

Then, in the 1950s, we got all three

Newmontage.wmv

Television made us witnesses



The World Wide Web "is going to be important ... but it's certainly not going to be like the first time somebody saw a television ... It's not going to be that profound."

- STEVE JOBS
WIRED MAGAZINE INTERVIEW
FEBRUARY 1996



Housekeeping,
announcements & notes

Washington Post Walter Reed investigation



What can you conclude?

Last week's Quick Quiz

- CONTEXT** is the background information that puts the latest news developments in perspective.
- TRANSPARENCY** is when reporters make clear what they know, how they know it, what they don't know and why they don't.

Your questions and comments ...

- ❖ "We put on so much emphasis on video and audio evidence ... but isn't it important to take into account the fact that with today's technology ... it's very simple to alter or falsify these?"
— Rasheequr Rahman
- ❖ "How do stories even get published if their sources fail the IMVAIN criteria?"
— Andrew Goldstein

Your questions and comments ...



"Was the answer from someone who drew the picture of just the illustration having to do with context and the background information, with the hand making a C shape around a fist, a complete/correct answer?"
— Taylor Riley



COUNTDOWN TO TEST 2

THIS WEEK in recitation, emphasizing lectures 7-12 (Power of Images through Deconstructing TV news). Same format: 10 questions, 100 possible points.

After this lecture, you should be able to:

1. Begin practicing for the video portion of the Final Exam, evaluating reliability of video news reports in real time.
2. Use the IMVAIN test of source reliability on the fly.
3. Explain the burden TV's need for visual materials places on news consumers to diversify their news diet.
4. Articulate how the differing demands of broadcast, cable and online TV change the way each reports the news.
5. Explain, and notice the ethical and unethical uses of music and other added sounds in video news reports.

These are capstone skills of this course.

Wanted

Best News Literacy
final essay

REWARD

One semester's in-state tuition
(about \$2,800)

Watch this space for the essay prompt!

Preparing for the final exam:
This online exercise is the best way to study



This set of directions is in the "Reading Assignments" tab that takes you to our CourseLoad™ eReader. It's not a graded assignment, but it will prepare you for the final exam. You'll find two broken links ("Keep It Simple" and "Make It Look Good"). Just skip to the next exercises.

How to deconstruct video news



DECONSTRUCTION IS DECONSTRUCTION

- 1) Summarize the main points: Do the promo and lead-in support the main points?
- 2) How close does the reporter come to opening the freezer? Is the evidence direct ?
- 3) Evaluate the reliability of the sources using I-M-V-A-I-N

DECONSTRUCTION IS DECONSTRUCTION

- 4) Does the reporter make his/her work transparent?
- 5) Does the reporter place the story in context?
- 6) Are the key questions answered?
 WHO? WHAT? WHERE? WHEN? WHY? HOW?
- 7) Is the story fair?

Deconstructing TV news



Rattling out KFC/Taco Bell

RATSTACOBELL.WMV

Let's deconstruct

<p>DIRECT EVIDENCE</p>	<p>"I JUST ATE HERE TONIGHT."</p>
<p>CONTEXT</p>	<p>"IT SHOULD BE CLOSED."</p>

Fairness, transparency and context

The New York Times
nytimes.com

The restaurant's owner, ADF Fifth Operating Corporation, could not be reached for comment. Yum Brands Inc., the parent company of KFC and Taco Bell, issued a statement on Friday describing the incident as an isolated occurrence. The restaurant would not reopen until it had been sanitized and given a clean bill of health, the statement said.

On Friday, the company said that construction in the basement — which was being done to try to keep rats out — had "temporarily escalated the situation," reports said.

Inspector Is Out After Giving Rat-Infested Restaurant Passing Grade

3 DAYS
LATER

By RAY RIVERA

The city yesterday removed from duty a health inspector who gave a passing grade to a KFC/Taco Bell restaurant in Greenwich Village one day before television cameras captured a swarm of rats scurrying about in the restaurant.

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

Demand for visuals defines TV



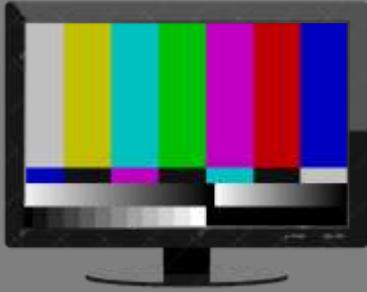
Reporterdangers.wmv

TV powerfully connects us to people



Basketball.wmv

Are some stories not covered at all?
No picture = no story?



TV's limitations

**Boko Haram and Nigeria:
Why did
the Western news media
underplay
the story?**

Important stories lacking good video
may be underplayed or ignored on TV

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

Deconstruction project



Covering a hit-and-run trial

Hit_and_Run.wmv

Complexity and nuance in 1 minute, 47 seconds



- HOW WOULD YOU DESCRIBE THESE SOURCES?
- WHAT ROLE DO THE POWERFUL EMOTIONS PLAY?



- IS THE CONTEXT CLEAR?
- IS THE STORY FAIR?
- IS IT BALANCED?
- SHOULD IT BE?

Shooting from the hip or on target?



Is 1:42 enough time for comprehensive reporting? If not, whose problem is that?

Campusguns.wmv

Deconstruction project



How good were these sources?

Market demands on TV news

or

Be careful what you ask for

TVRAZZLE.MP4

Types of TV news reporting

- Breaking news 
- Planned major events 
- Taped stories for broadcasts 
- Live reports 

How TV news survives: Ratings and cable fees



What gets watched gets copied
What's ignored gets canceled
(Even on mobile devices)

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 60)



Big audience, big budget

The Secret World Behind '60 Minutes'

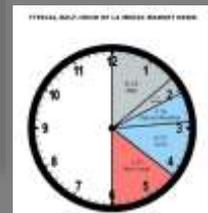


Local stations are network 'affiliates'



- 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



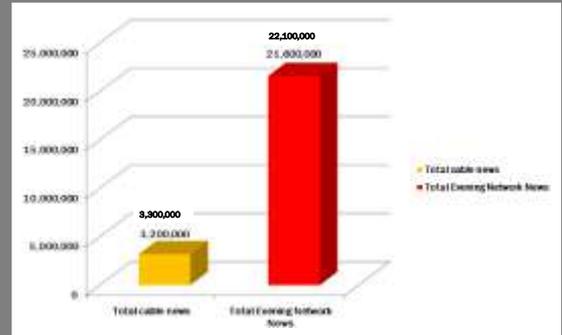
"If it bleeds, it leads"

24-hour news cable networks



TALK is a cheap way to fill all those hours

Little-known fact: Cable attracts a small fraction of the audience



24-hour demands define cable news

- Requires hundreds of stories per day
- 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



TV's new advantage

It is no longer linear
and time-compressed



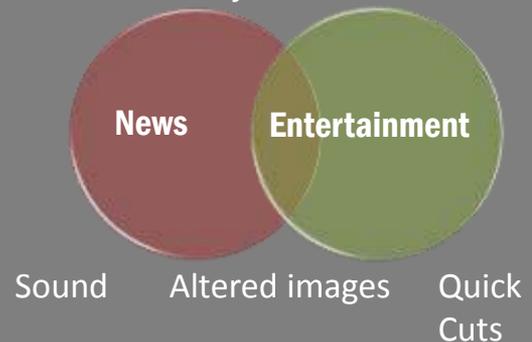
What neighborhood are you in?



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?

Entertainment techniques to hold your attention



Did the editing change the meaning
or just keep you watching?

quickedit.wmv

Same story all three times?

Mom Goes to War Montage.mp4

The savvy TV viewer's
vital skill is...



Deconstruction project



FEMA trailers making residents sick?

FEMA_Trailer.wmv

Deconstruction project

ANGELA AND NICKY ORCUTT

DR. SCOTT NEEDLE

WORKER TERRY SLOAN

FEMA HEAD R. DAVID PAULLISON

STATEMENT FROM GULF STREAM COACH

What can you conclude?

Deconstruction project

CBS CBS EVENING NEWS - SCOTT PELLEY

By SARAH FITZPATRICK - CBS NEWS | April 15, 2014 11:42 AM ET

Companies to pay \$14.8M in FEMA trailer settlement





Look for the winners



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



Beware of the “sinners”

- Manipulate viewers with language and production techniques
- Show and refer to only one point of view
- Do little or no independent reporting , fail to transparently describe their reporting steps
- Offer no eyewitness accounts or vague sourcing
- Use leading questions: “Isn’t it amazing that...”

Deconstruction project



gotcha.wmv

Deconstruction project



Evaluating 'Operation Gotcha'

How many short-shorts shots?



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 and rely on its strengths.

