

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

How many topics/areas of research can you name that political economists of communication are interested in in 1 minute?

Task 6 Ranking movies

Can you rank the following 2018 blockbuster movies according to how much money they made in box offices globally? Start with the highest earner.

1. A Star is Born
2. Deadpool 2
3. Black Panther
4. Green Book
5. Avengers

<https://www.boxofficemojo.com/yearly/chart/?view2=worldwide&yr=2018&p=.htm>

Task 7

When discussing globalization we talk a lot about westernization - the dominance of western media companies, contents, commodities etc. globally. Can you think of examples of de-westernization or at least a serious challenge to this dominance in 1 minute?

Task 8 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 9 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 10 True or false?

More women than men study journalism but more men work as journalists.

Task 11

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

Task 12

- Can you name ways in which PR influences journalism in 1 minute?

Task 13 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 14 True or false?

In the US the ratio of journalists of minority origin - particularly black - is the same as their ratio in the overall population.

Task 15 Ranking high earning actors in 2018

- Can you rank these actors according to their earnings in 2018? Start with the highest earner.
- 1. Jennifer Aniston
- 2. George Clooney
- 3. Robert Downey Jr.
- 4. Scarlet Johanson
- 5. Dwayne Johnson
- 6. Salman Khan

<https://www.forbes.com/pictures/5b7b16ada7ea43757f2cb680/the-worlds-highest-paid-a/#6702f8dc5228>

<https://www.forbes.com/pictures/5b746648a7ea43757f2c5b56/10-gal-gadot/#54>

Task 16

- How would you describe the most important aspects of globalization in 1 minute?

Task 17

Can you order these films according to the number of visitors who saw them in Czech cinemas in 2018? Start with the film that had most visitors.

1. Black Panther
2. Tátova volha
3. Mamma Mia Here We Go Again
4. Avengers
5. Bohemian Rhapsody

<http://kinomaniak.cz/navstevnost-filmu/rocn/2018/>

Task 6

Black Panther (1)

Avengers (2)

Deadpool 2 (6)

A Star is Born (11)

Green Book (36)

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

- Jennifer Aniston (\$19.5 million)
- George Clooney (\$239 million)
- Robert Downey Jr. (\$81 million)
- Scarlet Johanson (\$40.5 million)
- Dwayne Johnson (\$124 million)
- Salman Khan (\$38.5 million)

Black Panther no. 11 278 135 visitors.CZK 44 229 158 earnings

Tátova volha no 13 (no 1 Czech film) 348 082 visitors, 43 376 471 earnings

Mamma Mia Here We Go Again no. 12, 296 285 visitors, CZK 43 518 265 earnings

Avengers no 2., 631 252 visitors CZK 100 013 233 earnings

Bohemian Rhapsody no 1, 1 073 638 visitors CZK 165 609 745 earnings