

## Deconstructing TV News



How to Evaluate Television News

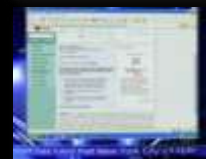
## Deconstructing TV News



WNBC News Rats Out KFC/Taco Bell

INSERT RATSTACOBELL.WMV

## Evaluate these sources:



## Advantages of TV News

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

## Disadvantages of TV News

- Airtime is limited, brevity rules, so context is often sacrificed
- Powerful personalities and emotions distract viewers from facts
- Important stories without good video get little or no air-time



[perrytop10.wmv](#)

### Lessons for the TV News Consumer:

**Be active, not passive: Keep your brain engaged.**

- **Supplement TV news with web, radio and print news.**

**Understand TV's limitations, rely on its strengths.**

**Test #2**  
**Recitation after Thanksgiving**  
**Covering Lectures 7-12**  
**Be there.**

The University Schedule  
 Weird, again, for a little while.  
 Tuesday the 22<sup>nd</sup> follows a  
 Thursday schedule.



### Your Evaluations Help Us Improve the Course

Online evaluation site will soon open  
 Responses are completely anonymous (It's an off-site contractor)  
 Instructors and lecturers only see data after all grades are released.  
 Past student evaluations have led to:

- Changes in course textbooks
- Changes in assignments
- Changes in faculty (both retention and release)

## Final Essay: We're Looking for One Good Letter

- Reads like a letter, not a research paper.
- Demonstrates you've learned to spot and ignore junk news.
- Demonstrates you know how to find reliable news
- Demonstrates you know how to use news for:
  - ✓ Making a decision,
  - ✓ Taking action, or
  - ✓ Making a judgment

Your writing should reveal your process of evaluating news reports.

All the President's Men  
An extra credit opportunity  
for Thanksgiving Break

Truth and Verification in the "Wasteland" report on 60 Minutes



## Change Your Homepage



## Deconstructing TV News



How to Evaluate Television News

## Types of TV News Reporting

- Breaking News
- Planned Major Events
- Taped Stories for Broadcasts
- Live Reporting

## Live TV News Can Be Dangerous



Reporter dangers.wmv

## Useful Terms You Will Use In Discussing TV News



1. Ratings
2. Local vs. Network
3. Cable vs. Broadcast
4. Correspondent, Editor, Producer, Anchor
5. Live vs. taped

Who Decides What Is News? The Clicker(s)

## Deconstruction is Deconstruction

- 1) Summarize the main points: Does the promo and the lead-in support the main point(s)?
- 2) How close does the reporter come to opening the freezer? Is the evidence direct or arm's-length?

## Deconstruction is Deconstruction

- 3) Evaluate the reliability of the sources using I'M VA/IN
- 4) Does the reporter make his/her work transparent?
- 5) Does the reporter place the story in context?

## Deconstruction is Deconstruction

- 6) Are the key questions answered?  
- Who -What -When -Where? -Why? -How?
- 7) Is the story fair?

### Questions Unique to TV News:

- Are you being manipulated by the speed of cuts or types of transitions?
- Is the sound added or altered?
- Is this story suited to TV's strengths?

### Deconstructing TV News



A Hit and Run Accident

Hit\_and\_Run.wmv

### Evaluate these sources:



## Deconstructing TV News



Guns On Campus.wmv

## Evaluate these sources:



## Deconstructing TV News



FEMA Trailers Making Residents Sick?







How many short-shorts shots?

24 "Hooker" Shots Total

TV News on the Web

## Rules for the TV News Consumer Be Aware of the Sinners

- Show **and refer to only one point of view**
- Language and or **production techniques that can manipulate your emotions**
- Little or **no independent reporting**
- Only one eyewitness; **no sourcing**

## Rules for the TV News Consumer Look for the Winners

- Differing viewpoints of a controversial story
- First-hand accounts, good sourcing, credible eyewitnesses, independent, verified information

## Rules for the TV News Consumer Look for the Winners

- Comprehensive :Did you learn, “who, what, when, where, why and how”?
- Verification, transparency and context.

## Assignments Coming Up

25 minutes, Required and on Blackboard

### **“TV News By The Numbers”**

*A short video*



**You'll be Quizzed on This Material**