

**UNIVERSITY COLLEGE LONDON**

*University of London*

**EXAMINATION FOR INTERNAL STUDENTS**

*For The Following Qualifications:-*

B.A. . . . M.A.

**Italian 451A: The Italian Media System**

COURSE CODE : **ITAL451A**

UNIT VALUE : **0.50**

DATE : **08-MAY-03**

TIME : **14.30**

TIME ALLOWED : **3 Hours**

Answer any **THREE** questions. You may not draw substantially on the same material in more than one answer.

1. Explain Silvio Berlusconi's success in the media sector between 1974 and 1990.
2. Analyse at least **THREE** causes of the development of new local newspapers in the 1970s and 1980s.
3. Imagine that the Italian Parliament forbade an individual or company to own more than one national TV channel, while permitting an individual or company to own, within limits, other media. What would be the impact on the present Italian TV system?
4. The increasing impact of television in the 70s and 80s led to important changes in Italian daily newspapers. Describe and analyse at least **THREE** of them.
5. What are the main features of *programmi contenitore*, and why do they form such a distinctive part of TV schedules in Italy?
6. In what ways and why is the rapid growth of the Internet in Italy having an impact on newspaper circulation and TV audience figures?
7. Compare and contrast Tg1, Tg3, Tg5 and Tg4.
8. Carlo Sorrentino claims (1995) that "la centralità della politica ha sempre definito il modello informativo italiano." Consider how the Italian media system as a whole has evolved since 1960 in the light of this statement.
9. Examine the history and role of Italian weekly magazines (especially with relation to the development of the daily press), from 1945 to 1990.
10. "La televisione crea un'osmosi tra il mondo dei personaggi famosi e il mondo delle persone comuni." (VQPT, *Carne in scatola*, 1999). Elaborate and discuss.

END OF PAPER