

## Chapter 7

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# The Roles of Global News Agencies

### Learning Objectives

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1. List the three major global news agencies:
  - a. Reuters
  - b. Associated Press (AP)
  - c. Agence France Presse
2. Detail the history and the services offered by the three major global news agencies.
3. Explain how Michael Bloomberg created a service that identified the need for a business press suited to around-the-clock global financial information.
4. Understand how Dow Jones & Company reflects the evolution in the US economy from industrial to information and high-technology.
5. Describe how Inter Press Services (IPS) has become a major news agency and has developed into an innovative system for intercultural communication.

### Chapter Outline

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Reuters

Associated Press

UPI

Agence France Presse

Bloomberg  
Dow Jones  
Xinhua  
Inter Press Services

## Key Terms

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Wire service  
Reuters  
Column printer  
Stockmaster Service  
Reuters Television  
The Information Bus  
AP-DJ  
DataStream  
United Press International (UPI)  
Agence France Presse (AFP)  
Bloomberg  
TV data screen  
Dow Jones & Company (DJC)  
Dow Jones Industrial Average (DJIA)  
Xinhua  
Inter Press Services (IPS)  
Nongovernmental organization (NGO)

## Activities

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- Ask students to bring to class a newspaper article prepared by Reuters, AP, and Agence France Presse. Working in small groups, ask the students to compare the three different articles (i.e. writing style, tone, language, etc.). Students will share with their classmates to determine others' thoughts.
- Open class discussion: explain why Inter Press has had such a difficult time influencing major media outlets. Chart the reasons on the board; pay particular attention to the total lack of resources in staff and size of the Associated Press and Reuters.
- Take-Home Assignment: ask students to watch a 30-minute segment of the Bloomberg Report. After watching the report, students should write

a short report describing three items they liked, and three items that they think should be changed and/or modified.

## Test Questions – Chapter 7

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### *Multiple Choice*

- 1) Which one of the following is NOT one of the three major global news service agencies?
  - a. Reuters
  - b. Associated Press
  - c. United Press International\*
  - d. Agence France Presse
  
- 2) In 1865, Reuters was the first wire-service company in Europe to transmit the news about the assassination of which US president?
  - a. Lincoln\*
  - b. Roosevelt
  - c. Johnson
  - d. Jackson
  
- 3) In 1883, what term identified the format used by Reuters that would enable editors to simply cut and paste stories from the Reuters feed?
  - a. single-sheet paste
  - b. column printer\*
  - c. copaste
  - d. column poster
  
- 4) The Associated Press expanded its news services to include financial services. What company did the Associated Press partner with to create a specialized financial and economic news service?
  - a. Charles Schwab
  - b. Dow Jones & Company\*
  - c. Merrill Lynch
  - d. None of the above

- 5) What is the name of the Associated Press's premier news service, which delivers an entire report of world, national, state, and sports news?
- Dial-In Report
  - AP Basic
  - AP Stream
  - DataStream\*
- 6) Which news service is the world's oldest news agency?
- Agence France Presse\*
  - United Press International
  - Reuters
  - Associated Press
- 7) Which news service has stories that concentrate on issues such as the gap between rich and poor, international trade negotiations, human rights, refugees and international migration patterns, conflict and peace-keeping, environmental protection and sustainable development, population issues, and international debt crises?
- Reuters
  - Inter Press Services\*
  - Associated Press
  - Agence France Presse
- 8) The major news services are all based in industrial core nations with an extensive bureau network in other core nations and nearly all semiperipheral nations. Since peripheral regions lack bureaus, what is the term used for the news crew in such regions?
- sliders
  - snags
  - shooters
  - stringers\*
- 9) With modern airline transportation and satellite feeds, major news outlets dispatch reporters abroad on a crisis-by-crisis basis instead of having a large number of foreign bureaus. What is the term used for this practice?
- spot journalism
  - crisis journalism

- c. parachute journalism\*
  - d. breaking journalism
- 10) Which news agency runs the world's leading supplier of international news material for television?
- a. Associated Press
  - b. Reuters\*
  - c. Inter Press Services
  - d. None of the above
- 11) How many stocks are included on the Dow Jones Industrial Average (DJIA)?
- a. 30\*
  - b. 150
  - c. 500
  - d. 7,000

### *True/False*

- 12) Reuters' business model is focused almost strictly on its news-reporting properties. (F)
- 13) The Associated Press is a not-for-profit news cooperative, owned and controlled by its member newspapers (T).
- 14) Overall, the AP has had a difficult time keeping up with new technological developments. (F)
- 15) United Press International continues to thrive. (F)
- 16) Today, Agence France Presse is successfully expanding worldwide. It remains a leader in journalistic enterprise. (T)
- 17) The founder and CEO of Bloomberg LP, Michael Bloomberg, is also the governor of New York. (F)
- 18) Dow Jones & Company, founded over a century ago, publishes the major global newspaper of business, *The Wall Street Journal*. (T)

### *Short Answer/Essay*

- The Dow Jones Industrial Average (DJIA) consists of a pool of 30 blue-chip US stocks. List 10 stocks on the DJIA.

- The Associated Press has remained a leader in the news service industry because of its new business and technological developments. Several new initiatives have enabled the AP to support and enhance its world-wide newsgathering. Give three examples of how the AP has done this.
- What are the two problem areas that were cited in discussions of core-based global wire services?