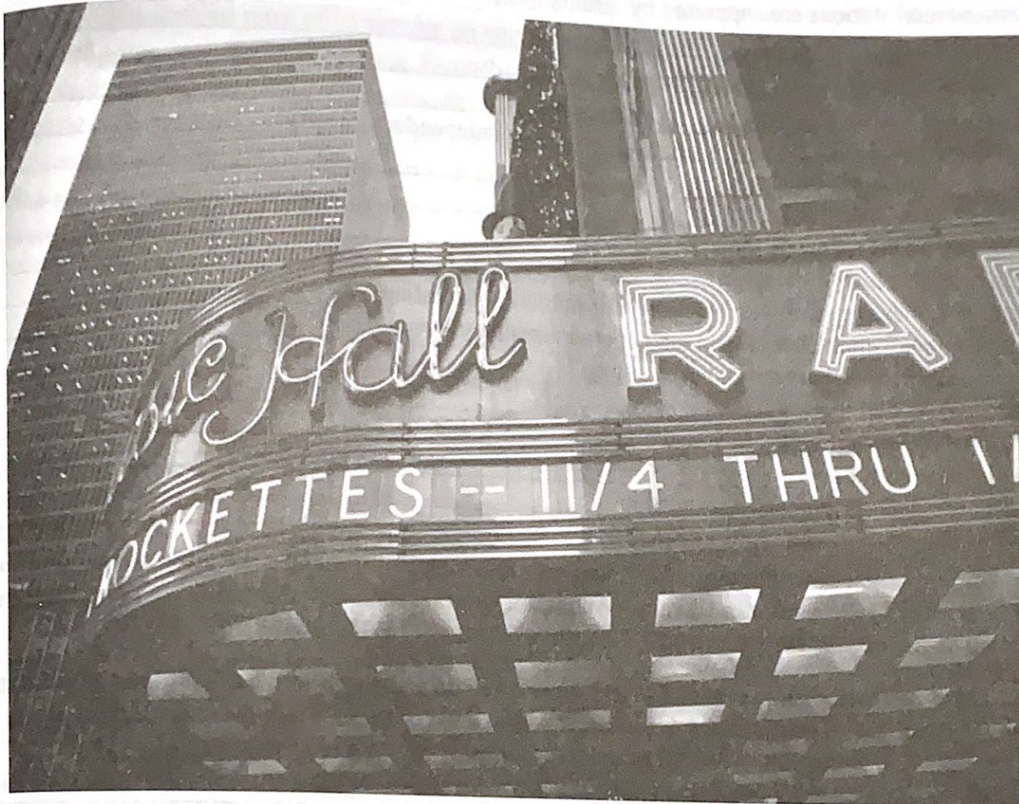


## LESSON 2. BROADCASTING AND NARROW-CASTING

### PART 1.

#### A MEDIUM OF ENTERTAINMENT AND A TEDIUM OF ADVERTISING

James is continuing his research on the way some information related to his investigation got into media, specifically on radio and TV. He is doing his preparations playing with Lappy, his laptop computer. Below are Lappy's tasks. Help James do them.



1. Work in pairs. What should be done to start a radio or a TV station in the USA?

2. Work in pairs. Look through the text and then fill in the table below it.

#### FEDERAL COMMUNICATIONS COMMISSION POLICIES

US public and educational radio stations are owned and operated primarily by colleges and universities, by local schools and boards of education, and by various religious groups. At the same time, there are about 1,500 individual TV stations, around 350 of which are non-commercial, that is nonprofit, educational in nature and allowing no commercials and advertising. Non-commercial TV and radio stations are supported by individual donations, grants from foundations and private organizations, and funds from city, state, and federal sources. Most of the TV stations are network-affiliated commercial stations, with some of them operating as independents. All radio and TV stations in the USA must be licensed to broadcast by the Federal Communications Commission (FCC), an independent federal agency. Each license is given for a few years only. And these licenses are not auctioned off, as in some other countries, to the highest bidders. If stations do not conform to FCC regulations, their licenses can be taken away.

FCC has no control over reception. As a result, there are no fees, charges, taxes, or licenses in the USA for owning radio and television receivers or for receiving anything that is broadcast through the air.

Laws prohibit any state or the federal government from owning or operating radio and TV stations (stations such as *Voice of America* may only broadcast overseas). There is also no governmental censorship or "reviewing" of programs and content. There are no governmental boards or appointed groups which control any radio or television broadcasting. Rather, the FCC ensures that no monopolies exist and that each area has a variety of types of program-

ming and stations. It also regulates media ownership: no newspaper, for example, may also own a radio or TV station in its own area, nor may a radio station also have a TV station in the same area. No single company or group may own more than a total of 20 radio or 12 TV stations nationwide. These and other FCC policies work to prevent any single group from having too much influence in any area and to guarantee a wide range of choices in each.

Public radio stations in the USA are operated by 1) \_\_\_\_\_ and \_\_\_\_\_ ;

2) \_\_\_\_\_ ; 3) \_\_\_\_\_ and \_\_\_\_\_ ; 4) \_\_\_\_\_

Amount of individual TV stations: \_\_\_\_\_ ; amount of non-commercial TV stations \_\_\_\_\_

'Non-commercial' means that the station \_\_\_\_\_

Non-commercial stations are supported by: grants from \_\_\_\_\_

and funds from \_\_\_\_\_

Most of the TV stations are \_\_\_\_\_ , but some are \_\_\_\_\_

'Network-affiliated' means \_\_\_\_\_ , 'independent' means \_\_\_\_\_

'Licensed to broadcast' means \_\_\_\_\_

FCC is \_\_\_\_\_ agency.

The term the license is given for \_\_\_\_\_

Condition upon which the license can be taken away \_\_\_\_\_

Amount of money the viewers have to pay for public broadcasting \_\_\_\_\_

Conditions upon which government may operate broadcasting stations \_\_\_\_\_

Governmental bodies that control broadcasting \_\_\_\_\_

Functions of FCC: \_\_\_\_\_

Restrictions on media ownership: on newspapers \_\_\_\_\_

on companies or groups \_\_\_\_\_

Purpose of restrictions on media ownership \_\_\_\_\_

3. Work in pairs. Tell your partner everything you know about FCC. Use the table above. Do you think there is a similar organization in Ukraine? What may its functions be? Do you think there must be some censorship of the matter the radio and TV stations broadcast? Why or why not?

4. What is your favorite radio station? Why? How often do you listen to it? What kinds of radio stations can you think of (for example, Rock Music etc)? Make a list of them. Then listen to the text on US radio. As you listen, fill in the gaps below.