

The philippine mass media and its controls assignment

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What is the impact of the “ forced marriage” between ABS and CB on the quality of Philippine broadcasting? The goal of balancing education and entertainment, as well as serving the true need of the Filipino people for information was aborted. Political Influence was a big force In this forced marriage. 2. What happened to media programming when Kook Trinidad PBS was denied frequency by the Radio Control Office?

Media programming was lost due to the Incompetent Radio Control Office which caused ended the possibly of creating a non-commercial and educational television station In the country. 3. Enumerate and describe the Incidents wherein the shaping of a socially responsible MM was aborted. A. The forced merger of the Alto Broadcasting System owned by Judge Antonio Squalor with the Lopez-owned Chronicle Broadcasting Network to form ABS CB. . The closure of (PBS) ended the possibility of creating a non-commercial and educational television station in the country. C. The Philippine Daily Inquirer shares of Eugenia Duran Postal, one of the original founders of the newspaper, were sold and distributed to its employees. 4. What is an oligopoly? It is a situation in which a few families dominate the market. 5.

Compare the mass media oligopoly before the Martial Law period and that which prevailed after the IDEAS people power revolution. Explain you answer. The Mass Media oligopoly before the Martial Law period was more of business centered while the Mass Media which prevailed after the IDEAS people power revolution is more politically controlled. The first was focused on the popularity, ratings and earnings, while the latter is focused on the politics affecting the thinking and lifestyle of Filipinos.