









STONY BROOK UNIVERSITY School of Journalism • News Literacy "News Literacy and Why It's Important"

Extra Credit


The Most Devastating Detective Story Of This Century.

REDFORD/HOFFMAN
"ALL THE PRESIDENT'S MEN"



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Daniel Ellsberg Pentagon Papers Leaker



A block of free tickets will be reserved for News Literacy students.
To earn credit, students can write a paper about Ellsberg's talk.
To double that credit, students can attend the talk AND watch "The Most Dangerous Man in America" and write about both.

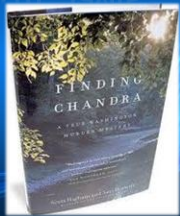

April 26, 8 p.m. SAC Aud

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My Life As...

An Investigative Reporter and Author: Scott Higham '82

Monday, May 2, 7:30 p.m., Javits



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Change Your Home Page

The screenshot shows the NPR website interface. At the top, there's a navigation bar with 'home', 'news', 'arts & life', 'music', 'programs', and 'listen'. Below this, there are several news headlines: 'Military Panel To Try Alleged Sept. 11 Mastermind', 'Radioactive Water To Be Released From Japan Plant', and 'Obama Lets Supporters Make Case For Re-Election'. There's also a 'most popular' section and a 'follow npr on facebook' button.

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Test #2

In recitation, week after Spring Break

Same format as Test #1:
 10 questions
 1 hour
 100 points possible.

Two questions will be drawn from *"The Message Machine"* reading, which you'll be allowed to bring to the test...and you can use it to illustrate other test answers.

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Short, Required Video

This week, you must go to Blackboard and watch *"TV News By The Numbers"*

A 25-minute video/slideshow that accompanies this lecture

You will be tested on this material

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A Persuasive Letter Due @ Your Last Recitation

Essay outline	Paragraphs
Introduction	Orientate the reader Identify the focus/purpose Outline scope State thesis
Body	Topic sentence 1 Supporting details Concluding sentence 1
	Topic sentence 2 Supporting details Concluding sentence 2
	Topic sentence 3 and so on Supporting details Concluding sentence 3
Conclusion	Restate thesis Summarise argument



The Power of Images

Iconic News Photographs



American Soldiers, Iwo Jima, 1945



Holocaust Survivors



Civil Rights Protest in Birmingham, Bill Hudson, 1963



Kent State University, John Filo, 1970



The Space Shuttle Challenger Explodes, 1986



Tiananmen Square Standoff, Stuart Franklin, 1989



Abu Ghraib Prison, 2003



Hurricane Katrina, 2005



The Obama Fist Bump, 2009




Pelican, Gulf of Mexico, 2010



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The Ethics of Photojournalism



Graphic Photos Prompt Difficult Decisions

The slide features a blue background with a white wave-like pattern on the left. At the top, it lists "STONY BROOK UNIVERSITY School of Journalism • News Literacy" and a quote "News Literacy and Why It's Important". The main title is "The Ethics of Photojournalism". Below the title is a photograph of a man in a white shirt, seen from the side, with his hands covering his face in a gesture of distress or despair. Below the photo is the text "Graphic Photos Prompt Difficult Decisions".

Warning:
Some of the Following Images are Disturbing



Drowning Victim Edward Romero's Family, John Harte, 1986

**American Soldier
Mogadishu, Somalia**

Paul Watson, 1993





**Oklahoma City
Fireman with Child,**

Charles H. Porter IV, 1995



Vietnamese Children Fleeing Napalm Strike, Nick Ut, 1972



Sudan, Kevin Carter, 1993




A Pulitzer-Winning Photographer's Suicide



Kevin Carter commits suicide 15 months later

A Bosnian Rape Victim's Suicide
1990s



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Manipulation of Photos



Dead Soldiers, moved, at Gettysburg, Timothy O'Sullivan, 1863

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It Did Not End in 1865









Look at Photos and Captions Carefully

- Check Photo Credits
- Check Photo Captions
- Note: File footage, photo archive
- Look for these words:
 - *“Photo enhancement”*
 - *“Digital photo manipulation”*
 - *“Photo composite / illustration”*



Retouch.wmv

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Marrying Sound to Images ...Moving Images



1937 – The Voyage of the Hindenburg

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"It (the World Wide Web) is going to be important...but it's certainly not going to be like the first time somebody saw a television...It's not going to be that profound."
– Steve Jobs, Wired Magazine, February 1996

Hindenburg.wmv

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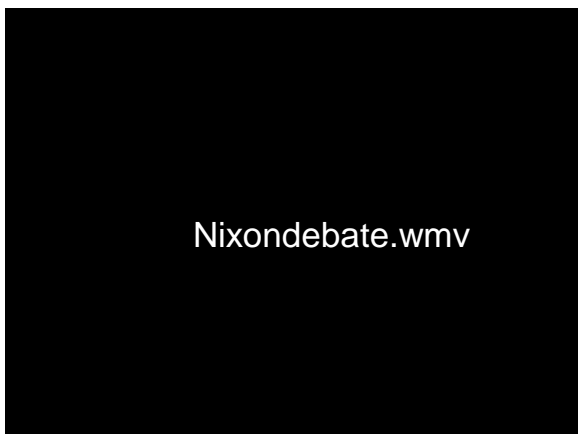
The Power of Video



TV Makes You an Eyewitness to Important Events in Real Time








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Same Scene: Still and Moving



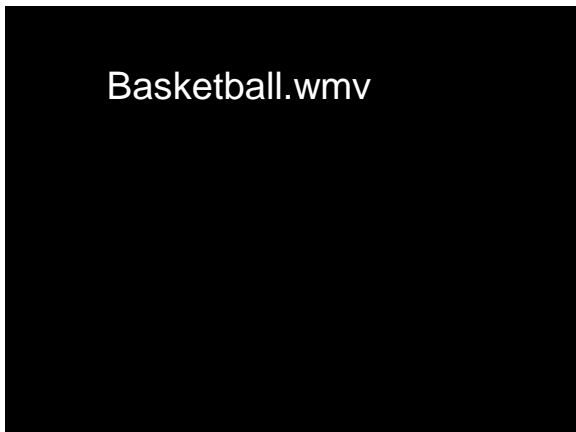
- Tankman.wmv

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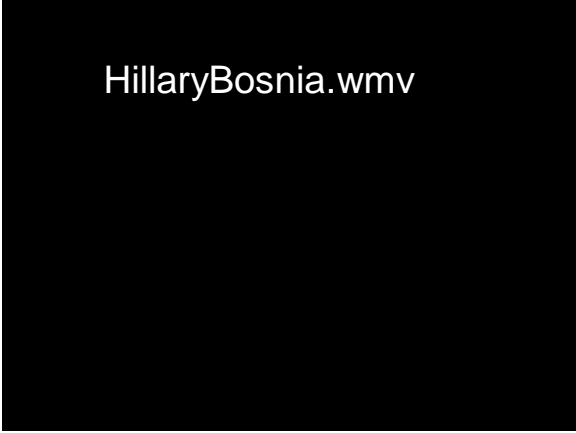
Information That Connects Us Powerfully

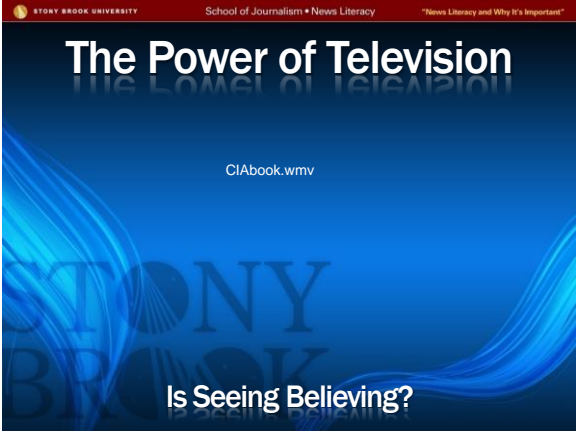














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When is a Strength a Weakness?

cheerleader.wmv



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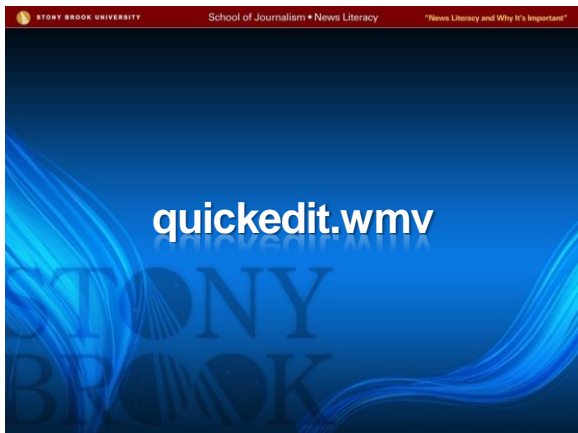
How TV News Works: News Lives Inside an Entertainment Medium



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Entertainment Techniques Cross Over Into News Reports

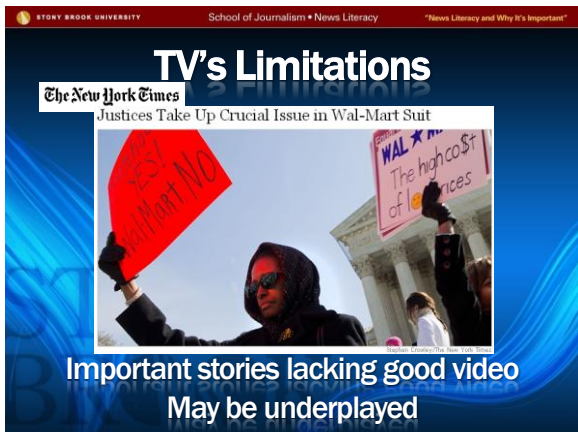
- Scary Details; Loaded Words
- Dramatic Music
- Quick Cuts
- Sound Effects
- Flashy Graphics

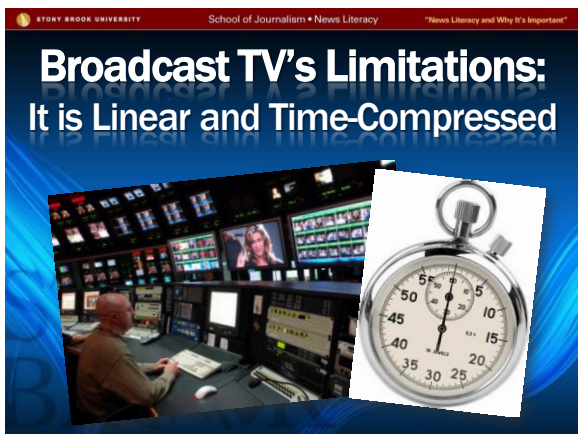












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Disadvantages of TV News

- It is limited by time
- It may rely on personalities, emotions, opinions, not facts
- It can shortchange complex stories or avoid them altogether

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Cable TV's Strengths: Breaking News and Continuous Coverage



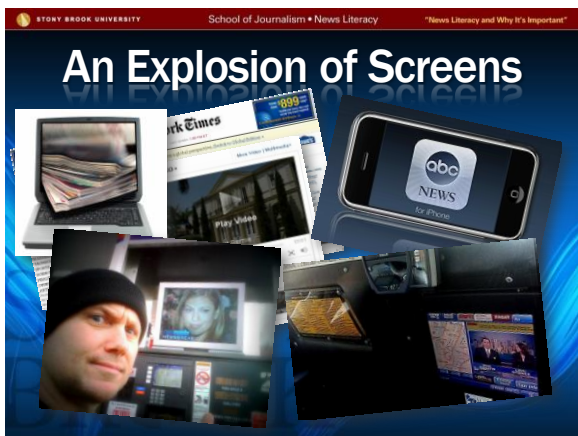
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Cable TV's Strengths

Numero33.wmv







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Watching Your Own Crash Landing As it is Happening



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Advantages of TV News

- It makes you a witness to important events in real time
- It can be a powerful tool for verification
 - It gives you personal storytelling
 - It creates a national experience

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Lessons for the TV News Consumer:

- **Be active, not passive.**
- **Supplement TV news with other forms.**
- **Understand TV's limitations; rely on its strengths.**


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Don't Be a Sponge



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25 minutes, Required and on Blackboard "TV News By The Numbers"



*Ratings determine ad rates/profit
Which makes TV highly competitive
Which can influence content decisions
Cable runs on ad dollars AND your fees
Cable news must fill 24 hours a day,
Broadcast News: morning, evening slots*

TV News is Fiercely Competitive

This Material Be On The Quiz after Spring Break

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Assignments:

11. Student Assignments for the week of 4/11 to 4/15

L11: The Power of Images and Sound

Deadlines:

All due before your recitation meets this week:

1. AP Photo Discussion Board Homework Assignment
2. View Video: TV By the Numbers
3. Read contents of Ethics Folder
4. View Video: Ethics in Perspective
5. Print out and bring to class: Ethical Choices

AFTER recitation:

1. You may begin working on your **Final Essay**. All information is in the Final Essay folder, which is located in the "My Assignments" link on your course homepage.
2. Extra Credit **Movie Project** due after Spring Break.
3. Read the **Message Machine** article. It is about 16 pages. Several Test 2 questions will be based on this article.
4. Prepare for **Test 2**, which will be given at the recitation following Spring Break.
