

CJN 491: Final Exam

26 Multiple Choice (1 point each)

13 Questions from the Readings – Study Guide III-V (questions 56-86)

13 Questions from Lecture Notes

Final Essays (24 points)

One of the following essays will appear on your exam. I recommend you prepare for both by developing an outline. However, you will not be permitted to bring the outline to the exam.

Explain, **in essay form**, how sports have become such important and profitable global media events. Be sure to include how media companies incorporate sports programming into the overall economic strategy of the company, and why sports programming is so lucrative. Use examples to illustrate your answer.

In recent decades Hollywood has shifted production from US-focused films to globally-focused films. Explain, **in essay form**, why this has occurred. Be sure to include why and how Hollywood had globalized its film production, and what accounts for an increase in foreign audiences of Hollywood films. Use examples to illustrate your answer.