# CNN International: Role, Impact, and Global Competitors

# Learning Objectives

- 1. Explain how the Cable News Network (CNN) changed the media format in a dramatic way.
- 2. List CNN's competition
  - a. BBC
  - b. SKYNews
  - c. EuroNews
  - d. FOX News
  - e. MSNBC
  - f. C-SPAN
- 3. Explore the history of the Cable News Network (CNN) and some of the cable network's major news stories.
- 4. Understand the role of Peter Arnett and his unprecedented coverage of the Persian Gulf War.
- 5. Define CNN World Report.
- 6. Explain why many think that the erroneous report had negative, long-term consequences for CNN's credibility.
- 7. Detail how CNN had the news-gathering advantage during the War in the former Yugoslavia.
- 8. List and describe the following foreign media companies:
  - a. British Broadcasting Corporation (BBC)
  - b. Deutsche Welle
  - c. EuroNews
  - d. Channel News Asia (CNA)

- e. US Department of State and the International Broadcasting Bureau
- f. Voice of America (VOA)
- g. Worldnet Television and Film Service
- h. Office of Cuba Broadcasting

# Chapter Outline

### **CNN**

First live broadcast

Tiananmen Square

Persian Gulf War

World Report

CNN's erroneous report

Kosovo and CNN

The CNN effect

How CNN was out-foxed but not out-classed

Gulf War II: embedded journalism

British Broadcasting Corporation (BBC)

Radio

**BBC** Television

Royal Charter 2006-16

Deutsche Welle

EuroNews

Channel News Asia (CNA)

US Department of State and IBB

Voice of America (VOA)

Worldnet Television and Film Service

Office of Cuba Broadcasting

# **Key Terms**

Cable News Network (CNN)

Ted Turner

Tiananmen Square

Bernard Shaw

Persian Gulf War

Peter Arnett

CNN World Report

CNN erroneous report
Kosovo, Yugoslavia War
British Broadcasting Corporation (BBC)
Deutsche Welle
EuroNews
Channel News Asia (CNA)
US Department of State and the International Broadcasting Bureau
Voice of America (VOA)
Worldnet Television and Film Service
Office of Cuba Broadcasting

### Activities

- Working in small groups, ask students to make a list of five top news stories covered by the Cable News Network (CNN) between 1995 and 2005.
- Ask Students to visit the EuroNews website at www.euronews.net. In writing, students are to compare the coverage with US television or newspapers.
- Take-Home Assignment: ask students to review the strategic plan prepared by Chris Cramer, Vice President of CNN International. After reviewing the nine strategic plans, each student should develop two additional plans.

# Test Questions - Chapter 6

# Multiple Choice

- 1) Who established the first 24-hour all-news network, based in Atlanta, called CNN?
  - a. Rupert Murdoch
  - b. Ted Turner\*
  - c. Michael Eisner
  - d. Donald Trump
- 2) Who was the reporter from CNN who covered the Tiananmen Square demonstration?
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- a. Peter Jennings
- b. Larry King
- c. Peter Arnett
- d. Bernard Shaw\*
- 3) What war heightened the context in which the news media covered and defined international news and information stories?
  - a. Vietnam War
  - b. Grenada invasion
  - c. Persian Gulf War\*
  - d. Panama invasion
- 4) A remarkable aspect of CNN's expansion in the 1990s was that it mostly occurred while other US networks were slashing \_\_\_\_\_ at their foreign bureaus.
  - a. personnel
  - b. budgets\*
  - c. airtime
  - d. coverage
- 5) What was the major reason Ted Turner was able to be the first international broadcaster to link the globe?
  - a. land-based cable.
  - b. financial contributors
  - c. satellites\*
  - d. cheaper technologies (televisions, computers)
- 6) Which was the first Arab nation to have access to CNN?
  - a. Saudi Arabia
  - b. Jordan
  - c. Egypt\*
  - d. Kuwait
- 7) The British Broadcasting Corporation (BBC) receives direct funding from what source?
  - a. advertising revenues
  - b. annual grant from the government\*

- c. private contributions
- d. donations from giant corporations
- 8) What is the name of the German short-wave radio system designed to broadcast worldwide radio and television?
  - a. Deutsche Fernsehen
  - b. Deutsche Zeitung
  - c. Deutsche Nachrichten
  - d. Deutsche Welle\*
- 9) What is the name of the freestanding agency in charge of overseeing all non-military US international broadcasting services?
  - a. International Viewers Bureau
  - b. International Broadcasting Bureau\*
  - c. International Satellite Bureau
  - d. International Coverage Bureau
- 10) Where does the programming for Voice of America (VOA) originate?
  - a. Washington DC\*
  - b. Miami, Florida
  - c. Phoenix, Arizona
  - d. Atlanta, Georgia
- 11) What is the stated goal of Radio Marti?
  - a. 24-hour Cuban music station
  - b. 24-hour Cuban news station
  - c. radio call-in show for Cubans to voice their opinions
  - d. fill the information gap caused by more than three decades of Cuban government censorship\*
- 12) Choose the country whose government has provided US\$40 million in startup funds for a satellite-based CNN equivalent (the International Information Channel), in order to represent this nation's challenge to CNN's editorial stance on world events.
  - a. France\*
  - b. Germany
  - c. Egypt
  - d. None of the above

- 13) Which CNN reporter, one of the world's most visible, is known for unprecedented coverage of the 1991 Persian Gulf War?
  - a. Christiane Amanpour
  - b. Bernard Shaw
  - c. Peter Arnett\*
  - d. Wolf Blitzer
- 14) Which CNN reporter was associated with the network's erroneous story on Operation Tailwind, and was eventually dismissed for complaining to the press?
  - a. Christiane Amanpour
  - b. Bernard Shaw
  - c. Peter Arnett\*
  - d. Wolf Blitzer
- 15) During the Kosovo War, NATO added \_\_\_\_\_\_ to the list of legitimate media targets.
  - a. government information ministries
  - b. media outlets\*
  - c. embassies
  - d. power stations

# True/False

- 16) No transnational television systems were created until the reality of CNN's success forced other nations, particularly European nations, to consider competing services. (T)
- 17) CNN's first live broadcast included coverage of the attempted assassination of President Reagan. (F)
- 18) The Chinese government forced CNN personnel out of Tiananmen Square at gunpoint, touching off a bloody protest. (F)
- 19) CNN continued to expand after being acquired by Time Warner. (F)
- 20) The programming seen on CNN World Report is the product of contributions from numerous foreign broadcasters; it is not centralized, instead allowing international news organizations to use it as an outlet. (T)
- 21) Unlike the Persian Gulf War, CNN was never able to set the media agenda during the Kosovo conflict. (F)

- 22) The Ted Turner era has ended at CNN. (T)
- 23) With few exceptions, when CNN ignores a global news issue, the issue languishes and fails to make it onto the radar of editors around the world. (T)
- 24) CNN's 2004 US election coverage was fairly successful. (F)
- 25) BBC Radio won widespread acclaim for its daily coverage of the Second World War. (T)

## Short Answer/Essay

- What are the three policies that Radio Marti must adhere to according to the Voice of America regulations?
- What is the downside to the unique manner in which TV Marti's signals are transmitted?
- A noticeable distinction exists between the viewpoints of the Voice of America (VOA) and the British Broadcasting Corporation (BBC). What viewpoint does each emphasize?
- What did the CNN erroneous report state?
- Peter Arnett was known for his unprecedented coverage of the Persian Gulf War. What was the controversy surrounding his reporting of the war? What ultimately led to his demise as a reporter?
- What major role did CNN play in terms of global communication? (Answer: it created a 24-hour market for news.)