

Introduction to political economy of media Quiz

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Task 1

- Put down the names of as many (well known) news organizations as you can in 1 minute.

Task 2 True or false?

- Young people aged 18 – 24:
- Tend to access news via social networks
- Are among age groups that consume most news
- Do not tend to pay for news as much as older people

Task 3 Which of these words describes a new way of generating income from an audience on an irregular basis?

1. Fundraising
2. Crowdfunding
3. Paywall
4. Subscription

Task 4 True or false

- New media technologies
 1. Completely change journalistic practices
 2. Do not put pressure on journalists' skills
 3. Make ordinary people journalists
 4. Can make war journalists' jobs safer
 5. Give audiences control over news contents

Task 5 Jobs in the media – odd one out

- Which of these is NOT a job in the media:
 1. Runner
 2. Rigger
 3. Copy editor
 4. Freelancer

Task 6

How many topics/areas of research can you name that political economists of communication are interested in in 2 minutes?

Task 7 Public Service Broadcasting True or False

Public service broadcasting:

1. Focusses on audiences as citizens, not as consumers
2. Is independent from the influence of government
3. Plays a role in maintaining national culture
4. Is equally well developed in Europe and the US

Task 8 Ranking movies

Can you rank the following 2015 blockbuster movies according to how much money they made in box offices globally? Start with the highest earner.

1. Minions
2. The Revenant
3. The Hunger Games: Mockingjay
4. Star Wars: The Force Awakens
5. Fifty Shades of Grey

Task 9 Political economists of communication – odd one out

Which of these scholars is not a political economist of communication?

1. Robert McChesney
2. Armand Matellart
3. Herbert Schiller
4. Jurgen Habermas

Task 10

Can you name five challenges that women and ethnic minorities face as professional journalists?

Task 11 Can you rank these from the oldest to the most recent news organization?

- BuzzFeed
- The Guardian
- The BBC
- Huffington Post
- The New York Times
- NPR
- CNN
- Al Jazeera (English)

Task 12 American Journalists - True or False

According to surveys of US journalists:

1. There are more Democrats among them than in the general population.
2. More women study to become journalists but fewer of them end up in journalism than men.
3. Women journalists earn exactly the same as men in the same position.
4. Men and women tend to hit a glass ceiling when it comes to promotions in media companies.

Task 13 Hollywood Film Studios – odd one out

- Which of these is NOT a Hollywood film studio?
- 1. Warner Bros.
- 2. MGM
- 3. Fox Star Studios
- 4. Columbia Pictures
- 5. Universal Studios

Task 14

- Which type of media are the following corporations involved in:
- EMI, Sony-BMG, Warner, Universal?

Task 15

- Can you name four ways in which PR influences journalism?

Task 16 Media Owners - True or False

- Al Jazeera is owned by the Qatari government.
- CNN is owned by Time Warner.
- Fox News is owned by Disney.
- The BBC is owned by the British government.
- The rights to Star Wars are owned by News Corporation.

Task 17 Ranking high earning actors in 2015

- Can you rank these actors according to their earnings in 2015? Start with the highest earner.
- 1. Angelina Jolie
- 2. Tom Cruise
- 3. Robert Downey Jr.
- 4. Jennifer Lawrence
- 5. Meryl Streep
- 6. Mark Wahlberg

Task 18

- How would you describe the most important aspects of globalization in one minute?

Task 19

- Is television like a toaster? Can you give 3 reasons why you think this is true or false?

Task 20 Earnings – who's winning – true or false

- In 2015
- 1. Netflix has earned approximately one tenth of the earnings of Google.
- 2. Comcast's (US cable company) earnings were higher than those of Google.
- 3. Facebook's earnings were lower than the Chinese Alibaba's.
- 4. Twitter was not in the 10 top earning Internet companies in the world.

Correct answers

Task 2: T, F, T

Task 3: 2

Task 4: F, F, F, True or False (depending on whether we also include ordinary people as witnesses of war/conflict), F

Task 5: 2

Task 7 T, F, T, T

Task 8: Movies ranked by box office takings

<http://www.boxofficemojo.com/yearly/chart/?view2=worldwide&yr=2015>

Task 9: 4

Correct answers

Task 11:

- The Guardian 1821
- The New York Times 1851
- CNN 1980
- The BBC 1922
- NPR 1970
- Huffington Post 2005
- BuzzFeed 2006
- Al Jazeera English 2006

Correct answers

Task 12: F, T, F, F

Task 13: 3

Task 14: Music

Task 16: T, T, F, F, F

Task 17: Highest earning actors:

<http://www.slashfilm.com/highest-paid-actresses-actors-of-2015/>

Task 19: No, it's not like a toaster, hopefully, this course explained why not.

Task 20: Internet companies 2015 revenue:

<http://www.statista.com/statistics/276709/revenue-of-global-public-internet-companies/>