

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?