

Chapter 5

Global Issues, Music, and MTV

Learning Objectives

1. Explain how communication, media, and information exports have become the primary engine of the global economy for the United States.
2. Understand the economic advantage enjoyed by US media companies.
3. Detail the shift from expensive dramas and sitcoms to programs based on the news-magazine format, the reasons why networks are cutting back production of primetime drama, and the fragmentation of audiences.
4. Understand the role of deregulation, liberalization, and commercialization.
5. Explore the “modeling” effect taking place in foreign markets.
6. Explain Rod Carveth’s belief that the United States may be losing its competitive advantage, and explain the shifting US global strategy.
7. Describe the changing global media marketplace and the barriers preventing the United States from becoming an international broadcaster.

Chapter Outline

Introduction

Global television

Costs escalate

Audience fragmentation

New international realities

Modeling: creating indigenous programs with US cultural values

Global media: marketplace

International music industry
Vivendi-Universal Music Group (France)
Sony (Japan)
EMI Group (UK)
Warner Music Group (USA)
BMG (Germany)
MTV: the dominant global music connection
MTV and electronic colonization
Conclusions

Key Terms

Exports
Imports
Global television
Audience fragmentation
Big Four networks
NBC
CBS
ABC
FOX
Deregulation
Liberalization
Commercialization
Public broadcasting
Rod Carveth
Music television (MTV)

Activities

- Working in small groups, ask students to come to a conclusion as to whether or not they think that there are too many cable television stations. Students must explain the rationale for their thoughts.
- Ask students to research why *Baywatch* and *The Simpsons* have huge audiences outside the United States.
- Take-Home Assignment: ask students to watch MTV for 30 minutes. After watching the program, students should describe what they saw

and explain why MTV would or would not be attractive to young people outside the United States.

Test Questions – Chapter 5

Multiple Choice

- 1) Since the end of the Second World War, US aerospace industries have provided the primary export product. However, by the end of the Cold War the demand for military aircraft had subsided. What is the primary export product now?
 - a. clothes and shoes
 - b. automobiles
 - c. oil
 - d. music and movies*

- 2) In the 1990s, major networks replaced expensive dramas and sitcoms (i.e. *Baywatch* and *Seinfeld*) with what type of programs?
 - a. news magazines*
 - b. made-for-TV movies
 - c. independent miniseries
 - d. live news coverage

- 3) What technology will enable consumers to have access to over a hundred television channels?
 - a. digital television*
 - b. satellite television
 - c. pay per view
 - d. cable television

- 4) In 1998, what US movie caused French films to capture only 27% of the French market?
 - a. *The Green Mile*
 - b. *The Matrix*
 - c. *Titanic**
 - d. *Pearl Harbor*

- 5) According to _____, the United States may be losing its competitive advantage in the global media industry.
- Jack Banks
 - Tony Mitchell
 - Stacey Sowards
 - Rod Carveth*
- 6) The Spanish music market and music genres are expanding rapidly, particularly sales in the United States. Much of this is due to what music artist?
- Ricky Martin*
 - Gloria Estefan
 - Enrique Iglesias
 - Jennifer Lopez
- 7) Who is the largest global music company?
- Vivendi/Universal Music Group*
 - BMG
 - Disney Soundtracks
 - Warner Music
- 8) Which of the following music-industry mergers was *not* completed?
- Sony/BMG
 - EMI/Time Warner*
 - Sony/CBS Records
 - Edgar Bronfman/Warner Music
- 9) Who was the first 24-hour, 7-day-a-week music video network?
- MTV*
 - Band Stand
 - VH1
 - both A and C
- 10) What phenomenon could allow listeners to bypass local music outlets, thereby affecting how the product of international music is packaged, distributed, and priced in the near future?

- a. resale music stores
 - b. MTV
 - c. the internet*
 - d. mail orders
- 11) _____ is the new data compression system that allows the pirating of music over the internet.
- a. ZIP
 - b. MSX
 - c. MP3*
 - d. TX2
- 12) Which of the following corporations owns MTV?
- a. Viacom*
 - b. Time Warner
 - c. Bertelsmann
 - d. Vivendi Universal
- 13) What was the impact of the O. J. Simpson trial on the American television news landscape?
- a. Better news-helicopter technology.
 - b. Traditional (Big Four) networks had a difficult time keeping up with the breaking story due to the difficulty of preempting their regular schedules.
 - c. Many viewers were motivated to tune in to Court TV or other all-news alternatives they had never watched before.
 - d. B and C.*
- 14) According to the textbook, which of the following provides an outstanding example of a country which uses tax revenues to support its domestic cultural industries so they are able to compete against US companies?
- a. India
 - b. France*
 - c. Australia
 - d. Brazil

True/False

- 15) According to the US Department of Commerce, the sale of feature films, TV shows, and home video rentals to foreign markets increased significantly during the 1990s. (T)
- 16) Despite a significant decrease in production costs, US television networks are cutting back their production of primetime drama. (T)
- 17) Until the late 1980s, most European viewers had access to only one or two public television channels. (T)
- 18) US-produced reality television and game shows tend to export well. (F)
- 19) Most nations around the globe share the United States' view of cultural industries – that the marketplace will determine the winners and losers. (F)
- 20) Warner Music is the only US-based company among the four major global music corporations. (T)
- 21) MTV is the world's largest television network. (T)
- 22) US-style multiplex cinemas in Europe have helped produce larger audiences for European films. (F)

Short Answer/Essay

- How does the theory of electronic colonialism apply to MTV?
- In October 1999, the European Union's Merger Task Force abandoned EMI's merger with Time Warner. Why was the merger denied?
- For years the United States maintained an international advantage because of its superior talent, technical, marketing, and capital resources. The domestic industry also benefited from the exports of its products to foreign markets. What were some other reasons why the US international media presence was strong, and how has it weakened?
- The rapid growth of alternative cable options including specialty channels and superchannels had a significant cumulative impact on audiences. What are two reasons why the new media are so attractive?
- Explain the concept of audience fragmentation. How has it affected the major broadcast television networks in the US?
- How and why was the international presence of US media weakened during the 1980s?