

Can You Trust The Daily Show to Give You the News?



liscede.wmv

Can You Trust ABC's station in Los Angeles To Give You the News?

KABC Allergies VNR.wmv

Lesson of the Day:

KNOW YOUR NEIGHBORHOOD

It's *Easy* to Get Lost

Using a Simple Chart to Find Reliable Information



How Is News Different?

A TAXONOMY OF INFORMATION NEIGHBORHOODS						
	Journalism	Information	Education	Research	Marketing	Self-Improvement
Goal						
Methods						
Practices/Tools						
Barriers						

Clarity about differences among similar things

How Is News Different?

A TAXONOMY OF INFORMATION NEIGHBORHOODS						
	Journalism	Information	Education	Research	Marketing	Self-Improvement
Goal	To Inform	To Arrange Information Using that way that is most understandable and useful to people	To Sell product/service or training for a specific purpose	To Promote something beneficial by highlighting its benefits	To Build Mass Support for an idea or causing to learn or working on something	To Become smarter/fitter and achieve goals in order to fulfill one's dreams and hopes
Methods						
Practices/Tools						
Barriers						

Clarity about differences among similar things

Advertising

Attracting attention by paying to have advertisements placed on billboards, in newspapers and broadcasts or on websites.



Advertising

\$1 Billion in 2012

Attracting attention by paying to have advertisements placed on billboards, in newspapers and broadcasts or on websites.



Publicity



Publicity



Propaganda



Information, ideas or rumors deliberately spread widely to help or harm a person, group, movement, Institution or nation. It is often biased or misleading, in order to promote an ideology or political point of view.

Taxonomy: Propaganda

NKorea_Propaganda.wmv

Taxonomy: Entertainment



Something affording pleasure, diversion, or amusement, often a performance of some kind.

Raw Information



Information that has yet to be examined or verified. It is unfiltered information that bypasses traditional gatekeepers and mediators.

Raw Information

Information that has yet to be examined or verified. It is unfiltered information that bypasses traditional gatekeepers and mediators.



Blurred Lines



History, Hollywood-style

Blurred Lines

News vs. Entertainment

'Based on Fact'
'Inspired By a True Story'

Then There is News About Entertainment



Is it News?
Entertainment?

The Blurring of the Lines: “Exclusives”



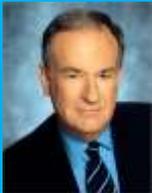
When a famous person chooses one outlet to tell a high-demand story, what happens to verification and independence?

What is News?

Information of some public interest that is shared and subject to a journalistic process of verification, and for which an independent individual or organization is directly accountable.



Who is a Journalist?



So Who is a Journalist?

- Primary Mission is to **Inform the Public**
- Employs **Journalistic Methods and Values**

So Who is a Journalist?

- Subjects work to verification
- Makes a conscious effort to maintain independence
- Accountable: Stands behind work

“Think Twice”

A Silent Minute to Absorb the Material

WHAT IS IT?

The image shows a screenshot of a TripAdvisor advertisement. At the top, there is a banner for 'fringer: I will write a Tripadvisor review for your hotel or restaurant' with an 'Order Now' button. Below this is the TripAdvisor logo and the slogan 'get the truth. then go.®'. A text box on the left states: 'hotel, restaurant or other tourist destination. The review will be well thought out, customised and detailed. In this day and age, travellers are using Tripadvisor in record numbers when planning their vacations! Don't get left behind!'. On the right, there are several small icons and text snippets, including 'fringer: I will write a Tripadvisor review for your hotel or restaurant' and 'fringer: I will write a Tripadvisor review for your hotel or restaurant'.

WHAT IS IT?



**HOW D'YA
KNOW?**



**WHAT
WOULD IT
TAKE?**

(TO MAKE IT JOURNALISM)

WHAT IS IT?

iPadintro.wmv

HOW D'YA
KNOW?



WHAT
WOULD IT
TAKE?

(TO MAKE IT JOURNALISM)



WHAT IS IT?

Pivot Point

**Every other row
Pivots to the row behind
To discuss in groups of four**

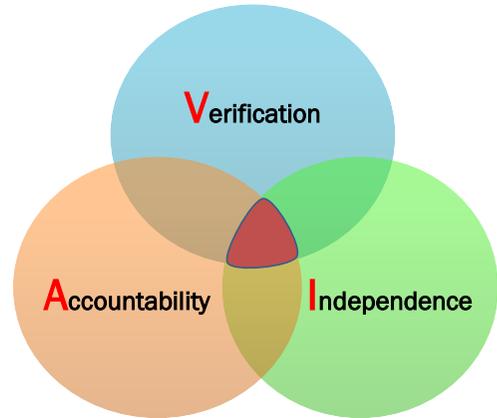
**HOW D'YA
KNOW?**

**WHAT
WOULD IT
TAKE?**

(TO MAKE IT JOURNALISM)

Verification
Independence
Accountability

(Mnemonic device: "Via")



What Methods Make Journalism Different?

Verification
Independence
Accountability

(Mnemonic device: "Via")

What Makes News Different?

Verification

Process that establishes or confirms
the accuracy or truth of something

Verification

Millions in U.S. Drink Dirty Water, Records Show



The New York Times has compiled and analyzed millions of records from water systems and regulators around the nation, as part of a series of articles about worsening pollution in American waters, and regulators' response.

What Makes News Different?

Independence

Freedom from the control, influence, or support of interested parties, coupled with a conscious effort to set aside any preexisting beliefs and a system of checks and balances.

Independent?
Reliable?



This content was previously written independently and objectively by the CNET staff as a part of our regular coverage. The author holds no interest in the sponsor company, which has chosen to re-share the content in paid promotional units.

Independent?

PEPSICO Q2 2013 PERFORMANCE

+17%	\$1.81	+4.2%	6
+38%	\$1.28		
+120			
+6%		+4.5%	+12%
+11%	+14%	+4%	

Independence vs. Self-interest

Deseret News

West Valley City mayor admits using false identity to write news stories

Using the name Richard Burwash, the West Valley mayor had more than a dozen stories published over a two-year period. His stories first appeared in the Oquirrh Times beginning in September of 2010. He later submitted three stories that were published in the Deseret News, and one that was posted on KSL.com. A photo taken by Winder also appeared in the Salt Lake Tribune, credited to R. Burwash, in October 2010.

Challenges to Organizational Independence

Owners

Customers

Suppliers



Competitors

What Makes News Different?

Accountability

Responsible or answerable for your work.



Accountability

THE HUFFINGTON POST

Media Outlets Apologize After Falsely Reporting Giffords' Death



Corrections are one way journalists are accountable for their work.

Which Neighborhood



How to Spot VNRs:

- Sign Offs
- Credentials or affiliations
- Single source
- Verified information

A TAXONOMY OF INFORMATION NEIGHBORHOODS

	COMMERCIAL	ENTERTAINMENT	EDUCATIONAL	HEALTH	PROFESSORIAL	GOVERNMENT
REAL						
REPUTABLE						
PROFESSIONAL						
RATIONAL						

Taxonomy: a classification system

What Methods Make Journalism Different?

Verification
Independence
Accountability

(Mnemonic device: "Via")



After this lecture, students will be able to:

1. Use a standard taxonomy to precisely distinguish between information neighborhoods.
2. Articulate how three traits define Journalism as a source of reliable information.
3. Use specific events and examples to illustrate clear understanding of independence and accountability.
4. Make preliminary inquiries that reveal the reliability of a piece of information.

These skills relate to course outcomes 1, 2 & 4



Housekeeping, Announcements & Notes

No Prior Restraint Means Government Can't Stop Publication*

"Every man has a right to publish what he wishes, and if it be defamatory or libelous suffer the consequences later."



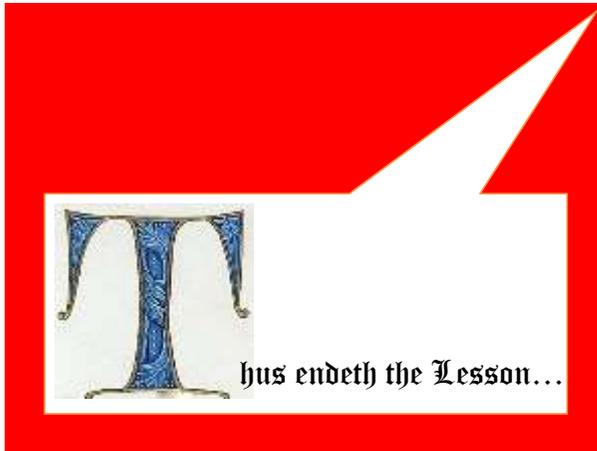
*Except in cases of...

Extra Credit Opportunity: An Evening With Watergate Reporter Carl Bernstein

October 15
SAC Auditorium
Doors Open 7:45 p.m.
Tickets, Free, at SAC Box
Office, are only available to
News Literacy students and
Journalism students.
No other students will be
admitted.



To receive extra credit, you'll watch "All The President's Men" in advance and answer a few simple questions about the film and Bernstein's talk.



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:

Here is a lecture- related game on prejudice, propaganda and hate speech. It's aimed at middle-school students

<http://mediasmarts.ca/game/allies-and-aliens-mission-critical-thinking>



To increase student understanding of advertising tactics, here is a link to a slideshow and other materials about the basic types of tv advertising
<http://tv4me.edublogs.org/12-master-formats-of-advertising/>

News Matters in News Literacy

Manning Sentenced to 35 Years for a Pivotal Leak of U.S. Files



Bradley Manning was sentenced Wednesday to 35 years and dishonorable discharge for leaking several government documents.