

Midterm Exam Study Guide
Survey of Professional Media
Fall 2016

Ch. 6 - Television & Cable

Network Era

Narrowcasting

Time Shifting - what are the impacts on the TV industry

Third Screen/Fourth Screen - Short Answer

Prime Time Access Rule (PTAR) - Short answer

Common Carriers

Deficit Financing - Role in TV show production

Syndication

Retransmission Fees

Fringe Time

Rating/Shares - Short answer on how television viewership audiences are measured (p.220)

From previous chapters, lectures & viewings:

“HISTORY OF NEWS” HANDOUT

Amplification - Historical definition and why it still matters today.

The First Marathon

Newsworthiness

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

INTRODUCTION (Ch. 1)

Linear Model of Mass Communication

Critical Process

Selective Exposure - Short answer

High Culture (+ examples)

Low Culture (+ examples)

Skyscraper Model of Culture - Problems with this system - Short answer

Convergence

Modern Period

INTERNET (CH. 2)

Digital Divide - Short Answer

Net Neutrality - Short Answer

Open-Source Software
Telecommunications Act of 1996
Fiber-Optic Cable

SOUND RECORDING (CH. 4)

Payola - Short answer
Oligopoly
The Indies - short answer
A&R
MP3 format
Gangster Rap

RADIO (CH. 5)

Telegraph
Morse Code
Wireless Telegraphy
Broadcasting - origins of term and definition as relates to media
Federal Radio Commission (FRC)
Federal Communications Commission - Short answer
Format Radio/Radio Music Formats (e.g. Country, Top 40, etc.) - Short Answer.
Rotation
Drive Time
National Public Radio (NPR)
Podcasting - Short answer

THE THREAD (FILM)

Short answer on positives and negatives of Reddit news thread during Boston Marathon bombing and manhunt.

LECTURE DAY 4 (on website)
<https://johnsforrester.files.wordpress.com/2015/09/130lectureday4.pdf>

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?
What are News Aggregators?