

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						
	CONCRETE	CONCRETE	CONCRETE	CONCRETE	CONCRETE	CONCRETE
FORM						
METHOD						
PROFESSION						
OFFICE						

Clarity about differences among similar things

How Is News Different?

A TAXONOMY OF INFORMATION NEIGHBORHOODS						
	CONCRETE	CONCRETE	CONCRETE	CONCRETE	CONCRETE	CONCRETE
FORM	To Inform	To Attract engagement during the week through concrete and concrete	To Sell product to trading the market concrete	To Finance concrete concrete by concrete concrete	To Build Mass Subject concrete concrete to concrete or concrete	To Business concrete and concrete of concrete concrete concrete
METHOD						
PROFESSION						
OFFICE						

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.

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



Blurred Lines



History, Hollywood-style

The New York Times

August 16, 2013

Fox Decides Not to Produce Hillary Clinton Mini-Series

By BILL CARTER

An outlet of Fox Entertainment said on Friday that it would not be involved with the hotly debated Hillary Rodham Clinton mini-series on NBC, after all.

A spokesman for NBC said that despite the decision by Fox Television Studios, the network intended to develop the Clinton mini-series.

Some NBC News correspondents have been outspoken in their opposition to the Clinton project, which thus far has a star, Diane Lane, but no script.



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?

Timely 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?

A screenshot of a TripAdvisor advertisement. At the top, a banner reads "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 explains: "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!". To the right, there are small icons for "fringer's feedback" and "fringer's profile".

WHAT IS IT?



HOW D'YA KNOW?



WHAT WOULD IT TAKE?

(TO MAKE IT JOURNALISM)

Paid Commenters, beware...in New York

Give Yourself 5 Stars? Online, It Might Cost You

BY DAVID STRICKFIELD

September 23, 2013

"I celebrate myself, and sing myself," wrote Walt Whitman, America's great bard of self-promotion. As the world goes ever more digital, quite a few businesses are adopting that philosophy — hiring a veritable chorus of bots to sing their nonexistent praises and lure in customers.

New York regulators will announce on Monday the most comprehensive crackdown to date on deceptive reviews on the Internet. Agreements have been reached with 49 companies to cease their misleading practices and pay a total of \$350,000 in penalties.

WHAT IS IT?

iPadintro.wmv

HOW D'YA KNOW?



The New York Times | September 17, 2012

Looking at the iPad From Two Angles

By David Pogue

In 30 years of reviewing tech products for The New York Times, I've never seen a product as polarizing as Apple's iPad, which arrives in stores as I'm writing.

"This device is laughably stupid," goes a typical remark on a tech blog's comments board. "How can they expect anyone to get serious computer work done without a mouse?"

"This truly is a magical revolution," goes another. "I can't imagine why anyone will want to go back to using a mouse and keyboard now they've experienced Apple's visionary user interface."

There are some pretty confident critiques of the iPad — considering that their authors have never even tried it.

In any case, there's a pattern to these assessments.

The latest tend to be techies; the first tend to be regular people.

WHAT WOULD IT TAKE?

(TO MAKE IT JOURNALISM)

the Atlantic

Politics | Business | Tech | National | Global | Health | Science | Entertainment

David Miscavige Leads Scientology to Milestone Year

His controversial leader David Miscavige, the Scientology religion expanded more in one year than in any of its 40-year history.

WHAT IS IT?

Pivot Point

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

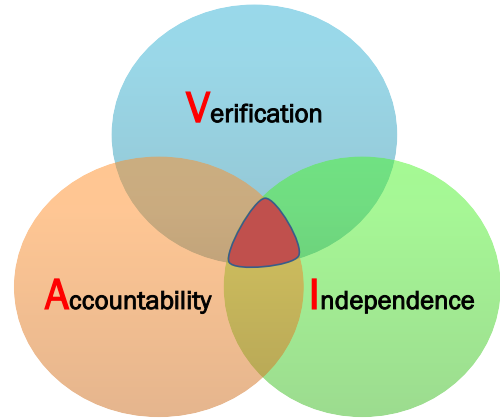
**HOW D'YA
KNOW?**

**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%	\$1.01	+4.2%	6
+38%	\$1.29		
+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?

Original Quest Diagnostics VNR
Produced by MultiVu, Inc.
Voiced by publicist



KABC-7 5PM newscast
September 27, 2005
Edited VNR re-voiced by station reporter





Common Characteristics of VNRs:

- ✓ Journalist not identified clearly
- ✓ Interviewees (sources) not fully identified
- ✓ Appears to benefit one company
- ✓ Facts from a single company
- ✓ Benefits a single company



Moyers – Stewart.mov

A TAXONOMY OF INFORMATION NEIGHBORHOODS

	COMMERCIAL	INTERPERSONAL	PERSONAL	PUBLIC	PROFESSIONAL	LEGISLATIVE
EMAIL						
WEBSITE						
FACEBOOK/TWITTER						
REPORTAGE						

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."



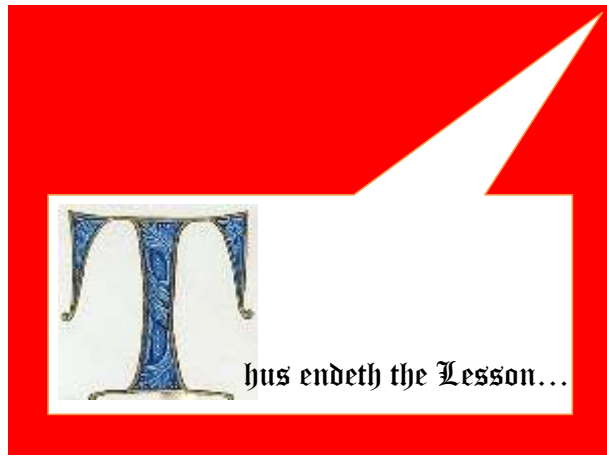
*Except in cases of...

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.



hus endeth the Lesson...



ORANGE COUNTY REGISTER
Published: Sept. 3, 2013 Updated: 11:39 a.m.
CSUF: University is engine of opportunity
< Is It Ethical? Universities Pay Newspaper For Coverage
MELISSA BLOOM: HOST
The spring readers of the Orange County Register in Southern California started seeing each

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



PHOTO: SHUTTERSTOCK/PHOTOGRAPHIC AGENTS
 PHOTODISC: SHUTTERSTOCK/PHOTOGRAPHIC AGENTS

The Journalism School is hosting an Internship Fair on Thursday, Oct. 9, at the SAC from 1 p.m. to 3 p.m.

Experience has shown that you will be more likely to get internships if:

- You make a personal connection with the internship coordinator
- You present yourself well: nice appearance; well spoken; personable; able to articulate questions you have; able to articulate why you want an internship; able to demonstrate some familiarity with the work of the news organization whose representative you're speaking with (check out the links below)
- You have a good resume.

PROFESSOR SELVIN WILL HOLD A RESUME WORKSHOP ON WEDNESDAY, SEPT. 25 DURING CAMPUS LIFETIME IN ROOM N4006. Please encourage your students to attend this, too.

Newsday and Newsday.com
 News12

TBR Newspapers
 Long Island Business News
 Sag Harbor Express
 Heather Walsh Photography
 Long Island Herald