

CJN 691m: Mid-Term Exam

Due: June 19th

Technical:

- one-inch margins
- 12-point font
- double or 1.5 spaced
- your name in the header

Questions:

Answer each of the following questions in essay form. A thorough response requires at least five pages per essay.

1. The following statement was made by a UNESCO member state during the NWICO debates on behalf of the peripheral/developing nations. Explain in essay form the reasoning behind such a statement. Be sure to discuss cultural imperialism, the imbalance of news flows and relevant geo-political factors of the time.

“The service that emanates from the big international press and news agencies tends to be slanted against the developing countries of the Third World and their leaders. Great prominence is given to certain news items of minor importance, while national achievements in vital sectors are barely mentioned or wrongly reported. Moreover, in certain instances the international press is used as a destabilizing factor against the governments whose only crime is generally that of standing up for their rights, their sovereignty and independence.”

– Dr. Phillip Muscat, UNESCO Representative of Malta, 1978

2. Cultural imperialism is a theory for understanding global media systems and their influence on nations and audiences around the world. Explain the cultural imperialism thesis using examples to illustrate the concept. Then, discuss the significant critiques of cultural imperialism, also using examples to illustrate how the theory is flawed.
3. U.S. media products seem to dominate the global scene. Who are the major media players and what factors account for their prominence? Be sure to discuss the success of capitalism and commercial media systems, and the advantage of conglomeration, concentration and horizontal integration from which these companies benefit.