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

Can you trust an ABC News station?

lisedede.wmv

KABC Allergies VNR.wmv
Lesson of the Day:

Know Your Neighborhood
It’s Easy to Get Lost

Mark Your Calendar

Extra Credit Opportunity #1
My Life As...a wrongly-convicted man and the reporter who told his story.
October 8, SAC Auditorium
Doors Open 7:45 for 8 p.m. start
No ticket required

TEST #1
In Recitation,
week of October 6
Last week's Quick Quiz results
1. “Four hostile newspapers are more to be feared than a thousand bayonets,” said Napoleon Bonaparte, military genius and Emperor of France.
2. On September 29, 1690, British Colonial authorities in Boston shut down the first multi-page newspaper in the Americas, which was called “Publick Occurrences Both Foreign and Domestick.”

Student Questions and Comments:
Is social media more reliable because people post pictures of what governments try to hide?
What laws restrict the press in the U.S.?
Talk about the Snowden Leaks!
How can we measure how much the U.S. censors?

Is social media more reliable because people post pictures of what governments try to hide?
What laws restrict the press in the U.S.?
Talk about the Snowden Leaks!
How can we measure how much the U.S. censors?

close enough
more videos
no football
how are these quizzes graded?
can talk more about current events
Don't spend so much time on the beginning on things you said last time.

When every day is an information tsunami
How do we sort through it all?

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.
Critical thinking: clarity about differences among similar things

Using a Simple Chart to Find Reliable Information

<table>
<thead>
<tr>
<th>A Taxonomy of Information Neighborhoods</th>
<th>Verification</th>
<th>Independence</th>
<th>Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion/Publicity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Propaganda</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>News</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raw information</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How Is News Different?

<table>
<thead>
<tr>
<th>News</th>
<th>Verification</th>
<th>Independence</th>
<th>Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism is defined as a process of verification that aims to confirm or establish facts.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A code of ethics forbids journalists from joining or working for any interest group.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journalists sign their work and are responsible for its accuracy. They correct errors publicly.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Advertising

Merchants pay to have advertisements placed on billboards, in newspapers and broadcasts or on websites to merchants’ specifications.

Promotion/Publicity

1. The business of securing public notice.
2. Information designed to enhance the image of a product, person or organization.
**Propaganda**

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

**Propaganda, Modern**

Posters photographed by Professor Miller Sept. 5 near Times Square

**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

...yet to be verified...unfiltered...bypasses gatekeepers..

“Think Twice”

A Silent Minute to Absorb the Material

Blurred Lines

History, Hollywood-style

Blurred Lines

News vs. Entertainment

A Taxonomy of Information Neighborhoods

<table>
<thead>
<tr>
<th></th>
<th>Verification</th>
<th>Independence</th>
<th>Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENTERTAINMENT</strong></td>
<td>MESS...JAIL...DRAMMA... Emotional truth, not textbook statistics, people and a-C.M.A.A.</td>
<td>Isn’t the whole point of screenwriting to make the world as you wish it existed?</td>
<td>Where would screenwriters publish corrections?</td>
</tr>
<tr>
<td><strong>News</strong></td>
<td>Journalism is defined as a process of verification that aims to confirm or establish facts.</td>
<td>A code of ethics forbids journalists from joining or working for any interest group.</td>
<td>Journalists sign their work and are responsible for its accuracy. They correct errors publicly.</td>
</tr>
</tbody>
</table>
Blurred Lines: Is TMZ News…Entertainment…Infotainment…News About Entertainment?

Blurred 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?
Who is a Journalist?

“… public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues...”

-Society of Professional Journalists

Code of Ethics
1. Seek Truth and Report it
2. Minimize Harm
3. Act Independently
4. Be Accountable

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.
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.

Clarity about conflicts between personal interests And the public interest defines journalism’s ethic of neutrality

News Corporations face similar scrutiny of interests

Owners

Customers

Suppliers

Competitors

What Makes News Different? Accountability: bylines say who is responsible
Accountability

Corrections are one way journalists are accountable for their work.

“Think Twice”
A Silent Minute to Absorb the Material

A lucky coincidence
V.I.A. launches a powerful word: “VIABLE”
VIABlE
Steering toward reliability

What Neighborhood are you in?

Is it VIABlE...?

tripadvisor®
get the truth. then go.
PC Magazine's Product Reviewer compares it to other smart watches.

In a reliable report, many sides of a controversy are heard from, facts are challenged and verified and a byline provides accountability for the work.

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

KABC Allergies VNR.wmv
Pivot Point

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

Which Neighborhood?

Common Characteristics of VNRs:
- Journalist not identified clearly
- Interviewees (sources) not fully identified
- Appears to benefit one company
- Facts from a single company
- No outside expert is interviewed

What Methods Make Journalism Different?

Verification
Independence
Accountability

(Mnemonic device: “Via”)

Your Homework: Define each neighborhood, using VIA

<table>
<thead>
<tr>
<th>A Taxonomy of Information Neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
</tr>
<tr>
<td>Verification</td>
</tr>
<tr>
<td>Independence</td>
</tr>
<tr>
<td>Accountability</td>
</tr>
<tr>
<td>Promotion/Publicity</td>
</tr>
<tr>
<td>Propaganda</td>
</tr>
<tr>
<td>Entertainment</td>
</tr>
<tr>
<td>News</td>
</tr>
<tr>
<td>Raw information</td>
</tr>
</tbody>
</table>
A Taxonomy of Information Neighborhoods

<table>
<thead>
<tr>
<th>Verification</th>
<th>Independence</th>
<th>Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>The paying client controls the content and placement of an ad to increase sales.</td>
<td>Ad writers and producers do not sign their work. Clients occasionally publish corrections.</td>
</tr>
<tr>
<td>Promotion/Publicity</td>
<td>The client pays for sponsorships, event promotions, or detailed product placements. Generally, it doesn’t verify the veracity or establish truth.</td>
<td>The client pays for sponsorships, event promotions, or detailed product placements to improve the client’s image. Propaganda staff must be held accountable for the content they promote.</td>
</tr>
<tr>
<td>Propaganda</td>
<td>Effective propaganda mixes facts with illogical conclusions or exaggeration to demonize a cause, person, or a group of people.</td>
<td>Propagandists do not sign their work and do not publicly correct errors.</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Confirmation or verification is beside the point. Entertainment's first priority is to seize and hold an audience.</td>
<td>Entertainment producers do not sign their work. They do sometimes correct errors publicly.</td>
</tr>
<tr>
<td>News</td>
<td>Journalism is defined as a process of verification that aims to confirm or refute existing facts.</td>
<td>Journalists sign their work and are responsible for its accuracy. They correct errors publicly.</td>
</tr>
<tr>
<td>Raw Information</td>
<td>Fresh, unfiltered, unedited raw information is by definition unverified. Sometimes, it confirms trust, it may obscure it.</td>
<td>Anonymous or not, the poster of raw information is not held accountable. Information gets used.</td>
</tr>
</tbody>
</table>

Moyers – Stewart.mov