

Digital Resource Center Extensions:

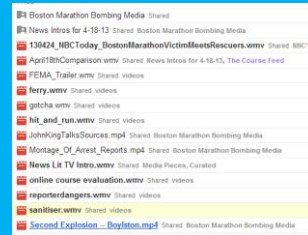
Whenever possible, we provide digital materials for use outside class to encourage solo work by students and accommodate a wider range of learning styles.

Extending this lecture:

The "How to Be a Smarter News Consumer" class on the website of the Poynter Institute for Media Studies' News University, gives students the skills and vocabulary needed to keep their intellect engaged while watching TV news. Built by Stony Brook's Associate Dean, Marcy McGinnis, this is a powerful online tool we have used with more than 8,000 students.



We have updated some videos, but included favorites from past versions of the lecture



After this lecture, students will be able to:

1. Write and speak about the influence of ratings on TV News decisions and make fact-based comparisons between the audience for cable and broadcast news.
2. Deconstruct TV news reports in real time, analyzing evidence, sources, editing, language and other elements using News Literacy course concepts
3. Connect concepts from the Power of Images/Authority of Sound lecture to the TV Deconstruction process
4. Describe the challenges for News Consumers that are unique to television news and articulate strategies for getting the most reliable information from tv news.

These skills relate to course outcomes 1,4 & 6

Deconstructing TV News



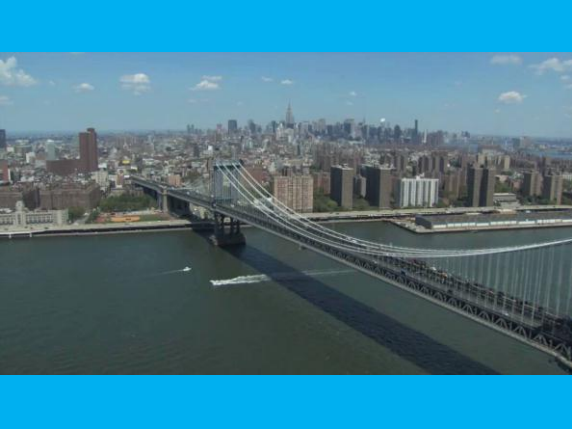
How to Evaluate Television News

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**
- Leading questions: **"Isn't it amazing that..."**

Rules for the TV News Consumer Look For the Winners

- Clearly seeks out **multiple named sources in a controversy**
- Uses production techniques **to enhance understanding**
- Transparently conducts **independent verification**
- Emphasizes first-hand **accounts and direct evidence**
- Combines social media **information with live sources**
- Uses context to build **a comprehensive report**



What Did You Notice?

Rules for the TV News Consumer Be Aware of the Sinners

- Show **just** 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 seconding**
- Leading questions: "Isn't it amazing that..."

Rules for the TV News Consumer Look For the Winners

- Clearly seeks out **multiple named sources in a controversy**
- Uses production techniques to **enhance understanding**
- Transparently conducts independent verification
- Emphasizes first-hand **interviews over third-hand evidence**
- Combines social media **information with live sources**
- Uses context to build a **comprehensive report**

Evaluate these sources:



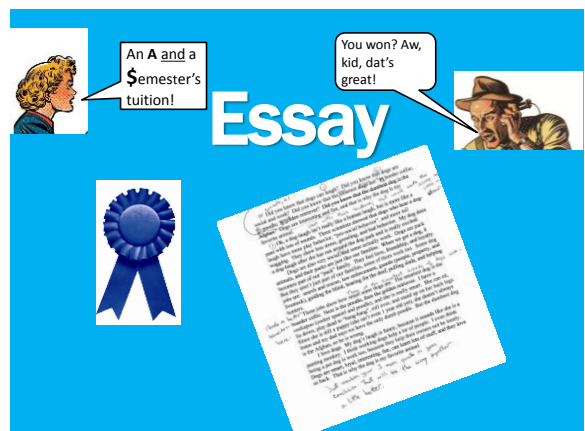
Housekeeping, Announcements & Notes

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



Final Essay: We're Looking for One Good Essay

- Reads like an Op-Ed piece or graceful essay, 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 must reveal your process of evaluating news reports and demonstrate you actually follow news

News Literacy Final

Monday, May 13

2:15 - 5:00 PM

JAVITS Lecture Center

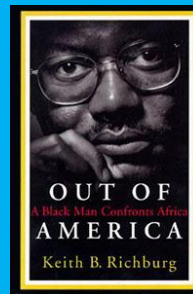
Prepare for...

- ✓ 3 Video deconstructions
(Approximately 1 hour)
- ✓ 1 Print deconstruction
(Remaining time)

You are permitted to bring the back page of the deconstruction workbook, without notes.

Extra Credit Event #3

May 1: The Power of Social Media in China



Keith Richburg

Veteran bureau chief for The Washington Post: 20 years in Beijing, Paris, Hong Kong, Jakarta, Nairobi and Manila and New York.

SAC Auditorium, 8 p.m., Tickets not required, but early arrival is. Doors open at 7:45

ONLINE COURSE EVALUATION

ONLINE COURSE EVALUATION

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)

Deconstructing TV News



How to Evaluate Television News

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?

Deconstructing TV News



WNBC News Rats Out KFC/Taco Bell



Evaluate these sources:



Deconstructing TV News







Evaluate the sources & evidence:



Live TV News Can Be Dangerous



Types of TV News Reporting

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

How TV News Works: Ratings



TV News is Fiercely Competitive

How TV News Works: Ratings



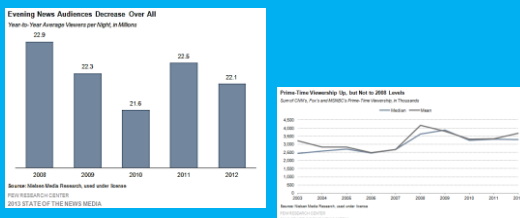
What Gets Watched Gets Replicated
What Gets Ignored Goes Away

Broadcast Networks



- Big, national audience
- Rigid time-slots
- Market Bias: Ratings drive story choice
- Limited time limits story selection
- Declining viewership – median age of viewers is 60.

Little-known Fact: Cable News Attracts only 14% of the Prime Time Audience of 25 million



Rankings: NBC Dominates ABC and CBS
Fox dominates MSNBC and CNN

24-Hour News Cable Networks

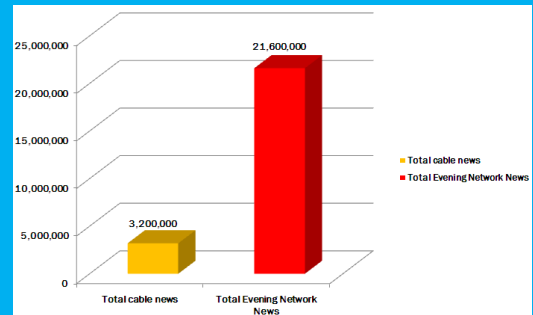


All News and Talk, All the Time


24-Hour News Cable Networks

- Must fill enormous amount of airtime
- Positive: Covers stories requiring lots of time
 - Positive: Always able to cover significant “breaking news”
- Negative: Often emphasizes the sensational over the significant
- Negative: Relies heavily on controversy and talk

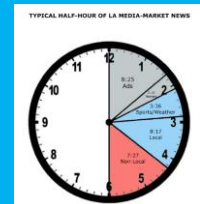
Cable vs. Broadcast



Local Stations are “Affiliates”

- 
- Focus on local news, sports, weather
 - Drivers: Proximity, Conflict, Human Interest
 - Fierce Competition
 - Great Economic Pressures
 - Separate News Operations from Network
 - Market Bias: If it bleeds, it leads

Local TV News



“If it Bleeds, It Leads”

Deconstructing TV News



A Hit and Run Accident



Evaluate these sources:



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



Fox 5 News's "Gotcha" Journalism



Evaluate these sources:



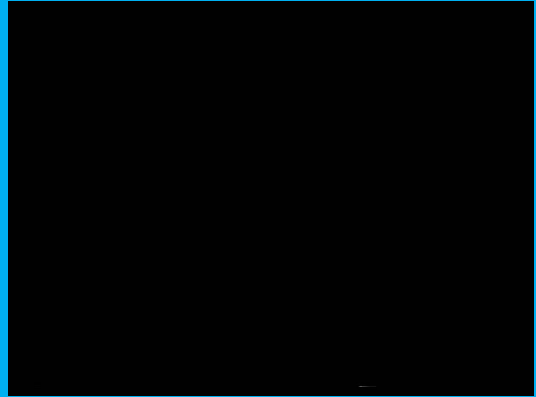
How many short-shorts shots?



Deconstructing TV News



FEMA Trailers Making Residents Sick?



Evaluate these sources:



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**
- Leading questions: **"Isn't it amazing that..."**

Rules for the TV News Consumer Look For the Winners

- Clearly seeks out **multiple named sources in a controversy**
- Uses production techniques **to enhance understanding**
 - Transparently conducts **independent verification**
- Emphasizes first-hand **accounts and direct evidence**
- Combines social media **information with live sources**
 - Uses context to build **a comprehensive report**

To Get The Most From TV News:

- **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.**

The TV News Viewer's Challenge:

Deconstruct as you watch. *Don't be a simple Sponge, Bob*



Preparing for the Final This Online Exercise Is the Best Way to Study



This set of directions (above) is in the "Reading Assignments" tab that takes you to our CourseLoad™ eReader. It's not a graded assignment this semester, but it will prepare you for the final. In a recent test-drive, two links were found to be broken: "Keep It Simple" and "Make It Look Good" just move past those to the next exercises.

Citizen News Consumer

What Would You Pay?

Boulder, Colorado

Correspondent's Salary

Dumping Ground in Wei Yu, Southern China

Tacoma, Washington

A Helicopter Flight Around Hong Kong

**Total 60 Minutes Expenditure for Reporting on this Piece:
Up to \$100,000**

THE HOLLYWOOD REPORTER

The Secret World Behind '60 Minutes'

3:00 AM PDT 4/10/2013 by Marisa Gutrie

Deconstructing TV News



Evaluate these sources:

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

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)

TV News on the Web

Deconstructing TV News

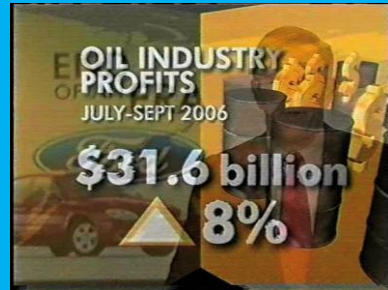
A Teen Boot Camp Death



Deconstructing TV News



ABC Reports on the Ford Taurus



All the President's Men

An extra credit opportunity