

SURVEY OF PROFESSIONAL MEDIA
EXAM STUDY GUIDE #1
Fall 2016

A History of News (Handout)

Amplification of News

- Why is this important?
- Who is involved in this? (early news roles)

The First Marathon

Newsworthiness

- Definition
- News Values & What they Mean (proximity, prominence, etc.)

How News Distribution Has Changed Since Oral News to Now

Media & Culture - CH. 1

Mass Communication

The elements of the Linear Model of Communication

- What's a problem with this model?

Selective Exposure

Convergence

Cross Platform

High Culture

- And examples

Low Culture

- And examples

Issues with the "Culture as a Skyscraper" model

Modern Period

Progressive Era

- What was the importance of this era?

Postmodern Period

Critical Process

Media & Culture - CH. 2

ARPAnet

HTML

Fiber-Optic Cable

Content Communities (p. 48)

Apple, The release of the iPhone (p. 59)

Data Mining

Cookies
Phishing
Digital Divide***
Net Neutrality***
Open-Source Software

Media & Culture - CH. 4

Audiotape
MP3
R&B
Payola*** (p. 128)
Gangster Rap
Oligopoly***
Indies
A&R Agents

Lecture Day 4 (on website)

<https://johnsforrester.files.wordpress.com/2015/09/130lectureday4.pdf>

Know the Advantages of Digital Media Distribution
How do Brands & Publishers Use Digital Media?
Define Paid Vs. Organic Distribution

Lecture Day 5 (on website)

<https://johnsforrester.files.wordpress.com/2015/09/130lectureday5.pdf>

What are the four main ways media professionals use to monitor the news?
What benefits do news websites offer?
Define "Top of the Fold"
Define "Below the Fold"
The Inverted Pyramid Writing Style
News Aggregators
News Monitoring Services
Drawbacks of News Social Accounts

Lecture Day 6

<https://johnsforrester.files.wordpress.com/2015/09/survey-friday-lecture-2.pdf>

Impacts of Convergence