

Development Research Traditions and Global Communication

Multiple Choice

1. For decades, the old paradigm of modernization had _____ focus, whereas the new focus is on policy matters with _____ lens.
 - A. A social and cultural focus; an economic lens
 - B. A social and political focus; a cultural lens
 - C. An economic focus; a social and cultural lens * (page 31)
 - D. An economic and cultural focus; a social and political lens
 - E. None of the above
2. The bulk of the benefits from aid and treaties tend to go to which of the following?
 - A. Peripheral nations
 - B. Semiperipheral nations
 - C. Core nations * (page 32)
 - D. NGOs
 - E. There is a relatively equal distribution among the above nations and organizations
3. Some LDCs assumed that the introduction of color television would foster economic and cultural development. Which of the following is a reason this did not succeed?
 - A. The expense of upgrading broadcast technology
 - B. Limited uses and applications
 - C. Lack of access in individual households
 - D. All of the above * (page 32)
 - E. None of the above – color television is an example of a development success
4. What is the concept that attempts to deal with the needs, positive strengths and aspirations of journalistic endeavors in the peripheral regions?
 - A. Electronic colonialism
 - B. Free press
 - C. Development journalism * (page 33)
 - D. Developmental press
 - E. Promotional journalism
5. Which of the following is *not* a characteristic of development journalism?
 - A. It encourages an engineered press
 - B. It assumes that all efforts need to work in unison to support national goals
 - C. It is favored by core nations* (page 33)
 - D. It is favored by totalitarian and military regimes in peripheral nations
 - E. All of the above are characteristics of development journalism

6. The major Western core-based news agencies, such as Associated Press, Reuters and Agence France Presse, provide about what percentage of all the world's wire service information?
 - A. 10%
 - B. 20%
 - C. 45%
 - D. 60%
 - E. 90% * (page 33)
7. Western core media value freedom of the press, free speech and the free flow of information. However, most LDCs reject these and related values as being:
 - A. Non-important compared to cultural issues
 - B. Government-controlled
 - C. Luxuries * (page 34)
 - D. Americanization
 - E. Westernization
8. With regards to communication, peripheral nations tend to:
 - A. Reject neutrality and objectivity in favor of promoting government objectives
 - B. Engage in advocacy journalism
 - C. Embrace the building of plants or offices of global corporations
 - D. Both A and B
 - E. All of the above* (pages 34–35, 44)
9. Which of the following is *not* a reason why many media corporations based in Europe and North America have reduced the number of reporters in Africa, Asia and Latin America?
 - A. Cost of stationing full-time reporters in foreign countries
 - B. Ease of airline travel plus portability of equipment for quick response
 - C. Tension between the cultures* (pages 35–56)
 - D. Perception of a lack of interest among editors and management concerning routine events in distant lands
 - E. All of the above are valid reasons
10. Who is the author of *The Stages of Economic Growth*?
 - A. Thomas Shannon
 - B. Walter Rostow * (page 36)
 - C. Anthony Giddens
 - D. Everett Rogers
 - E. Thomas McPhail
11. What conditions hindered development with modernization?
 - A. Unexpected complexity and depth of traditional behaviors and culture
 - B. Corrupt regimes
 - C. The technological divide between core and peripheral nations
 - D. Political tension between the US and the Soviet Union during the Cold War
 - E. All of the above * (pages 33–38)
12. With modernization, who did Everett Rogers say were “firmly in the driver's seat of development programs”?
 - A. Politicians
 - B. Diplomats
 - C. Economists * (page 36)

- D. Sociologists
 - E. World leaders
13. Scholars have speculated that modernization will lead to *what*, where communication transports information as easily around the corner as around the world?
- A. The Internet
 - B. The global melting pot
 - C. The global village * (page 37)
 - D. Cultural homogeneity
 - E. None of the above
14. What are defining matrices of the global communication industry?
- A. Tastes and values
 - B. Sales and market share * (page 39)
 - C. Social control and persuasion
 - D. Political power and ownership
 - E. None of the above
15. One research tradition, structuralism, contends the central finding that an exporting corporation establishes ground rules in such a way that the peripheral nations are at a structural disadvantage from the start. Which of the following terms best fits this statement?
- A. Capitalism
 - B. Cultural imperialism * (pages 40–41)
 - C. World system theory
 - D. Monopoly
 - E. Ethnocentrism
16. Professionalism, as a body of research, does not have a parallel counterpart in European communication studies. What is the main difference between how European communication scholars are trained and how North American traditions are trained?
- A. European communication scholars are taught through apprenticeships * (pages 40–41)
 - B. European communication scholars are taught at major US universities
 - C. European communication scholars are self-taught
 - D. A combination of all of the above
 - E. There is no difference
17. Which of the below *is not* a characteristic of diffusion studies?
- A. Using interviews, sample surveys, and content analysis
 - B. A preoccupation with methodological precision
 - C. Small samples
 - D. Macro-theoretical formulations * (page 42)
 - E. All of the above are characteristics of diffusion studies
18. The repugnance against Americanization has led some critics of US cultural influences to call it:
- A. McWesternization
 - B. Westie
 - C. Westoxification * (page 43)
 - D. McDonaldization

E. None of the above

19. Participatory communication is:

- A. Seeking to use communication as a grassroots tool and to promote ownership at the community level
- B. Trying to bring about social change by using non-formal education methods
- C. Attempting to be sensitive to local traditions, culture, and language by engaging locals through planning and implementation
- D. Part of the way NGOs are attempting to work with local people in the peripheral regions to share efforts and goals
- E. All of the above* (page 44–45)

20. Academics, professionals, and policymakers are calling development journalism/communication:

- A. A success of dominant models
- B. A work in progress of dominant models
- C. A failure of dominant models * (pages 38–43, 44)
- D. A justification of dominant models
- E. None of the above

True/False

1. During the 1980s, Modernization theory came under heavy fire with critics claiming that it had failed to produce positive economic results in the Third World. **TRUE** (pages 32–33)
2. Development journalism and communication are attempts to complement the thrust toward electronic colonialism. **FALSE** (pages 32–35)
3. Television programming and feature films are almost exclusively produced by Western nations. **TRUE** (page 33)
4. After World War II, it was assumed that as the gross national product increased, so too would the development of communication in peripheral and semiperipheral nations. **TRUE** (pages 34, 37–38)
5. Western development and modernization projects realized immediately that successful and effective use of communication requires specific knowledge of the availability, accessibility, relationships, and utilization of communication infrastructure and software in communities. **FALSE** (pages 40–44)
6. With the introduction of modernization, illiteracy on a global scale decreased dramatically. **FALSE** (pages 32, 35–37)
7. Proponents of development journalism tend to be from core nations. **FALSE** (page 35)
8. The economic growth model assumes development to be irreversible, like biological evolution. **TRUE** (pages 36–38)
9. Functionalism attempts to relate communication to the social, ideological, political, cultural, and economic systems in which it operates. **FALSE** (pages 38–39)

10. The establishment of ground rules by exporting corporations in such a way that the peripheral nations are at a structural disadvantage from the start is a crucial process within world systems theory. **TRUE** (pages 40, 45)
11. Robert Stevenson stated that “Development journalism – very much a part of the New World Information Order debate at the United Nations Educational, Scientific and Cultural Organization (UNESCO) in the 1970s – now has a record, and it is not impressive.” **TRUE** (page 41)
12. The introduction of modern technology to LDCs fosters a neocolonial-like dependence on organizations from core nations. **TRUE** (page 41)
13. US students of communication have sought a conceptual inventory that would provide a complete basis for explaining communication in the context of an overall social system. **FALSE** (pages 41–42)
14. Most theoretical models of development look equally at internal sources of problems in LDCs and external agencies or practices. **FALSE** (page 42)
15. The exactness, the neutrality and the objectivity of the US behavior science tradition and communication research are the foundations for forming a macro-theoretical model in regards to power, social interaction, patterns of social organization and the influences of communication on ideological and value systems. **FALSE** (page 42)
16. Work by communication scholars such as Schiller and Rogers has had a significant impact on aid agencies, foundations and government organizations responsible for implementing development policies. **FALSE** (page 43)
17. The World Bank is attempting to reposition itself as an institution that understands and fosters the central role of information, knowledge, and communication. **TRUE** (page 44)
18. Participatory communication seeks to be a top-down process. **FALSE** (page 44)
19. Ilan Kapoor argues that participatory development (PD) communication is an efficient inclusionary model. **FALSE** (page 44)
20. Convergence is dramatically changing the commercial environments, the older communication divisions and distinctions, and the strategies of regulators in regards to international communication. **TRUE** (page 45)

Short Answer/Essay

1. In 1998, the World Bank published the *World Development Report*. What three lessons were stated as being particularly important to the welfare of the billions of people in peripheral countries?
Policies are needed to bridge the knowledge gap; LDC governments, multilateral institutions, NGOs and the private sector need to work together to address information problems that cause markets and governments to fail; no matter how effective these endeavors are, problems with knowledge will persist. However, knowledge is at the core of development and will lead to unexpected solutions. (pages 43–45)

2. What is the likely result of a Blockbuster video store or Walmart opening in a semiperipheral or peripheral nation?
Smaller, local stores are unable to compete and are driven out of business. In addition, the foreign markets are flooded with Western and US cultural imports in the form of movies, television shows, consumer electronics, music, books, and other cultural products. (pages 39–41)

3. In order, what are the five stages of Walter Rostow's stages of economic growth?
Traditional society; establishment of preconditions to takeoff; takeoff into sustained growth; the drive to maturity; and the age of high mass consumption. (page 36)

4. Name and describe the three major research traditions in communication.
Functionalism, structuralism and professionalism. See book for descriptions. (pages 38–41)

5. How are a nation's economy and mass media linked?
The higher the economy then the higher the income will be available for purchasing mass media. However, there is also a need for high literacy (for books, magazines and newspapers), which is related to a high gross national product needed to produce resources for education systems and schools to teach people to read. (Entire chapter)

6. Everett Rogers and Ilan Kapoor have two different views of participatory development (PD) communication. Briefly describe them.
Rogers believes PD is inclusionary, while Kapoor believes PD is exclusionary. (page 43–44)

7. How do multinationals, with regards to international communication, perpetuate colonial dependence?
Multinational organizations import communication technology and organizational structures that create reliance upon their organizations for training, funding and development. Multinationals also use international communication in the form of advertisements, propaganda, television, movies, etc. to spread their message or create profit, resulting in cultural exportation of Western values and norms to LDCs and a colonization of the mind (see electronic colonialism). (Entire chapter)