

Journ final ch 9



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More advertising dollars are now spent for online video advertising than traditional TV advertising.

Answers:

True

FalseFalseWhich of the following statements about premium cable channels is true?

Answers:

They are the channels that get the highest commercial rates.

They are those channels that cable systems consider " must have," such as ESPN and MTV.

They are the channels that you pay extra for and that do not carry commercials, such as HBO and Showtime.

They are the channels with " elitist" content, such as BBC America or Bravo.

They are the channels that you pay extra for that do not carry commercials such as HBO and Showtime. In 2011, ESPN was the most profitable unit in the Disney family of companies.

Answers:

True

FalseTrueWhat is the fifth highest rated television network in the United States?

Answers:

the CW

Telemundo

Univision

PaxUnivisionA single rating point represents one percent of the total potential television audience.

Answers:

True

False True The conversion from analog to digital television broadcasting was delayed by several months in 2009 because:

Answers:

some critics claimed that violence on HDTV was too explicit.

stores could not keep up with the demand for HDTV sets.

many fears that some poorer consumers were not ready for the conversion.

networks were not ready to provide all-digital programming. many fears that

some poorer consumers were not ready for the conversion. Our definition of

what is broadcasting is being changed by the fact that you can now do which of the following?

Answers:

buy television programs as digital downloads through the iTunes store

view television programs after they air as streaming content on the Web

buy television programs on DVD

all of the above All of the above The so-called V-chip is designed to do which of the following?

Answers:

tell parents what Web sites their children have visited on the Internet

mute the sound of a television set during commercials

allow car radios to receive Direct Broadcast Satellite signals

stop children from seeing offensive programs on V-chip equipped television

set Stop children from seeing offensive programs on V-chipped equipped

television set Why are broadcast networks making their hit programs

available on the Internet?

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Answers:

Because if the networks didn't put legal copies up on the Internet, people would just share pirated copies.

Because network affiliate stations want them to.

So they can include more nudity and bad language in the programs.

Don't be silly, you can't legally watch broadcast programs on the Internet.

Because if the networks didn't put legal copies up on the Internet, people would just share pirated copies. Television technology might have developed more quickly, except for the fact that _____.

Answers:

the production of TV sets was suspended during WWII.

the U. S. government took several years to figure out how best to license TV stations.

early TV sets were relatively expensive.

All of the above. All of the above Which of the following is something newscast producer Gerard Manogin considers before determining whether a story belongs in his newscast?

Answers:

Whether the story has strong video.

Whether the story will get people talking.

Whether the story has strong interviews and sound.

All of the above. All of the above Ted Turner helped reinvent cable television by repackaging programming for distribution over several separate networks.

Answers:

True

FalseTrueCable companies are replacing copper wire cable with fiber optic cable.

Answers:

True

FalseTrueTelevision networks are now showing more diverse programming for which of the following reasons?

Answers:

It is " politically correct" to do so.

They want to attract a larger audience.

Because minority actors tend to be less expensive to hire.

The FCC has required them to do so. The want to attract a larger audienceAll

U. S. television broadcasting became digital in which year?

Answers:

1985

2009

2014

19992009What are telenovelas?

Answers:

Spanish-language action-adventure shows

short course auto races

children's stories on Spanish-language television

Spanish-language television soap operasSpanish-language television soap

operasTelevision content ratings were introduced the same year as movie ratings.

Answers:

True

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FalseFalseNielsen Media Research says the average American spends ____ hours a day watching television.

Answers:

Less than 2

More than 4

About 6

8 or moreMore than 4The Internet and television are becoming increasingly separate media.

Answers:

True

FalseFalseStarted in 1980 as a local channel in Washington, D. C., BET was the nation's first all-horse racing cable network.

Answers:

True

FalseFalseThe major company doing television ratings in the United States is which of the following?

Answers:

Time Warner

Nielsen Media Research

SRI Consulting

DBS, Inc. Nielson Media ResearchJon Stewart, on Comedy Central's The Daily Show, used to:

Answers:

attract a well-informed and educated audience

mock his guests

point out when his guests were lying

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all of the above
all of the above
PBS attracted its first significant audiences with which of the following programs?

Answers:

Sesame Street

Downton Abbey

Masterpiece Theater

Scooby Doo
Sesame Street
Newscast producer Gerard Manogin says an internship is essential for anyone thinking about working in broadcast news.

Answers:

True

False
True
When HBO first went on the air in 1975, the broadcast networks made which of the following responses?

Answers:

They largely ignored it.

They saw it as a threat and worked to get it banned.

They saw it as a great opportunity and partnered with it to produce programming.

They used its creation as an excuse to invest in new, innovative programming. They largely ignored it
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