TC100
Introduction to the Information Society

STUDENT WORKBOOK

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Chapter 1 The New Media Environment

1. Old Media/New Media

1. Digital Benefits
   Quality, abundance, control

2. Film
   Blu-ray vs HD DVD,
   digital light projectors

3. Music
   iTunes vs your cell phone

4. Computers
   IEEE802.n
   WiMax

5. Multichannel
   DVRs
   VOD

6. Broadcasting
   HDTV, HD Radio, Satellite radio
   Podcasting
   IPTV

7. Telephone
   FIOS
   MVNOs
   VoIP

Review Questions
1.1 What do you see as the benefits of digital media?
1.2 Use an example of a transition from an analog to digital medium you have experienced. What are the drawbacks of digitization?
1.3 For better or worse, what digital medium has changed your life the most? In what way?

2. Changing Media

1. Merging Technology
   Home entertainment servers
   3.5G cell phones
2. Industry
   NBC buys Universal
   ATT comes back
   Murdoch buys MySpace
   Google the top ad vehicle

3. New Lifestyles
   Going wireless
   Weblogs
   YouTube
   Web 2.0

4. New Careers
   4-5 of them
   IPTV producers & game designers
   Information workers dominate
   Offshoring gobbles jobs

5. New Laws
   TC Act of 1996
   Copyright Term Extension Act
   Net Neutrality?
   French downloading law

6. New Social Issues
   Without a Trace Teen Orgy
   Spectrum auctions
   FaceBook ruins job prospects
   The global broadband gap

Review Questions
1.4 What are some other signs of the convergence of computers, telecommunications and mass media that you have seen?
1.5 As far as you are concerned, what is the most important impact of new media? For society as a whole? Why are those important?

2. How We Got Here

1. Pre-agriculture World
   The spoken word

2. Agriculture World
   Handwriting, scribes, manuscripts

3. Industrial World
4. Information World
We are all information workers here:
Produce
Process
Distribute information

Review Questions
1.6 What are some of the most important signs of the transition from industrial society to information society?
1.7 What are some of the benefits of that transition?
1.8 What kinds of social problems has it caused?
1.9 How would you classify these jobs? Are they information workers? Why or why not? Fast food clerk, typist, auto mechanic, college student, cable TV installer, farmer, assembly line worker?
1.10 If you had your choice, which world would you prefer to live in? Why is that?

Quick Quiz
What is the name of the law that regulates communications media in the United States?
A) The Communications Act of 1934
B) The Communications Law of 1990
C) The Telecommunications Act of 1996

Which form of communication do we associate with agricultural society?
A) Storytellers
B) Hand written manuscripts
C) Newspapers
D) Grunting and pointing

3. Classical Model
1. SMCR Source-Message-Channel-Receiver-Feedback
2. Mass communication
   One-to-many, feedback limited
3. New Media
   Narrowcasting
   Interactive
   Asynchronous
   Desktop production
Multimedia

6. Types of communication
   Intrapersonal, interpersonal, small group, large group
   Organizational, intercultural

Review Questions
1.11 How would you apply the SMCR model to our main university Web site? To your local newspaper?
1.12 Is the Internet a mass medium? Justify your answer.
1.13 What does interactivity mean to you? Is a soda machine interactive according to that definition? Is the Internet? A book with a good index?
1.14 What audience segment(s) do you belong to? What are some media that are narrowcasted to your segment?
1.15 What is your favorite new media form? What makes that better than the old form?
1.16 Give examples of intrapersonal, interpersonal, small group and large group communication.

4. Digital Basics

1. Digits 1 or 0, on or off

2. Sound: Analog to digital conversion: samples and levels

3. Pictures: luminosity and color of pixels

4. Text 1000001=65=A

5. Human senses still analog

Review Questions
1.17 Describe the steps involved in digitizing a song on a CD.

Quick Quiz
If we apply the SMCR model to MP3 file sharing, the decoder is:
   A) the sound card inside the computer that plays the music into your speakers
   B) the program used to unlock the copy protection on new CDs
   C) the listener herself
   D) the Internet connection.
How is the letter “A” represented inside your computer’s memory?
   A) By a tiny little picture of the letter
   B) By the binary digits 10000001
   C) By the Roman Numeral LXV
   D) By a collection of pixels that form the letter “A.”
Chapter 2 Media Theory

1. Why do Media Exist?

1. Economic explanations
   To earn profits for media owners

2. Critical theory explanations
   To maintain the social order

3. Functional explanations
   To help society function

4. Diffusion of innovations
   Media spread like a disease

5. Technological determinism
   Media determine culture

Review Questions
2.1 Which theory makes the most sense to you? Why is that?
2.2 Make a list of your three most common media behaviors. Explain them in terms of the theoretical perspective of your choice.

2. Media Economics 101

1. Offset first copy costs
   Talent, sets, travel, film stock, production staff, equipment

2. With economies of scale
   cut staff, automate, merge

3. Low marginal costs
   Additional copies are cheap

4. And consumer revenues

5. Plus advertising revenues
   Sell access to audiences

6. Law of supply and demand
   Prices, production and sales interrelated

7. To yield profits
   After expenses, taxes and dividends for investors
Review Questions
2.3 Every college student is a media producer when they make a term paper, for example. What are your first copy costs?
2.4 If you wrote a really cool paper, how would you go about producing thousands of copies and distributing them by mail? What economies of scale could you achieve? How could you lower your marginal costs? How would you set the price? How would you calculate your profits?

3. Media Ownership

1. Competition
   Maximizes efficiency lowers prices as in home video stores

2. Oligopoly
   A few firms dominate e.g. broadcast tv

3. Duopoly

4. Monopoly
   Maximizes profits.
   Is Microsoft one?
   Is Apple?
   Regulated monopoly

5. Abuses of market power
   Price gouging and slashing
   cross subsidy
   withholding innovation
   barriers to entry

Review Questions
2.5 Give further examples of media markets that are competitive, oligopolies, monopolies.
2.6 What media ownership model applies to Web browsers? To network television? Explain.
2.7 What is the worst thing that a monopoly ever did to you?

4. Media Money Tree

1. Direct sales
   textbooks, CDs

2. Rentals
home videos

3. Subscriptions
   Newspapers

4. Usage fees
   Movie admissions, long distance

5. Advertising
   TV & radio
   Target media & market segments

6. Syndication
   TV reruns, 1st run syndication
   comic strips

7. Copyright royalties
   Paid by media companies to creators of records,
   books, photos

8. Public subsidies
   Grants to PBS
   universal service subsidies

**Review Questions**

2.8 Provide an additional example for each of the eight forms of financing for communications media.
2.9 How does the money flow from the consumer to the artist in a syndication deal? In a royalty arrangement?
2.10 Why target media to specialized market segments?

5. Web e-conomics

1. All the old models, plus

2. Search ads

3. New economics
   Low publishing, transaction & search costs
   Disintermediation
   Personalization & cookies

**Review Questions**

2.11 Provide an example of each of the conventional forms of media financing that you can find on the Web.
2.12 Subscriptions to the paper New York Times cost hundreds of dollars per year, but the Web version is free. How can you explain that in terms of media economics?

Quick Quiz
What are entry costs?
A) The price of admission to a movie or play
B) The cost of entering a new media business like publishing or broadcasting
C) The compensation cable companies give homeowners for working in their yards
D) They are the same as the first copy costs.

What is the market structure for local television broadcasting?
A) Oligopoly
B) Monopoly
C) Regulated monopoly
D) Competition

6. Critical Theories

1. Political economy
   Marx: Dominant groups create hegemony

2. Feminism
   Males dominate, women underrepresented

3. Ethnic studies
   Media perpetuate stereotypes

4. Media criticism
   Genres

Review Questions
2.13 Give an example of media hegemony. How do society's dominant groups further their goals through that example?
2.14 Apply the terminology of concepts, signs, signifiers and texts to an episode of your favorite TV program.

7. Social Functions

1. Surveillance
   Evening news
   Web news sites, search engines

2. Interpretation
   Soap operasnewsgroups
3. Values transmission
   Textbooks
   Comic books

4. Entertainment
   Lost

5. Interactive media functions
   Complete transactions
   Media by us, not for us

Social interaction

Review Questions
2.15 Make a list of five communications media you consumed yesterday. Next to each one, write the social function that each fulfills.

8. Shaping the News

   1. Agenda Setting
   2. Gatekeeping
   3. Framing
   4. Are the media biased?

Review Questions
2.16 What agenda are the media setting currently?
2.17 Which is more biased, CNN or FOX News?

9. Diffusion of Innovation
   1. New media spread like a disease
      Slowly at first, then accelerate
   2. Predictors of diffusion
      Relative advantage
      complexity
      compatibility
      trialability
      observability
   3. Stages of diffusion
      Knowledge
      evaluation
      decision
implementation
reassessment

4. Adopter categories
   Innovators
   early adopters
   early majority
   late majority
   laggards

5. Critical mass
   For interactive media

6. Re-invention

10. Technological Determinism

1. The medium is the message
   Form, not content, matters
   The Global Village

2. Technology is Dominant
   Technopoly
   Technocracy

3. Media drive culture
   High culture, folk culture, popular culture

Review Questions
2.18 What adopter category do you fit into when it comes to new music?
2.19 What stage of diffusion are you in with respect to HDTV? What adopter category will you be in?
2.20 How does McLuhan’s famous maxim, “the medium is the message” hold true for the Internet?

Quick Quiz

A critic on CNN says that Rupert Murdoch is trying to impose his own ruling class views on the public through Fox News. What position is the critic taking?
   A) Technological Determinism
   B) Cultural Determinism
C) Political Economy  
D) Technopoly

Some of the new DVD music players won’t play conventional CDs. What kind of problem is that in Diffusion of Innovation terms?  
  A) Compatibility  
  B) Trialability  
  C) Observability  
  D) Relative advantage
Chapter 14 Media Policy and Law

1. Policy Milestones

1733 Zenger Trial
1789 U.S. Constitution
1934 Communications Act
1986 Electronic Communications Privacy Act
1996 Telecommunications Act
1998 Copyright Term Extension Act
2004 Superbowl Breast Exposure!
2006 French downloading law

2. 1st Amendment

1. Freedom of speech, freedom of the press
   Protects free speech, forbids censorship
   Marketplace of ideas

2. No Defamation
   No libel or slander

3. Preserve fairness?
   The right of reply

4. Sedition is OK!
   But don’t advocate violence

5. Commercial speech
   No deceptive ads
   Is PR deceptive advertising?

Review Questions
14.1 What are the main limitations on Freedom of Speech?
14.2 Give an example of an advertisement you have seen that you think is deceptive.

3. Obscenity

1. Limit exposure to adults
   If they violate community standards, appeal to prurient interests, have no redeeming value

2. Indecency
   Seven dirty words limited to safe haven hours
   Janet Jackson’s breast
Grand Theft Auto San Andreas

3. Internet
   Communications Decency Acts struck down
   Children’s On-Line Protection Act
   Children’s Internet Protection Act

4. Self regulation
   Ratings & the V-chip

5. Is violence obscene?

**Review Questions**

14.3 In what media could George Carlin deliver his "seven dirty words" monologue today?
14.4 If everybody agrees that children shouldn't be exposed to pornography, why doesn't the government do something to stop it?
14.5 What do you think is the best way to control Internet pornography? Explain.

4. Privacy

1. 4th Amendment
   Secure in our persons, homes, papers, effects--
   search warrants needed

2. Right to be left alone

3. Matching consumer data bases

4. Telemarketing registry

5. Web privacy
   Spam, cookies, monitoring & Web bugs
   Children's Online Protection Act
   Electronic Communications Privacy Act
   CAN-SPAM

6. USA Patriot Act renewal

7. Fair Credit Reporting Act

**Review Questions**

14.6 What do you regard as the biggest threat to your privacy?
What would you like to see done about that?
14.7 What privacy right do you value the most? What guarantees that right?
14.8 The U.S. lags behind other nations when it comes to protecting the privacy of its citizens. Why is that?

5. Intellectual Property

1. Patents and copyrights

2. Copyright Term Extension Act
   Protected for life plus 70 years
   Prohibits circumvention
   ISPs must cooperate
   Legitimate uses doctrine

3. Fair use
   Personal, academic and artistic use OK
   If you have a good lawyer

4. Global copyright issues
   Piracy, World Intellectual Property Organization (WIPO)

Review Questions
14.9 Some say the new copyright act encourages creativity. How is that?
14.10 Others say the new copyright act discourages creativity. How so?
14.11 Is it OK to copy pictures from a magazine and put them on your own Internet Web page? Explain.

Quick Quiz
Which of the following is permissible free speech?
A) Selling a pornographic magazine to a young teenager
B) Making a political speech advocating the overthrow of the U.S. government
C) Saying one of the seven dirty words on daytime radio
D) None of these are permissible

Which of the following uses is not protected by the Fair Use principle?
A) Academic
B) Artistic
C) Personal
D) Commercial
6. Ownership Issues

1. Sherman Antitrust Act
   Prohibits monopoly, restraint of trade

2. Natural Monopolies
   Telephone companies?

3. Diversity of Content
   Ownership preferences

4. Concentration
   Horizontal monopoly
   Vertical monopolies
   Cross ownership rules
   First Amendment conflict

5. Telecom Act of 1996
   Opens competition

6. New Ownership Rules

Review Questions
14.12 What does the Sherman Antitrust Act prohibit?
14.13 What is the difference between a horizontal and vertical monopoly, and give a further example of each.
14.14 What is wrong with monopolies, anyway?
14.15 How did the Telecommunications Act change communication media ownership rules?

7. Access Issues

1. Universal Service
   TC Act assures access for all
   The Digital Divide persists

2. Manage scarce resources
   Licensing
   Spectrum allocation
   In the public interest
   Scarcity argument
   Auctions
   International congresses

3. Standardization
   International bodies set technical standards
Review Questions
14.16 What does universal service mean, exactly? Do you think it should be expanded or contracted, and how?
14.17 What is the rationale for broadcast licensing? What would you take away a license for?
14.18 What is the rationale for technical standards? Give an example of how they benefit you.

8. Policy Makers

1. Executive Branch
   - President
   - FCC
   - NTIA
   - FTC
   - Justice Department

2. Legislative Branch
   - Congress
   - House Telecommunications and Internet Subcommittee

3. Judicial Branch
   - Supreme Court
   - District Courts

4. State and Local Regulators
   - Public utility commissions
   - Cable commissions
   - Legislatures

5. Lobbyists
   - Interest groups: AARP, NAACP
   - Industry: NAB, MPAA, telcos

6. News Media

Review Questions
14.19 Using the Telecom Act as an example, describe the policy making process, including the role of each of the three branches of government.
14.20 What does the FCC do exactly?

Quick Quiz
Which of the following would be an example of a vertical monopoly in the making?

A) Microsoft starts charging for its Internet browser software  
B) Microsoft buys Apple Computer  
C) Microsoft buys the Netscape browser  
D) Cingular buys Verizon

How are the frequencies for new communication services allocated?

A) The frequencies are auctioned to the highest bidder  
B) The FCC picks the most qualified applicant.  
C) Congress picks the most qualified applicant.  
D) Whoever uses a new frequency first gets to keep it.
Chapter 15 Media Ethics

1. Ethical Approaches
   1. Aristotle’s Golden Mean
   2. Jesus of Nazareth’s Golden Rule
   3. Kant’s Categorical Imperative
   4. Situation Ethics
   5. Mill’s Utility Principle
   6. Dewey’s Pragmatic ethics

2. Ethical Issues for Media
   1. Journalism ethics
      Accuracy, fairness, confidentiality
   2. Sensationalism
   3. Commercialism
   4. Entertainment ethics
   5. Bribery
   6. Deception
   7. Stereotyping
   8. Privacy

3. Ethical Issues for Consumers
   1. Hacking
   2. Downloading
   3. Plagiarism
      Downloading text IS plagiarism
   4. Research

Review Questions
15.1 Examine the ethics of “Fear Factor” using the six different approaches.
15.2 OK, how DO you justify downloading MP3s?
15.3 A student downloads a paragraph from a web site, writes a new lead sentence and changes every fifth word or so. What’s wrong with that?

Quick Quiz
Which of the following holds that we should “seek the greatest happiness for the greatest number”?
   A) Categorical imperative
   B) Situation ethics
   C) Principle of utility
   D) Golden mean

Which ethical breach ended Dan Rather’s career?
   A) Accuracy
   B) Confidentiality
   C) Sensationalism
   D) Commercialism
Chapters 5&6 Radio and Recorded Music

1. Radio Timeline

- 1877 Edison phonograph
- 1896 Marconi radio
- 1920 KDKA goes on the air
- 1934 Federal Communications Commission
- 1996 Telecom Act
- 2000 Napster
- 2003 iTunes
- 2006 Howard Stern on satellite

2. Before there Was Radio

1. Tin Pan Alley
   - Sheet Music

2. Early recordings
   - Nickelodeons
   - Victrolas

3. Wireless telegraphy
   - Marconi
   - SOS Titanic

4. Radio Act of 1912

5. Patent pool

Review Questions
5.1 What were the early forms of popular music?
5.2 What was on the radio in the 19-teens?

3. Early Broadcasting

1. KDKA the first?

2. Early networks
   - AT&T
   - NBC

3. Regulation
   - Radio Act of 1927
   - Communications Act of 1934
   - Chain Broadcasting Rules of 1941
4. Programing
   - Big Bands, live
   - Radio serials and sitcoms

**Review Questions**
5.3 Why did the government get involved in broadcasting?
5.4 How was radio of the 1930s different from today?

4. Rock Rises and Falls

1. New record formats
   - 45s and LPs

2. The Disk Jockey era
   - Payola

3. FM radio reigns
   - Segmented audiences
   - Baby, Light My Fire

4. The new radio networks
   - Howard & Rush

5. Industry shake-up
   - Telecom Act merger frenzy
   - Downloading and iTunes
   - Podcasting
   - Satellite radio

**Review Questions**
5.5 Why did the old radio networks die in the 1950s?
5.6 What impact did FM radio have on popular music?
5.7 What has been the effect of the Telecom Act on the radio industry?

**Quick Quiz**
Which of the following stopped radio networks from controlling talent and forcing programming on their affiliate stations?
   a. The Toll Broadcasting decision
   b. The Telecom Act of 1996
   c. The Chain Broadcasting Rules
   d. The Communications Act of 1934

A record company promoter offers a radio disc jockey money to play a new record. What do we call that?
   a. Bribery
b. Payola

c. Marketing

d. A royalty fee

5. Technology Trends

1. Audio recording
   Foil cylinders to LPs
   Magnetic tape
   CD, DVD
   MP3 vs media players

2. The Communications Spectrum
   Amplitude, frequency, phase
   Electromagnetic Waves
   Frequency bands
   Propagation

3. Radio broadcasting
   Audion tube
   AM and FM
   Inside your radio

4. Digital Broadcasting
   Streaming Web stations
   HD Radio
   Satellite radio
   Podcasts

Review Questions

5.8 How does a radio show get from the studio to your radio?
5.9 What differences can you hear between AM and FM radio?
5.10 Which type of digital radio do you think will catch on in the US? Why?

6. Music Genres

1. Traditions
   Celtic
   African
   Middle Europe

2. Top Radio Formats
   News/Talk
   Adult Contemporary
   Contemporary Hit Radio
   Rock
Country
Oldies
Urban
Spanish
Alternative
Smooth jazz

3. Genre mutation

4. The format clock

**Review Questions**
5.11 In which format category is your favorite radio station?
5.13 What genre is your favorite, what other genres led to it?

7. Music Industry

1. Talent

2. Record Companies
   Labels

3. Distribution
   Radio Groups
   Syndicators
   Programing services
   Noncommercial stations
   Wal-Mart
   The Web

**Review Questions**
5.14 What is the relationship between talent, record labels, record companies and radio stations?
5.15 What role do syndicators play in the radio industry?

5.8. Media Literacy

1. Ownership rules
   Are mergers good?
   Is programing diverse?
   Is Clear Channel too big?

2. Free speech or indecent speech?
   Safe harbor
   Parental advisories
   Wal-Mart censorship
3. Sharing or Stealing?
   Music licenses

Review Questions
5.16 What are some of the changes in radio that result from "merger mania"?
5.17 Why not just ban indecent material outright?
5.18 What was wrong with file sharing from the music industry perspective?

Quick Quiz
How does radio transmission work?
   a. Magnetic waves from the transmitter are picked up by our antenna.
   b. The transmitter sends electricity through the air to our radio.
   c. The signal travels on high-pitched sound waves beyond the range of human hearing.
   d. The transmitter sends pressure waves through the air.

Which one of the following describes the main advantage of consolidating radio stations into large ownership groups?
   a. Decreased barriers to entry.
   b. Decreased first copy costs.
   c. Increased economies of scale.
   d. Increased payola.
Chapter 7: Film and Video

1. Film Milestones

1903 The Great Train Robbery
1915 The Birth of a Nation
1927 The Jazz Singer
1946 It's a Wonderful Life
1977 Star Wars
1995 Toy Story
1997 Titanic

2. The Silent Screen

1. Pioneering efforts
   Can horses fly?
   Kinetoscope
   Nickelodeons
   Telling stories
   Feature films

2. The Silent Era
   Hollywood production
   Stars are born
   The studio system
   Movie censorship begins

Review Questions
7.1 How did Hollywood become the "film capital"? Explain it in terms of media economics.
7.2 What was the Hays Office? What policy issue does it relate to?

3. The Golden Age of Film

1. Movies talk

2. Major studios dominate
   Paramount
   MGM
   Twentieth Century Fox
   Warner Brothers
   RKO

3. Vertical integration

4. B Movies
Review Questions
7.3 What changes took place in the film industry in the 1920s and 1930s?
7.4 What does vertical integration mean in the film industry?

4. Film Challenges

1. Meeting the TV challenge
   - Forced divestiture of theaters
   - Changing demographics
   - Extravaganzas
   - Fin-Syn rules
   - Studio system dies
   - Censorship crumbles

2. The Cable challenge
   - Home Box Office
   - Pay-per-view
   - Distribution windows

3. The home video challenge
   - Niche movies
   - Global blockbusters
   - Sell through
   - Profit sharing

Review Questions
7.5 How did Hollywood counter the TV threat?
7.6 How has home video changed the film industry?

Quick Quiz
The first feature film
   a. A galloping horse
   b. The Great Train Robbery
   c. The Birth of a Nation
   d. The Jazz Singer

The major movie studios sold off their chains of movie theaters after 1948. Why did they do that?
   a. They knew TV would ruin the movie business, so they gave up on theaters.
   b. To comply with a court ruling to end excessive vertical integration.
   c. Everyone was moving to the suburbs, the theaters were all in the cities.
d. The end of the “studio system” meant they could no longer supply their theaters with enough movies

5. Film Technology

1. 24 frames per second

2. Talking movies
   - Photoreceptors
   - Digital Theater Sound

3. Special effects
   - Rear projection
   - Front projection
   - Matting

4. Digital movies
   - Computer animation
   - Nonlinear editing
   - Virtual actors
   - DVDs
   - MiniDV

5. The Theater of the Future
   - Digital Light Projectors
   - MovieLink

Review Questions
7.7 Our heroine struggles atop the Empire State Building while Kong swats the airplanes. How did they do that?
7.8 What is the possible economic impact of digital moviemaking on the film industry?
7.9 The movie theater of 2015, what will it be like?

6. Some Film Genres

1. Action-adventure

2. Comedies

3. Musicals

4. Horror

5. War films
6. Film Noir

7. Animation

**Review Questions**
7.10 What genre am I? Titanic? War of the Worlds?
7.11 We make new movie ideas by asking "what's hot" and then mixing genres. Pitch me your idea.
7.12 Now justify your idea in terms of your favorite media theory.

7. The Film Industry

1. Studios
   - Majors
   - Independents

2. Distribution Windows
   - Theatrical
   - Foreign
   - Pay per view
   - Home video
   - Pay Cable
   - Broadcast
   - Syndication

3. Exhibition
   - Theater chains

**Review Question**
7.13 How do the demographics of movie audiences affect their content?
7.14 What is the significance of distribution windows?

8. Film Literacy

1. Sex and violence
   - Are ratings effective?

2. Intellectual property
   - Piracy
   - Customized editing

3. Film preservation
   - Classics turn to dust

**Review Questions**
7.15 How might vertical integration affect the film content?
What should be done about all the crumbling films of yesteryear?

Quick Quiz
Why do movies have distribution windows?
   a. For the convenience of the consumer
   b. To maximize revenues for the studios
   c. To preserve universal access
   d. To minimize vertical concentration in the movie industry.

What is the economic significance of the new Digital Light Projectors?
   a. Movies could be distributed by satellite, saving the cost of film duplication.
   b. They cost less than conventional movie projectors, so ticket prices will go down.
   c. They offer digital surround sound, so people will gladly pay more at the box office.
   d. The picture is brighter, so we won’t need to watch movies in the dark any more.
Chapter 8 Television and Cable

1. TV Time

   1925 Mechanical TV broadcasts
   1948 The Freeze, first cable TV
   1954 Disneyland on TV
   1967 Public broadcasting
   1975 HBO
   1987 Fox Network debuts
   1996 Telecom Act
   1998 Network TV under 50%
   2006 The CW
   2009 Your TV is obsolete!

2. TV's Golden Age

   1. Regulation: Sixth Report and Order
   2. Industry: ABC, CBS, NBC reign
   3. Drama: Requiem for a Heavyweight
   4. Public Affairs: See It Now
   5. Comedy: I Love Lucy
   6. Hollywood: Disneyland and The Rifleman
   7. Scandal: Twenty-One
   8. Society: Kennedy-Nixon Debates
   9. Wasteland: Leave It to Beaver

Review Questions
8.1 FCC Commissioner Newton Minow called TV a "vast wasteland." What did he mean by that?  
8.2 Use a media theory of your choice to explain how the wasteland developed.  
8.3 What might we see as we flipped around the dial in the 1950s?

3. Multiplying the Channels

   1. Public Broadcasting Act
      CPB and PBS
2. UHF grows

3. Syndicated programming rules

4. Cable emerges
   - Distant signals
   - HBO
   - Superstations
   - Urban franchises granted
   - Large MSOs

5. New broadcast networks
   - Fox, The CW, MyNetworkTV

6. The Big 5
   - Globalization
   - Will HDTV save broadcast TV?
   - Will DVRs kill it?

**Review Questions**

8.4 Why did regulators want to prevent cable from growing in the early years?
8.5 What is the rationale for public broadcasting?
8.6 Why so many new networks?

4. Technology Trends

1. Behind your TV screen
   - From a single spot of light
   - Picture tube
   - Transmission
   - TV camera
   - In living color

2. Video recording
   - Helical scanning for VCRs
   - DVD
   - DVD

3. Digital TV
   - Electronic Newsgathering
   - Newsroom LANs
   - Compressed video
   - HDTV vs SDTV
   - Interactive TV
Review Questions
8.7 How can we get a TV picture from a single point of light?
8.8 What are some ways that TV technology is changing in the Information Age?
8.9 Evaluate HDTV in terms of the Diffusion of Innovation theory.

Quick Quiz
The first new broadcast network to challenge the dominance of the "big three."
   a. UHF
   b. Fox
   c. UPN
   d. HBO

What is the "magic" of the conventional television picture tube?
   a. A beam of electrons traces horizontal lines that make up the frames of the picture.
   b. Electromagnetic waves from the TV transmitter cause a special coating on the inside of the tube to flash colored light.
   c. A matrix of invisible wires on the surface of the tube is used to light tiny solid-state “light bulbs” corresponding to each pixel.
   d. A flash bulb at the rear of the TV tube projects a complete image 30 times a second.

5. TV Genres

1. Borrowed from radio
   Reality
   Comedy
   Drama
   Action-adventure
   Sports
   News
   Game shows
   Dayparts

2. Program strategies
   Blocks, hammocks
   Stunting, counter programming

3. Cable programing
   Genre channels
   Target channels
   General audience

Review Questions
8.10 What is your favorite TV show, what genre is it, and where did that genre originate?
8.11 You be the cable mogul. What is your original channel idea?

6. Industry Organization
1. The Big 5
   - AOL, Disney, Viacom, News Corp, NBC Universal
2. Production
   - Entertainment is global
   - Network vs local news
   - Local vs network cable
3. National TV Distribution
   - Broadcast nets
   - Basic cable
   - Pay cable
   - PBS
   - Syndication
     - First run
     - Off network
4. Local TV
   - Group owned stations
   - Network affiliates
   - Independents
   - Local station
5. TV Advertising
   - Up front
   - Spot
   - Scatter
   - Ratings and shares
   - Product placements

Review Questions
8.12 What is the difference between an affiliate and an O&O?
8.14 What do cable MSOs do, exactly?
8.15 Seniors are heavy TV viewers, yet there are few programs just for them. Why?
8.16 What could happen to the major networks if their ratings continue to decline? (Aside from just going out of business:-)

7. TV Literacy
1. Ownership restrictions
   39% maximum coverage
   Violate 1st Amendment?

2. Making TV Decent
   Raising fines
   Make cable decent?

3. TV violence
   Blame TV or blame parents?
   Is the V-chip effective?
   Why aren't sports rated V?

4. Diversity
   Does competition equal diversity?
   Minorities and women under-represented

Review Questions
8.17 Minorities are under-represented in prime time television roles. What might it take to change that?
8.18 Why do we need the V-chip? Why not just ban indecent and violent content?
8.19 Why have any limits on TV ownership? What policies impact the limits?

Quick Quiz
Under what principle are media ownership restrictions being questioned?
   a. Everyone should have the right to own a TV station
   b. The restrictions violate the intellectual property rights of broadcasters
   c. Less restrictions will mean more diverse programs
   d. They may violate the free speech rights of broadcasters

What is the relationship between the big three networks and their affiliates?
   a. The affiliates pay the networks for the shows they broadcast.
   b. The networks own the affiliate stations.
   c. The networks pay affiliates to carry their shows.
   d. The affiliates have to carry whatever the networks say.
Chapter 9 The Internet

1. Computer Timeline

1822 The Difference Engine  
1943 Colossus  
1969 ARPANET  
1972 Alto, first personal computer?  
1975 Altair  
1991 The Web is born  
2004 Apple commercializes online music  
2006 Internet 2.0

2. Before the PC

1. Pioneers  
   Babbage & Byron  
   Atanasoff  
   Turing  
   Mauchly & Eckert

2. IBM Mainframes

3. Early Networks  
   SAGE  
   SABRE  
   Arpanet

Review Questions
9.1 Who invented the computer? Was the invention of the computer technologically determined or culturally determined?
9.2 What provided the impetus for the first computer networks? How do you explain their spread in terms of media theory?

3. Personal Computing

1. The first PCs  
   Alto  
   Altair  
   Apple II

2. Information Services  
   Videotex  
   BBS

3. IBM and Wintel
4. Multimedia computing
   Macintosh
   Hypertext

5. The Web is Born
   Arpanet
   Internetworking
   HTML
   Dot Coms

6. The Web goes mainstream
   Broadband
   Advertising and pay content

**Review Questions**

9.3 What contributions did Apple Computer make to the development of personal computing? And why couldn't they dominate the industry?

9.4 Why did the Internet succeed while earlier information services failed?

4. Technology Trends

1. Computer Generations
   Moore’s Law

2. Future computing
   Embedded processors
   Internet appliances
   Home entertainment servers
   Artificial intelligence

3. Inside the Internet
   TCP/IP
   http, html
   IRC, ftp, DNS
   Browser, ISP, backbone, server

3. New Web technology
   Broadband
   Wireless
   IPv.6 & Internet2
   MPEG4
   XML
   Players
   Tracking: bugs & cookies
Encryption

Review Questions
9.5 Information Society Jeopardy: The category is computer generations. "This invention sparked the development of second generation machines."
9.6 How could society function without personal computers?
9.7 How might the Web be different 5 years from now?

Quick Quiz
The computer that beat the Nazis in World War II
   a. ENIAC
   b. SAGE
   c. UNIVAC
   d. Colossus
The first personal computer that could balance your checkbook for you.
   a. The difference engine
   b. ENIAC
   c. Apple II
   d. Altair

5. What’s On the Internet

1. Domains
   .edu
   .org
   .gov
   .com
   Also .mil .fr .nu .nom .us .biz .pro .name .museum

2. Genres
   Portals
   Entertainment
   Games
   Online publishing
   Search engines
   Downloads
   Communities
   Blogs
   e-commerce

3. What is sticky?

Review Questions
9.8 What is the relationship between HTML and HTTP?
9.9 Why are domain names such a hot issue?
9.10 What is the difference between a portal and a search engine?
9.11 Explain Web usage in terms of media theory.

8. Computer Industry Structure

1. Hardware

2. Software
   Freeware and shareware
   Plug ins

3. Internet Service Providers

4. Content Providers

5. Internet Organization
   ICANN
   ISOC
   IETF
   IAB
   W3C

Review Questions
9.12 What does an ISP do, exactly?
9.13 Who runs the Internet?


1. Robber Barons Rule
   Gates & Parsons

2. Multinationals
   Copyright power

3. The Ruling class
   The digital divide
   Access=power?

4. Government
   Universal service
   Censorship
   Privacy
   Taxation
5. Self-government
   Gambling & hate
   Hackers rule!
   Spam
   Encryption

**Review Questions**
9.14 Who should run the Internet? What should "they" crack down on when "they" take over? What policy issues would that raise?
9.15 What is the biggest threat that hackers pose?

**Quick Quiz**
Who regulates Internet domain names?
   a. ISOC
   b. IETF
   c. The FCC
   d. ICANN

What is the basic protocol used to run the Internet?
   a. Http
   b. TCP/IP
   c. DNS
   d. Ftp
Chapter 12 Communications Infrastructure

1. Infrastructure Building Blocks

1844 Morse's telegraph
1876 Bell's telephone
1934 Communications Act
1948 Cable TV
1962 Communications satellite
1984 AT&T divestiture
1996 Telecom Act
2004 AT&T is dead
2006 ATT returns

2. The Founders

1. The Telegraph
   What hath God wrought?

2. The Telephone
   Watson, come here

3. The rise of AT&T
   Bell Labs
   Kingsbury Commitment

Review Questions
12.1 What were the reasons for AT&T's early success?
12.2 Some critical theorists would argue that "Bell didn't invent the telephone, the telephone invented Bell." What sense do you make of that?
12.3 Why did AT&T make the universal service pledge?

3. Regulators Come and Go

1. Rate of Return Regulation

2. Communications Act

3. Cable Regulation
   Large market ban

4. Wireless Established
   Satellite
   Cellular
5. AT&T Divestiture

6. Telecommunications Act
   Local competition
   AT&T breaks itself up
   Telecom meltdown
   SBC buys ATT
   New rules for Telcos

**Review Questions**
12.4 Why did the government want to break up AT&T? What was the policy justification?
12.5 What impact does the Telecom Act have on the telephone industry?

4. Technology Trends

1. Transmission
   - Amplification
   - Multiplexing
   - Microwave
   - Coaxial cable
   - Satellite
   - Digital carriers
   - Fiber optics

2. Switching
   - Manual switching
   - Automatic switching
   - Intelligent networks
   - Cable converters
   - Packet switching

3. Digital Infrastructure
   - Modems
   - Cable modems
   - Digital compression
   - Digital Subscriber Line
   - Packet switching
   - VOIP
   - Power lines

4. Mobile Communication
   - Mobile phone
   - Pagers
   - Cellular Radio
3G, 3.5G, SMS
WiFi, WiMax, EVDO
LEO Satellite

**Review Questions**
12.6 Thinking back to Diffusion of Innovation, how would you compare DSL and cable modems?
12.7 What is the significance of wireless broadband?

**Quick Quiz**
What did the AT&T divestiture do?
   a. It split the RBOCs off from AT&T
   b. It made AT&T divest its equipment manufacturing company.
   c. It made AT&T sell Western Union
   d. It made AT&T leave the long distance business.

What does a modem do, exactly?
   a. It is just a kind of plug to connect your computer to a phone line with.
   b. It converts sounds that come out of your computer into digital pulses.
   c. It converts digital pulses from your computer into sounds that can be carried over phone lines.
   d. It amplifies digital pulses from your computer so they can be heard by other computers far away.

**5. Service Options**

1. For consumers
   POTS
   CLASS
   DSL
   Going wireless
   MVNO services

2. Cable TV
   Basic, pay, tiers
   Digital cable
   Internet
   Telephone

**Review Questions**
12.8 What do businesses use T1s for? In terms of media theory, how do they decide?
12.9 Why isn't T3 very popular with home users?

**6. Industry Organization**
1. Telephone companies
   International Record Carriers
   Interexchange Carriers
   Local Exchange Carriers
   RBOC
   CLEC

2. Other Telecom Carriers
   Cable MSOs
   Mobile
   Satellite

**Review Questions**
12.10 Distinguish area codes from LATAs
12.11 What is the difference between PBX and Centrex?
12.12 Give further examples of each type of telecommunications carrier.

**7. Infrastructure Literacy**

1. Competition
   The TC Act is no bargain
   Open Networks

2. Subsidies
   Low income, rural, you & me

3. Universal service
   Lifeline and e-rate

4. Someone Is Listening
   Trap and trace
   Roving wiretaps
   Do not call list

**Review Questions**
12.13 What criteria could we use to judge whether the Telecom Act is working as it was intended?
12.14 Whose telecommunications subsidies should we take away?
12.15 Now that you know about the USA Patriot Act, what would you never say on the phone?

**Quick Quiz**
Which of the following still maintains a near monopoly over local telephone service?
   a. RBOCs
   b. AT&T
   c. MCI WorldCom
   d. IXCs
Under the USA Patriot Act, what does law enforcement have to do if they want to see what Web pages you visit?
   a. Notify your lawyer, in writing.
   b. Get a warrant from a judge.
   c. Certify a need for the information in an investigation.
   d. Get a warrant from a secret court.
E-Business

1. Milestones

   4000 BCE Sumerian tablets
   1866 Transoceanic telegraph
   1874 Typewriters
   1890 Hollerith saves the Census
   1954 IBM model 650
   1956 IBM Consent decree
   1966 Sabre
   1973 ethernet
   1982 The PC
   1990 IT pays off
   2006 Offshoring steals your job

2. Doing Business Better

   1. Expanding Scope
      Telegraph, phone, PBX
   
   2. Increasing Speed
      Tabulating machine, addressograph, typewriters
   
   3. Improving Productivity
      Frederick Taylor

3. Computers Rule

   1. Model 650
      The Consent Decree
   
   2. Model 360
   
   3. Paradigm Shifts
      Mainframe
      Time Sharing
      Client-Server
   
   4. Networks Rule
      Sabre, LANs, WANs
   
   5. The New Economy?
      Productivity Paradox
      Process Re-engineering
      Downsizing
      e-commerce
IT becomes a commodity

**Review Questions**
1. What one invention did the most to transform business? Why that one?
2. What is productivity? How can we improve it?

4. **Technology: Faster, Cheaper and Better**

1. Business phones
   - PBX, ACD
   - Centrex
   - Key systems
   - Internet telephony

2. Fax

3. LAN Basics
   - Shared cabling, software, hardware
   - Coax, fiber, wireless

4. WANs
   - Private Nets, T1, T3, OCS
   - VPN,

5. Intranets, Extranets

6. Teleconferencing
   - Audio, graphic, video, computer

7. Inside E-Commerce
   - 1. Secure servers
   - 2. Digital cash

8. Network security

**Review Questions:**
3. How do businesses decide what type of phone system to have?
4. Explain how a secure server makes it safe to give your credit card number to a web site.

5. **Managing Technology**

1. Chief Information Officer

2. MIS + telecom= IT
   - Utility vs strategy
3. Helpers
   LAN administrators, programmers, analysts

4. Outsource
   Systems Integrators
   Application Service Providers

6. Applications

1. Productivity improvement
   Office automation
   CAD/CAM & CIM
   CMC
   Knowledge management
   JIT, supply chain management

2. Competitive edge
   Networks to the customer
   Integrate suppliers, EDI
   Shorten cycles
   Differentiate products

3. Innovate with new products
   b to c, b to b, m-commerce
   disintermediation
   CRM

Review Questions:
5. What are some ways to increase productivity with IT?
6. What are the implications of disintermediation?

7. Remaking the Workplace

1. Productivity paradox

2. Workplace monitoring

3. Offshoring
   The earth is flat!

Review Questions:
7. Why are productivity improvements so hard to achieve with IT?
8. What are the implications of changes in the workplace for you, the college student?
Quiz:
What is the difference between a WAN and a LAN?
   a. A WAN covers an entire campus of buildings, a LAN covers a single building
   b. WANs are wireless, LANs require cabling.
   c. WANs extend beyond a single building or campus.
   d. There is no difference
What is the purpose of using the latest information technology in business?
   a. To keep up with the times.
   b. To increase productivity.
   c. To recruit bright college students who like tech toys.
   d. All of the above
Chapter 11 Advertising

1. Advertising Milestones

1704 First classified ad
1833 The Penny Press
1849 First ad sales agent
1926 First radio network
1948 First TV network
1994 Internet banner ads
2006 Google the top ad vehicle

2. Advertising Hall of Fame

1. The town crier
2. Volney Palmer
3. George Rowell
4. Albert Lasker
5. Stanley Resor & Helen Lansdowne
6. Integrated Marketing

Review Questions:
11.1 What were the key steps in the evolution of the advertising agency?
11.2 What is the difference between the hard sell and the soft sell?

3. Technology Trends

1. Online Advertising
   - Banners ineffective
   - Interactive display ads
   - Pop ups and pop unders
   - Ad networks: DoubleClick
   - Search ads

2. Database marketing
   - Data mining
   - Cookies
   - Permission marketing

3. E-commerce
   - Impulse buys
   - Spam
4. Interactive TV
   TIVO vs ambush ads and product placement

**Review Questions:**
11.3 What are the main forms of marketing on the Internet?
11.4 What is the difference between advertising and integrated marketing?

4. The Advertising Industry

1. Advertisers
   - Marketing manager
   - Brand manager
   - Advertising manager

2. Agencies
   - Account executives
   - Creative
   - Media buyers

3. Media
   - Ad Reps
   - CPM

4. Direct Marketers

5. Research
   - Market Research
   - Media Research

**Review Questions:**
11.5 What are the steps involved in developing and advertising campaign for a national brand?
11.6 What is the difference between a rating and a share?
11.7 Compare and contrast advertising with direct marketing.

5. Advertising Literacy

1. Hidden Messages
   - Subliminal ads
   - Product placements
   - Consumption is good

2. Advertising and Children
Media literacy needed?

3. Deception

**Review Questions:**
11.8 How might advertising be harmful to young children?
11.9 What is your biggest concern about advertising? What should we do about that?

**Quiz:**
Who originated the term "advertising agency?"
- a. George P. Rowell
- b. Albert Lasker
- c. Volney Palmer
- d. Stanley Resor

Who represents the advertiser inside the ad agency?
- a. The client manager
- b. The marketing manager
- c. The media representative
- d. The account executive
Chapter 13 Media Uses and Effects

1. Media Bashing Timeline

   1898 Hearst starts a war
   1932 Movie censorship
   1933-45 Nazi propaganda
   1954 Senate TV violence hearings
   1972 Surgeon General's report
   1986 Meese Commission
   1990 Children's Television Act
   1998 V-chips introduced
   1999 Columbine massacre
   2004 Janet Jackson's breast
   2006 Without a Trace “orgy”

2. Research Methods

   1. Deductive vs Inductive
   2. Administrative vs Critical
   3. Qualitative vs Quantitative
   4. Content analysis
   5. Experiments
   6. Survey Research
   7. Ethnographic Research
      Focus Groups

Review Questions:
13.1 What do we mean by "causation" and how can we establish it?
13.2 What are the advantages and disadvantages of qualitative research?

3. Media Exposure

   1. Uses and gratifications
      Seeking and obtaining gratifications
      Old media: entertainment & information
      New media: social interaction
   2. Social Learning
Positive and negative outcomes alter behavior
Learn from others
Self-efficacy
Self-regulation

3. Computer Mediated Communication
   Presence
   Social influence model

**Review Questions**
13.3 Thinking about your favorite Web site, what makes you want to keep seeing it?
13.4 Now think about a show or a site you used to visit, but stopped. Why did you stop?
13.5 Give an example of how observing someone else’s media behavior had an effect on your own.
13.6 Aside from the content of the media, what else influences your media consumption?
13.7 What has more social presence, an e-mail or a telephone call? Explain.

43. Media Effects Theories

1. Bullet Theory
   Persuasion

2. Multistep Flow
   Social influence

3. Selective Perception
   Exposure, retention, recall

4. Bouncing Bobo Dolls
   Social Learning Theory

5. The Scary World of TV
   Cultivation analysis

6. Priming

7. Agenda Setting

8. Catharsis

9. Critical Theories
   Reading media texts
Review Questions
13.8 What limits the effects of the media?
13.9 Superman wears a cape and jumps off buildings on TV. Soon little children tie blankets around their necks and jump off the roof. Explain, using the theory of your choice.

Quick Quiz:
Which research method allows us to establish causation?
   a. Experiment
   b. Survey
   c. Content analysis
   d. Ethnography

The theory that explains media effects are caused through individuals imitating behavior that is positively reinforced in media portrayals is called:
   a. Social learning theory
   b. Priming theory
   c. Cultivation theory
   d. Bullet model

5. Mass Media and Antisocial Behavior

1. TV causes violence?
   Lots of violence on TV
   Experiments contradict surveys

2. Media perpetuate prejudice?
   Racism
   Sexism

3. Sex in the media
   Undermines morals?
   Degrading to women?
   Incites rape?

4. Drug abuse
   Do ads promote child consumption?

Review Questions:
13.10 Does TV violence cause real world violence or not? Justify your position.
13.11 What are some other examples of stereotypes on television and on film?
13.12 How do the media promote drug abuse?

6. Computer Effects
1. Cybersex

2. Cyberviolence
   - Columbine High
   - Cyberhate
   - Grand Theft Auto

3. Computer addiction

**Review Questions:**
13.13 Do you think the effects of the Internet are more powerful than TV? Explain.
13.14 Explain the link between video games and violence using the media theory of your choice.

7. Intended Media Effects

1. Information campaigns
   - Clear objectives
   - Target audience
   - Integrated communication
   - Paid media

2. Informal education
   - Sesame Street
   - Incidental learning

3. Advertising Effects
   - Brand awareness the key
   - Children and advertising

4. Political Campaigns
   - Biggest effects in small elections
   - Selective processes at work
   - Agenda setting

**Review Questions:**
13.15 Describe an information campaign you have seen recently and evaluate its effectiveness.
13.16 What effect did Sesame Street have on you?
13.17 How powerful is advertising?

**Quick Quiz:**
What's wrong with 1950s TV show Leave it to Beaver?
   a. It caused violence
   b. It perpetuated racism
c. It perpetuated sexism
d. It promoted illicit sex.

What are the effects of the media on presidential campaigns?
a. Newspaper editorials swing huge blocks of votes.
b. Televised debates are extremely influential.
c. The media influence perceptions of what issues are important.
d. All of the above.

8. Social Inequality

1. Media keep lower classes in their "place"

2. The Knowledge Gap Hypothesis
   The digital divide

3. Race and gender discrimination
   Ownership
   Employment

Review Questions:
13.18 What are the potential consequences of the digital divide?
13.19 How might employment diversity in the media affect their content?

9. Media and Community

1. Social fragmentation
   The postmodern condition
   The Internet paradox

2. Health
   Seizures
   Cancer
   RSI
   Car crashes

Review Questions:
13.20 Does your computer make you lonely or socially connected?
13.21 What can you do to prevent RSI?

10. The World of Work

1. Improving Productivity
   Labor saving innovations
   Job displacement
2. Altering the corporate structure
   - Downsizing
   - Core and ring
   - Flattened Pyramid
   - Virtual corporation

3. Avoid these
   - Taylorism
   - Post-fordism
   - De-skillling
   - Up-skillling

4. Hope for
   - A steady job (good luck!)
   - Re-skilling
   - Telecommuting

**Review Questions:**
13.22 What improves productivity?
13.23 What does post-fordism mean to you?

**Quick Quiz:**
According to the knowledge gap hypothesis
   a. We can close the gap between rich and poor by simply making more computers available.
   b. Over time, the information poor fail to gain any new knowledge.
   c. Over time, the information rich learn more and so do the information poor, but the rich learn faster.
   d. The gap between rich and poor never changes.

You boss tells you that they just bought a computer that can do your job and you are fired. What are you a victim of?
   a. Fordism
   b. Post-fordism
   c. Up-skilling
   d. Job displacement
Chapter 16. Globalization

1. Reaching the World

1. Globalization
   - Global productions
   - Transnationals
   - International markets

2. Regionalization
   - Al Jazeera
   - Telenovelas

3. Cultural Proximity
   - Cultural-linguistic markets

4. National Production

Review Questions:
16.1 What forces are driving globalization?
16.2 What are the cultural-linguistic markets for US media?

2. Media Patterns

1. Global Media Giants

2. Newspapers
   - Press freedom
   - Wire service bias

3. Radio
   - Short wave
   - National music
   - World music vs Britney
   - Global piracy

4. Film
   - US dominated
   - Made for world markets
   - National production subsidies

5. Television
   - Public broadcasting
   - US shows too expensive
   - Regional satellites
News Corp
Reverse flows
Who Wants to Be a Millionaire?

6. Telephone
   PTTs
   Liberalization
   Privatization
   EU unification

7. Internet
   US domination fading
   Great firewall of China
   Tool for terrorism?

Review Questions:
16.3 Why are US made media products so dominant in international media flows?
16.4 What is behind the privatization of telephone companies around the world?

3. Global Issues

1. Regulation
   ITU-T ITU-B

2. Cultural Imperialism
   vs national protectionism

3. Transborder data flows
   Spy in the sky

4. Free flow of information
   vs national sovereignty
   vs free and balanced flow

5. International trade
   GATT, WIPO, NAFTA, WTO

6. National development
   North-south gap
   World Summit on the Information Society

Review Questions:
16.5 What is cultural imperialism and how could its victims put a stop to it?
16.6 What is the issue with the free flow of information?

**Quick Quiz:**
Which of the following media is most subject to US domination?

- a. film
- b. television
- c. radio
- d. newspapers

The French government recently subsidized a feature film starring Asterix, a cartoon character drawn from French history. What is that an example of?

- a. Protectionism
- b. Cultural imperialism
- c. Privatization
- d. Free trade