

Name \_\_\_\_\_ Quiz Date \_\_\_\_\_ Due Date \_\_\_\_\_

## 4.3 - Guide

Write the **Key Issue Question** from the beginning of the section. (Title of section)

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Write the **Check-In Statements** from the end of the section. (In the yellow box at end of section)

✓ \_\_\_\_\_

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✓ \_\_\_\_\_

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- Sorry, no terms are required for this section.

### **Learning Outcome 4.3.1**

Describe the origin, diffusion, and distribution of TV around the world. **Highlight once written!**

- \_\_\_\_\_

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- ▶ Popular culture diffuses rapidly around the world, primarily through \_\_\_\_\_  
\_\_\_\_\_.
- ▶ The principle obstacle to popular culture is \_\_\_\_\_.  
\_\_\_\_\_ is limited primarily by lack of \_\_\_\_\_.  
In some \_\_\_\_\_ countries access is also limited by lack of  
\_\_\_\_\_, \_\_\_\_\_  
and other \_\_\_\_\_.

What is the world's most important electronic media format? (Simple List)

Two reasons of "most popular electronic media format".
1 →
2 →

Describe the eras of the diffusion of TV
Early 20 <sup>th</sup> Century:
Mid 20 <sup>th</sup> Century:
Late 20 <sup>th</sup> Century:
Early 21 <sup>st</sup> Century:

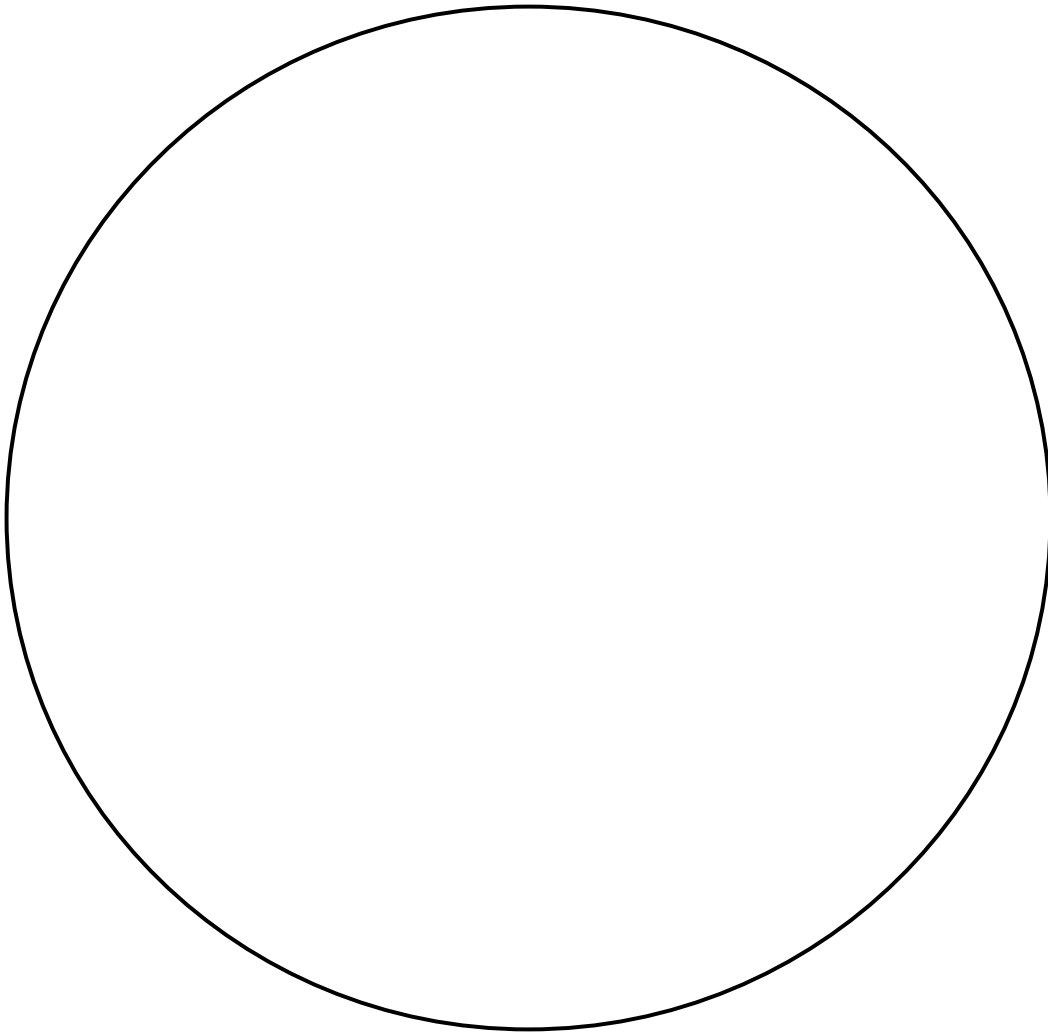
Diffusion of TV: Using Figure 4-28 on page 126, complete the following chart. PER 1,000 Population

State	1954	2005	State	1954	2005
United States	100 - 299	300 <	Japan		
Bangladesh			Mexico		
Canada			North Korea		
China			Papua New Guinea		
Ecuador			Russia		
Ethiopia			Saudi Arabia		
Finland			South Korea		
Guyana			Sudan		
India			Turkey		

What are the most popular TV programs in
North America →
Europe & China →
South Asia →
Russia →

Technology by which TV is delivered to viewers. In PERCENTAGE %		
Method	2006	2013
over the air		
cable		
satellite dish		
internet		

Create a pie chart from the previous information for the year 2013.



**Learning Outcome 4.3.2**

Compare the diffusion of the internet and social media with the diffusion of TV. **Highlight once written!**

- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Outline the diffusion of internet service.
1995 →
1995 to 2000 →
2000 to 2011 →

Diffusion of the Internet: Using Figure 4-32 on page 128, complete the following chart. PER 1,000 Population.

State	1995	2011	State	1995	2011
United States	10 - 99	300 <	Japan		
Bangladesh			Mexico		
Canada			North Korea		
China			Papua New Guinea		
Ecuador			Russia		
Ethiopia			Saudi Arabia		
Finland			South Korea		
Guyana			Sudan		
India			Turkey		

Outline the diffusion of social media in the 21<sup>st</sup> century. (Requires paragraph)

**Learning Outcome 4.3.3**

Understand external and internal threats to folk culture posed by electronic media. **Highlight once written!**

- \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



- ▶ The threat to folk culture can be \_\_\_\_\_ or \_\_\_\_\_.
- ▶ The \_\_\_\_\_ threat is that most of the content diffused from electronic media originates in a handful of \_\_\_\_\_.
- ▶ The \_\_\_\_\_ threat is that the latest forms of social media enable people in \_\_\_\_\_ to originate the content themselves – as long at they can afford the cost of \_\_\_\_\_.

What three states dominate the television industry in developing states? (Simple List)

Outline the following external threats to media.

Entertainment, or Cultural Imperialism? →

News – Fair or Biased? →

News Coverage and Press Freedom →

How could television be used as a “tool” of the government? (Requires Sentence)

Why are over-the-air television broadcasts easy to control by governments? (Requires Sentence)

Outline the following internal threats to media.

Limiting Access to TV →

Limiting Access to the Internet (Address ALL 4 methods) →

Eluding Control: New Technologies and Social Media →