What was the ‘Kinescope’?
One of the unintended results of the MPPC?
What was the initial attitude of the film industry with regards to TV
What 1950’s film technology has made a comeback today?
Name given to the actual the film’s production phase
Early TV structure was very similar to what other media?
Advantages of digital television
What is the definition of a syndicated TV program?
What is meant by TV viewing ‘prime time’?
How have broadcasters reacted to user-generated content?
The alternative to phone lines is what type of method?
Features of cable, satellite and Internet TV
Examples of pay features in TV viewing
What is a ‘carriage fee’?
What caused ‘video-on-demand’ to slowly catch on?
How is ‘timeliness’ viewed with regard to reporting news?
What is meant by the term ‘citizen journalism’
Know what the term ‘inverted pyramid’ means to print media?
Definition of ‘human interest’ stories
Duties of a news producer on a TV station
What type of function defines ‘public relations (PR)’?
What does the word ‘public’ in PR imply?
What is the most challenging form of PR?
When does the ‘evaluation’ become important in PR?
How do PR agencies earn their money?
Why did the social/media environment changes for advertisers in the 1980’s/1990’s?
What is the definition of a ‘creative boutique’?
What are tracking studies and how are they used in advertising?
What are ‘shield laws’?
What is the significance of a ‘gag rule’?
Why was the Freedom of Information Act passed?
What elements must be present to win a libel suit?
What is the length of the basic copyright law today?
Definition of the ‘principle of self-determination’?
How are ‘performance codes’ used in making ethical choices?
The Motion Picture Production Code seal of approval
The function of ‘standards and practices’ departments in TV
Newspapers use what method to persuade the public on certain issues?
What medium may play the greatest role in socialization?
Definition of ‘mainstreaming’
The media uses ‘framing’….what does it mean?
Effects of media with regard to prosocial behavior