After this lecture, students will be able to:

1. Articulate the ethics of visual journalism as elements of reliable reporting.

2. Use specific examples from the past and present to illustrate the evolution of these tools of reliable reporting and their impact on our culture.

3. Describe the kinds of stories to which visual reporting tools are best suited and ill-suited.

4. Explain the burden that difference places on news consumers seeking to harness the strengths and weaknesses of visual journalism.

5. Demonstrate knowledge of ways to test the reliability of images to prepare for Deconstructing TV News exercises

These skills relate to course outcomes 1,3,4,6
"ONE LOOK IS WORTH A THOUSAND WORDS."

Gettysburg, Pennsylvania 1863
Timothy O'Sullivan

Photography Launches a Visual Culture

National Press Photographers Association:
"Photographic and video images can reveal great truths, expose wrongdoing and neglect, inspire hope and understanding and connect people around the globe through the language of visual understanding."

The Birth of American Photojournalism
OPEN YOUR MIND'S EYE

By closing your eyes…

D-day by Robert Capa

American Soldiers, Iwo Jima, 1945
“It took police dogs in Birmingham To sell civil rights in Des Moines.”
- Allard Lowenstein
Tiananmen Square Standoff, Stuart Franklin, 1989

Abu Ghraib Prison, 2003

Sudan, Kevin Carter, 1993
"One Look is Worth a Thousand Words"

Hurricane Katrina, 2005

The Obama Fist Bump, 2009

Pelican, Gulf of Mexico, 2010

TIME

What Happens If We Leave Afghanistan

Inside Pakistan's Nuclear Challenge in Pakistan
Professional Ethics (excerpt)

"...Our primary goal is the faithful and comprehensive depiction of the subject at hand"

- Be accurate, comprehensive (and) provide context
- Resist being manipulated by staged photo opportunities.
- Avoid stereotyping individuals and groups.
- Show private grief if the public has justifiable need to see.
- Do not intentionally alter or influence events you record.
- Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.
- Do not pay sources or subjects.
- Seek diversity by including unpopular, unnoticed points of view.
- Respect the integrity of the photographic moment.

Housekeeping, Announcements & Notes

Countdown To Test #2

Held in Recitation AFTER Lecture 12
Emphasizes Lectures 7-12,

Same format as Test #1:
10 questions, 100 points possible.
Extra Credit Event #3
May 1: The Power of Social Media in China

Keith Richburg

SAC Auditorium, 8 p.m., Tickets not required, but early arrival is. Doors open at 7:45.

Review: Deconstructing Social

✔ Stop to Think Twice: Don't Let Volume and Speed of Information Wash You Away
✔ Anonymity Undermines Authenticity
✔ Don't Confuse Rank With Reliability
✔ Publish to be Proud: What you Post Defines You

The End is Near

Get caught up on homework
Start early on your essay
Review the syllabus

Final Essay
Due @ Your Last Recitation
Fall Semester 2012 Scholarship winner
One Semester's in-state tuition, paid by NYCB Foundation
Nafaul Sanaullah

Will you be the next winner?

News Matters!

Which Matters Made News on Your Homepage TODAY?

And

What Course Concepts Were on Display This Week?

Evaluation System

• Course Evaluations start early to give you plenty of time to complete them

• PLEASE DO give us your thoughts.

Can You Trust Photos?
History of Photo Manipulation

When Soviet dictator Josef Stalin ordered the death of the head of his secret police, N. Ezhov, he had his photo-retouchers "airbrush" the man out of existence.

Photoshop version 0.1855

Roger Fenton, "Valley of the Shadow of Death" with cannonballs, 1855.
BEWARE THE TOO PERFECT, TOO PAINTERLY COMPOSITION…
USE CAPTIONS AND CREDITS TO INTERROGATE: WHO TOOK THIS AND WHAT IS IT?

Roger Fenton. "Valley of the Shadow of Death" with cannonballs. 1855.

Pictured vs. Posed
Context explains symmetry/framing

The Space Shuttle Challenger Explodes. 1986

Ethical, Squeamish or Fraudulent?
NY Daily News  Doctored Marathon Bomb Aftermath Photo

Code of Ethics
Preamble: "Photographs can also cause great harm if they are callously intrusive or are manipulated."

By Timothy O'Sullivan
Bodies of the dead have not yet been buried after the three-day battle at Gettysburg, PA July 1-3, 1863 between the U.S. army led by George Meade and the rebel army led by Gen. Robert E. Lee.

“Credit” should identify the accountable photojournalist
“Caption” should provide 5w’s and relevant context and transparency.
Spanish newspaper prints, retracts fake photo of ailing Hugo Chavez

Too good to be true?

Is This North Korean Hovercraft-Landing Photo Faked?
As With Twitter: Fakery Plagues Big News

Inside the BBC's Verification Hub:

'What everyone wanted to know, on Twitter and in the newsroom, was this: Was the video real or fake? That is the kind of question the [User-Generated Content] Hub is there to investigate.'

Crowd-sourcing Via Social Media Means Organizations Like BBC, CNN, Reuters Hire Information Forensics Experts

You Must Look at Photos and Captions Carefully

- Check Photo Credits
- Check Photo Captions
- Note: File footage, photo archive

Look for these words:
- “Photo enhancement”
- “Digital photo manipulation”
- “Photo composite / illustration”
Ethical News Consumers Seek (and Share) Faithful Depictions

Blow Your Whistle when:
- Editing alters faithful depiction
- Addition of sounds alters reality
- Journalist pays the source/subject
- Journalist stages/recreates a scene
- No public good results from intrusion
- Missing context renders images unfaithful
- Journalist is not accountable (captions and credits missing or incomplete)

Framing Next Week’s Lecture

“It (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, February 1996

The Power of Television
A National Experience

TV Makes You an Eyewitness to Important Events in Real Time
Events You “Witnessed”
Via TV

On TV, you hear sources directly and they can’t claim they were misquoted

The National Hearth…
We Gather to Hear

Immediacy: You See for Yourself
In Real Time, With Context

Shared National Experiences Build Culture, Shared Memory
Seeing is Believing

TV Verifies Powerfully

HillaryBosnia.wmv

Sound Changes Perceptions

ASK: What is the Origin of the Sound?

The Ethical Professional Does Not Intrude on Reality.

If You Hear Music, You Must Hear Who is Playing it
Responsible use of Sound
Now that Everyone with HD on Their Phone Is Enlisted to Gather News

To Hold Audience
News Producers use Entertainment Techniques In News Reports

• Scary Details: Loaded Words
  • Dramatic Music
  • Quick Cuts
  • Sound Effects
  • Flashy Graphics

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 reports personal, relatable
• It creates a national experience
TV’s New Advantage: It is No Longer Linear and Time-Compressed

ARE SOME STORIES NOT COVERED AT ALL? NO PICTURE = NO STORY?

TV’s Limitations

The U.S. Supreme court will use a dispute between Nigerian villagers and oil giant Royal Dutch Shell to decide whether corporations may be held liable in U.S. courts for alleged human rights abuses overseas.

- Kiobel v. Royal Dutch Petroleum, 10-1491.

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

Important stories lacking good video
May be underplayed or ignored on TV
IT EASILY CAN TURN YOU INTO A COACH POTATO

OR INTO PASSIVE FAT CAT

OR A SIMPLE SUSCEPTIBLE SPONGE

Lessons for the TV News Consumer:

• Be active, not passive: Look and listen skeptically when it’s too pretty, too perfect
• Supplement TV news with web, radio and print news.
• No outlet has a monopoly on Truth, compare
Harnessing the Power of Images

1. Photo Journalism is not ornamentation.
2. Interrogate images: Credit it tells you who shot it
3. Notice added-in music. It is manipulation
4. “News re-creations” and photo ops are not journalism
5. Context makes a depiction faithful: Caption tells you 5ws and HOW

Thus endeth the Lesson…