

MASS MEDIA AND SOCIETY

TV RATINGS ASSIGNMENT

PART ONE

Television is primarily an advertising medium, but we think of it as an entertainment medium.

List and briefly describe your five most favorite shows currently on television. (List the name of the show, the network, the day it is on. What is the general theme of the show?)

and

List and briefly describe five of your favorite television shows from the past which are no longer on television. (What was the general theme of the show and what was it you liked about the show?)

If need by, you may send this part of the assignment separately from Part Two, but if possible, I prefer the whole assignment in one e-mail message.

PART TWO

The life and death of television shows lies with ratings. You are to do some research on ratings and send me a copy of recent ratings. There are two ways you can complete this assignment for the online class.

1. Research the entertainment section of a local daily newspaper for the weekly list of television ratings of prime time shows. (Local papers usually print them on Wednesdays). Clip and mount them to an 8.5x11 inch piece of paper and mail them to me at school (11110 Alondra Blvd., Norwalk 90650). Circle or highlight all the shows you watched during the time period being reported.
2. Search the Internet for a COMPLETE set of ratings for the previous week of prime time television. There are 100-plus shows, so if the list only covers 25 or so you don't have complete list. Finding a complete set online is difficult because the Nielsen Company makes its money from selling the ratings lists to publications. Copy or retype the list and indicate with an asterisk (*) that shows you watched. Include the list in your e-mail with Part One.

Note: These are general ratings for all TV shows, not a popularity ranking of a single show. Also, it is generally best to turn off HTML formatting for your e-mail for this assignment; using pure text methods, such as capitalization or use of an asterisk translates across e-mail more consistently

Note that when submitting the answer start the subject line with:

J100x - YourLastName - Ratings

Send to rcameron@cerritos.edu