

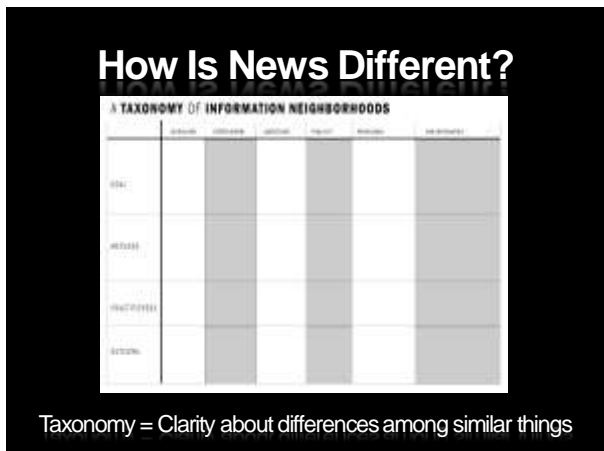
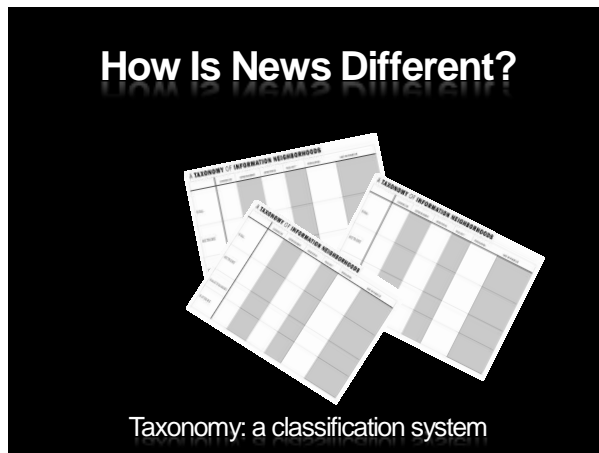
Can You Trust The Daily Show
to Give You the News?



lisecede.wmv

Key Lesson Of News Literacy
Number One

KNOW
YOUR
NEIGHBORHOOD
It's *Easy* to Get Lost



Brown.wmv

Taxonomy: Publicity



The measures, process or business of securing public notice. Information designed to enhance the image of a person, product or organization.

Taxonomy: 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.

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Taxonomy: Entertainment



Something affording pleasure, diversion, or amusement, often a performance of some kind.

There is news About entertainment



Is TMZ News?



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?

Blurred Lines: “Infotainment”



History, Hollywood-style

News vs. Entertainment

‘Based on Fact’
‘Inspired By a True Story’

If it has actors, if it has the word ‘drama’ in its description, if it is produced by the entertainment division – it’s not news, it’s *entertainment*.

Raw Information

Anonymous leaks FBI phone call discussing hacking investigations



AnonOps
@anonops

Following

The #FBI confirmed the intercept #FBI and #ScotlandYard phone call in which they discuss efforts against hacking >> bit.ly/hrstfU

What is News?

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.



How Is News Different?

A TAXONOMY OF INFORMATION NEIGHBORHOODS

	COMMUNITY	ENTERTAINMENT	EDUCATION	HEALTH	FINANCE	GOVERNMENT
GOAL	To Inform	To Amuse entertain and give news entertainment and opinion programs	To Self educate or to learn or to inform the masses	To Promote health and well-being by providing information on health	To Build Mass Support for an industry or company or product or service	To Monitor and report on the actions of the government and public officials
METHOD						
FUNCTIONS						
ETHICS						

Taxonomy = Clarity about differences among similar things

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

Well, that was easy...



Can we go now? I've got this.

WHAT IS IT?

iPadintro.wmv

**HOW D'YA
KNOW?**

**WHAT
WOULD IT
TAKE?**

(TO MAKE IT JOURNALISM)



WHAT IS IT?

HOW D'YA KNOW?



WHAT WOULD IT TAKE? (TO MAKE IT JOURNALISM)



WHAT IS IT?

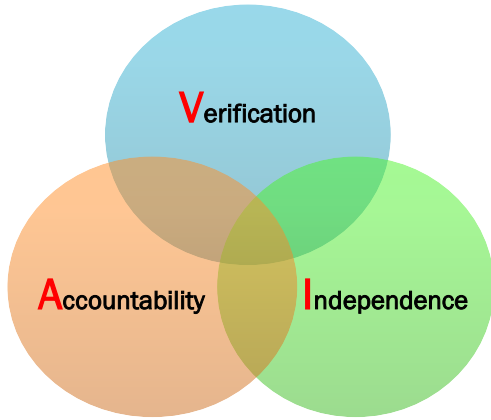
**HOW D'YA
KNOW?**

**WHAT
WOULD IT
TAKE?**

(TO MAKE IT JOURNALISM)

***V**erification
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



More than 10 percent of the nation's water treatment systems have violated key provisions of the Safe Drinking Water Act over the last five years, according to a New York Times analysis of federal data.

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.

Verification

U.S. Said to Target Rescuers at Drone Strike Sites

By SCOTT SHANE
Published February 6, 2012

WASHINGTON — British and Pakistani journalists said Sunday that the C.I.A.'s drone strikes on suspected militants in Pakistan have repeatedly targeted rescuers who responded to the scene of a strike, as well as mourners at subsequent funerals.

The bureau's findings are based on interviews with witnesses to strikes in Pakistan's rugged tribal area, where reporting is often dangerous and difficult. American officials have questioned the accuracy of such claims, asserting that accounts might be concocted by militants or falsely confirmed by residents who fear retaliation.

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.

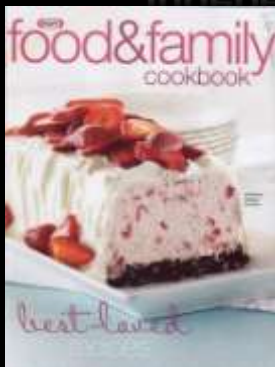
How Is News Different?

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.

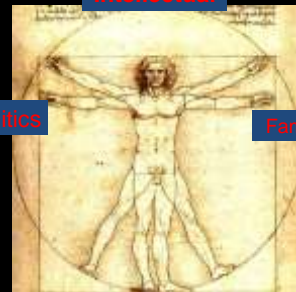
Independence



Journalists must not have a relationship to their subjects.

Challenges to Personal Independence

Intellectual



Religion/politics

Familial/Romantic

Financial

Challenges to Organizational Independence

Owners

Customers



Suppliers

Competitors

Independence... or at least transparency



Taxonomy helps sort News from Promotion
Reliable bloggers give their name, credentials and affiliations

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.

KGUN_VNR.wmv

“Tech Expert” Robin Raskin on Her Role in VNRs



“I actually joked with my colleagues that, ‘Hey, I’m off to go do Whole TV.’ I was fully aware that that’s what it was.”

*-Excerpted from “True Enough,”
by journalist Farhad Manjoo*

News or Advertising?



How to Spot VNRs:

- Sign Offs
- Credentials or affiliations
- Single source
- Verified information

A TAXONOMY OF INFORMATION NEIGHBORHOODS						
	COMMERCIAL	INFORMATION	NEWS	ADVERTISING	ENTERTAINMENT	LEGISLATION
NEWS						
INFORMATION						
ADVERTISING						
ENTERTAINMENT						

Taxonomy: a classification system

What Methods Make Journalism Different?

Verification
Independence
Accountability

(Mnemonic device: "Via")

**KNOW
 YOUR
 NEIGHBORHOOD**

Assignments:

Due at Recitation

1. Complete the [Taxonomy of Information Neighborhoods Grid](#) and bring hard copy to recitation for discussion
2. Complete and upload the [Is YouTube News?](#) assignment prior to recitation

Before Next Lecture

1. Read [Media Debates chapter 10](#) in your Digital Textbook for next lecture.
2. Complete and upload the [News Drivers Homework](#) prior to lecture
3. Complete [What is Good News?](#) readings and upload written assignment prior to lecture



hus endeth the Lesson...