

News Literacy Lessons Via Today's News



CBSNewsEvening_Benghazi_Segment.mov

"Tonight we are hearing for the first time from a security officer who witnessed the attack on the U.S. Diplomatic Mission in Benghazi."

-Anchor Scott Pelley
Promoting a 60 Minutes exclusive

News Literacy Lessons Via Today's News



60MinutesBenghaziPartisanship.mp4

"The events of that night have been overshadowed by misinformation, confusion and intense partisanship"

-Reporter Lara Logan

News Literacy Lessons Via Today's News



60MinutesBenghaziNoOneSaw.mp4

"He dropped...And no one saw you do it, or heard it..."

-Reporter Lara Logan

News Literacy Lessons Via Today's News



60MinutesBenghaziBook.mp4

"The morning after the attack, Morgan Jones went back to the compound one last time to document the scene. He took these photos, which he gave to the FBI and has published in a book he has written."

-Reporter Lara Logan

News Literacy Lessons Via Today's News



60 Minutes 11/10/13 - Lara Logan issues a correction on a story 60 Minutes broadcast on Oct. 27 about t(1).mp4

"On Thursday night, when we discovered the account he gave the FBI was different than what he told us, we realized we'd been misled and it was a mistake to include him in our report."

-Reporter Lara Logan

Deconstructing Video News



Live TV News Can Be Dangerous



Reporter dangers.wmv

Types of TV News Reporting

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



How TV News Works: Ratings



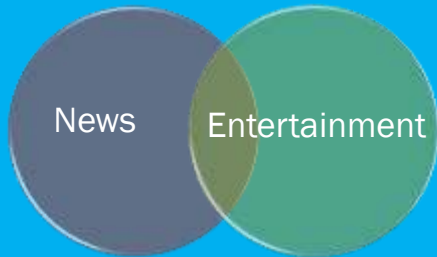
What Gets Watched Gets Copied
What's Ignored Gets Canceled
(Even on Mobile Devices)

Deconstructing TV News



Campusguns.wmv

What neighborhood are you in?



Sound

Flashing
Images

Quick
Cuts

Types of Video News Outlets

- Broadcast News (local and national)
- Cable
- Online/Streaming

Broadcast Network News



- Big, national audience

- Rigid time-slots



- Market Bias: Ratings influence story choice



- Limited time limits story selection

- Aging viewership – median age of viewers is 60.

Local Stations are Network “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



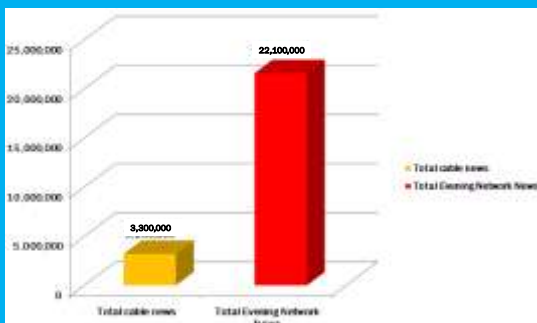
“If it Bleeds, It Leads”

24-Hour News Cable Networks



All News and Talk, All the Time

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



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

TV News on the Web



TOMOBloomberg.mp4

What neighborhood are you in?



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/global experience

TV Verifies Powerfully



Seeing is Believing

HillaryBosnia.wmv

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TV Can Powerfully Connect Us to People in the News



Basketball.wmv

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

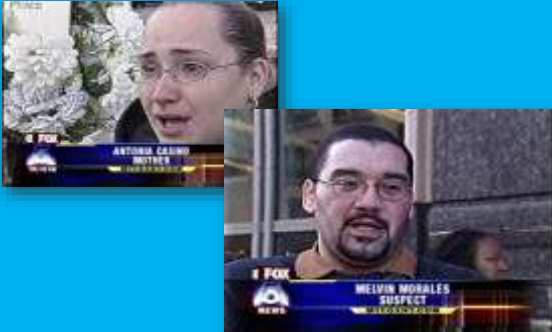
Deconstructing TV News



A Hit and Run Accident

Hit_and_Run.wmv

Video's Disadvantages



The Hollywood Reporter

The Secret World Behind '60 Minutes'

©2011 AM FOT 41102013 by Marco Gattini



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

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..."

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



How to Deconstruct Video 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

RATSTACOBELL.WMV

Evaluate these sources:



Shelter Squabble.wmv

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?

Video Editing Impacts Meaning

Mom Goes to War Montage.mp4

The Savvy TV Viewer's Vital Skill Is...



Questions Unique to TV News:

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Deconstructing TV News



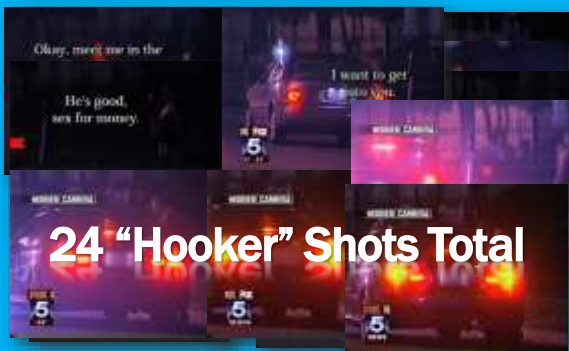
Fox 5 News's "Gotcha" Journalism

gotcha.wmv

Evaluate these sources:



How many short-shorts shots?



Deconstructing TV News



FEMA Trailers Making Residents Sick?

FEMA_Trailer.wmv

Evaluate these sources:



Housekeeping, Announcements & Notes

Countdown To Test #2

Held in Recitation,
Emphasizes Lectures 7-11,
(Fairness & Bias through
Deconstructing TV News)
Same format: 10 questions, 100
points possible.



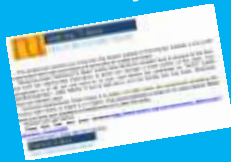
Wanted: Best News Literacy Final Essay

Reward: One Semester's In-State Tuition (approx. \$2,800)

Description: Write, from a news consumer's point of view, the points you would add to a recent online debate Glenn about the future of journalism between New York Times columnist Bill Keller and blogger. Winning essays are persuasive and even entertaining and generally not marred by spelling, grammar and typing errors.

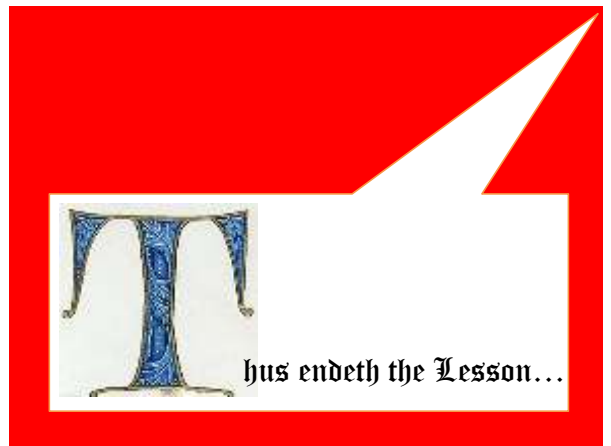


Preparing for the Final This Online Exercise is the Best Way to Study



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.



Campusguns.wmv

Evaluate these sources:



Deconstructing TV News



A Teen Boot Camp Death

CampDeath.wmv

