

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 2 minutes?

Task 6 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 7 Ranking movies

Can you rank the following 2016 blockbuster movies according to how much money they made in box offices globally? Start with the highest earner.

3. Batman vs. Superman

2. Deadpool

4. La La Land

1. Finding Dory

5. Fifty Shades of Grey

<http://www.boxofficemojo.com/yearly/chart/?yr=2016>

Task 8 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 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 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 90 seconds?

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 Ranking high earning actors in 2015/2016

- Can you rank these actors according to their earnings in 2015/6? Start with the highest earner.
- 1. Jennifer Aniston
- 2. Tom Cruise
- 3. Robert Downey Jr.
- 4. Scarlet Johanson
- 5. Dwayne Johnson
- 6. Ben Affleck

Task 15

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

Task 16

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

- 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 37.5 million USD

Tom Cruise 93

Robert Downey Jr. 113

Scarlet Johanson 60.5

Dwayne Johnson 95.5

Ben Affleck 62.5