function
 - C. education function
 - D. editorial or interpretation function**
 - E. none of these

Dominick - Chapter 18 #30

31. Direct government subsidy to media is *least* likely in:
- A. the United Kingdom
 - B. the United States**
 - C. Scandinavian countries
 - D. Western European countries
 - E. Communist countries

Dominick - Chapter 18 #31

32. What is the role of advertising in Communist media systems, such as China's?
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 - B. It is allowed but rarely appears because the media are state funded.
 - C. It used to be a minor income source, but now is welcomed as a means of generating revenue.**
 - D. It was tried, but due to a lack of advertiser response was discontinued.
 - E. It always has been very important to help fund the media.

Dominick - Chapter 18 #32

33. In Japan, _____ are very highly consumed.
- A. newspapers
 - B. comic books
 - C. none of these
 - D. both of these**
 - E. magazines

Dominick - Chapter 18 #33

34. What is the relationship between Mexican media content and American media?
- A. Mexico probably exports more media content to the U.S. than any other nation.**
 - B. Mexico hasn't yet attempted to penetrate the U.S. market.
 - C. Americans don't consume Spanish-language content, no matter what the source.
 - D. Mexican exports to the U.S. have led to charges of cultural imperialism.
 - E. American media are prohibited from importing Mexican content.

Dominick - Chapter 18 #34

35. The Chinese government wishes to:
- A. limit the amount of imported programming shown on local TV stations
 - B. limit the amount of commercials in prime time programming
 - C. put limitations on Internet use
 - D. all of these**
 - E. none of these

Dominick - Chapter 18 #35

ch18 Summary

<u>Category</u>	<u># of Questions</u>
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