

\_\_\_\_\_ is a process whereby non-western societies come under the influence of "Western culture".  
Westernisation

\_\_\_\_\_ when the larger scale media companies buy out the smaller-scaled or local companies, thus leaving a few firms to dominate.  
Media oligopoly

Another name by which wire services are referred to is \_\_\_\_\_  
News agencies

Which of the following is not a contributing factor to the dominant ideology?  
None of the options

The three major forms of new agency are \_\_\_\_\_  
National, regional and International agencies

The study of International communication helps to enhance \_\_\_\_\_  
development  
All of the above

\_\_\_\_\_ is not a reason for communication  
None of the options

\_\_\_\_\_ is the product of how messages (media products) either are used either to fulfil certain objectives or trigger new ones  
Media Ideology

One of the following is not a function of national news agencies  
Represent media of other countries at international level

One of the following factors is considered when analysing the audience's reaction to reported messages  
Identification