

**POPC 1650 (2016)**

**Dr. Coletta**

**Final Exam Essays**

Please choose any five of the following questions to answer in a short essay format. Each of the essays should be approximately 1- 1 ½ pages (double-spaced) in length. Your answers should be as complete and thoughtful as possible in the space allowed. The best responses are those which are most specific and detailed. The exam is to be turned in at our last class meeting. Each question is worth a possible 20 points. Good luck.

1. What are the main technological developments that led to TV becoming a mass medium? What is the significance of Philo Farnsworth, David Sarnoff, and Milton Berle? How did networks develop their programming in the early years of TV and why did the sitcom become such a dominant genre for decades? What was the impact of Charles Van Doren and the Quiz Show scandal? What is your view of contemporary network programming? What do you see as the major challenges facing the TV industry in the years ahead now that the networks faced increased competition from content providers like Netflix?
2. What were the technological changes that led to the decline of network control over TV? What rules and regulations did the government impose to restrict the networks? What has been the impact of the rise of cable & satellite TV? How do you TV as reflecting or serving the national culture over the years and especially today? What televised program or event has had the greatest impact upon you?
3. What was the Hollywood studio system and describe its impact on American film. How did Hollywood become the center of film production? What were the political and cultural forces that led to the collapse of the studio system? What is the role of the Hollywood studios today? Please discuss the Hollywood 10 controversy. Do you believe such a situation could occur today?
4. How did film go from the novelty stage to become a mass medium? Why were silent films so popular and what was the role of the nickelodeons? What role did Thomas Edison and some of the other inventors of the era have on the creation of cinema? What was the cultural significance of *The Birth of a Nation*? Can you compare the controversy surrounding that film with anything in more recent years?
5. What are the main ways current Hollywood studios make money from the film business? How do a few large studios manage to control more than 90% of the commercial movie industry? Why do US movies remain popular worldwide and how does this relate to the rise of the blockbuster? Do you agree with the premise of the "Monster That Ate Hollywood" documentary that the blockbusters are ruining modern cinema? Please explain. What is the state of the independent film industry in relation to the major studios?

6. Advertising has been an important element of modern society. Please briefly describe 3 of the most effective ad strategies and give an example of each. What are the challenges of advertising today in the Internet and TiVo era? What is your attitude toward product placement? Do you believe it to be effective or obtrusive? Can you cite an example of what you consider the most egregious example of product placement that you've seen in recent years?
7. What are some of the major developments that led to the rise of the sound recordings industry? What were the accomplishments of Emile Berliner and Thomas Edison? How did sound recordings survive the advent of radio? What are some of the many complaints raised in the "Before the Music Dies" documentary on the state of the music industry today? What is the criticism leveled at format radio?
8. How did rock & roll impact the music industry in the 1950s? Why was rock seen as such a threat by many adults in this era? What moral and cultural boundaries were blurred by the rock genre in the 1950s & 1960s? What is your opinion of the music industry today? Which contemporary artists or music genres from today do you see as breaking social barriers?
9. What countries control the bulk of worldwide music production and distribution? Why are independent labels so important to the music industry? What accounts for the typical cost of a CD today and where do the profits go? What are 3 types of unauthorized recordings that plague the music business now? Can the current music industry do anything to halt music piracy? Why don't consumers feel guilt about stealing music?
10. What are some of the important developments that led to the creation of the Internet? What does the development of the Internet have in common with earlier mass media? What are the 4 main features of the structure of the Internet? How do they assist user access and navigation?
11. What are the key issues involving the ownership of the Internet? Who are the major players vying for control? What is the significance of media convergence and the digital divide? What do you predict will be the future of computer/Internet culture in the next 5-10 years? Will social networking still be as vital? How much time do you spend texting or online? What would you like to be able to do on your home computer in the near future that is now unavailable?
12. What were some of the main points about the "Digital Nation" documentary we viewed in class? Do you agree with the overall premise that the younger generation has become consumed by computer culture? Do you view a disconnect between the way younger and older people deal with the Internet? What was your impression of the "Internet Rehab" camp from Korea? Is such a facility needed and could it be successful in the USA? How has the military's use video games been a center of controversy? Do you think the military was justified in their actions? What is the impact of second life? How would you describe your relationship with the Internet? Could you refrain from using the Internet for 2 weeks? Do you ever feel the need to disconnect online?