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




A man in a dark suit and tie is sitting at a white desk. He is looking directly at the camera with a neutral expression. In front of him is a colorful, multi-layered cup with a straw. The background is a plain white wall.



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liscede.wmv



A large, faint watermark of the Stony Brook University logo is visible in the background of the slide.



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KGUN\_VNR.wmv




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## Key Lesson Of News Literacy Number One

# KNOW YOUR NEIGHBORHOOD

### It's *Easy* to Get Lost



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# The News Blackout is Over - Change Your Homepage

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# Just back from Tahrir Square Foreign Correspondent Iason Athanasiadis

Wednesday, March 2, 7 p.m.  
SAC Auditorium, Tickets at SAC Box Office  
Two Points Extra Credit for Attendance

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# "News Matters" Three Easy Steps to extra credit

**Step 1:**  
Find a news story that:

- A. Illustrates a Course Concept
- Or
- B. Affects Stony Brook students

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# News Matters Three Easy Steps Step 2: Fill in this template

(it's on Blackboard)

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# News Matters

A Relevant Visual Goes Here

Excellent *Headline* Goes Here

Date: \_\_\_\_\_ Submitted by: Your Name  
Reception Instructor: \_\_\_\_\_

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# News Matters

Like this...

*Power of Information: Greek Journalist Jailed in Tehran*

10/10/10 Submitted by: Stu Dint  
Reception Instructor: T. Tcher

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# News Matters Three Easy Steps

**Step 3:**  
Email your slide to  
[newslit.news.matters@gmail.com](mailto:newslit.news.matters@gmail.com)

**LECTURERS' NAME IN SUBJECT LINE**

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# News Matters

Send Save and File... Save as Draft Delivery Options... Display... More...

High importance  Return receipt  Sign  Encrypt  Mark Subject Confidential

To: [newslit.news.matters@gmail.com](mailto:newslit.news.matters@gmail.com)

From: **News Matters Slides for (YOUR PROFESSOR'S LAST NAME HERE)**

Subject: **Dear MilerProw - Tuesday 06/21/2010 08:57 AM**

NewsMatters.pptx

Dear Professor:

Here is my news matters suggestion:  
**Did you realize how I put your name in the Subject line, just like you told me to?**

From: *Stew Clint*

Body of message

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# News Matters...it's your turn

[newslit.news.matters@gmail.com](mailto:newslit.news.matters@gmail.com)

See Blackboard for directions:  
"Course Information" link  
"Extra Credit" folder

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# Key Lesson Of News Literacy Number One

## KNOW YOUR NEIGHBORHOOD

### It's Easy to Get Lost

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# How Is News Different?

	ISUALISM	ENTERTAINMENT	PROMOTION	PROPAGANDA	RAW INFORMATION
GOAL					
METHOD					
PRACTITIONERS					
OUTCOME					

Taxonomy: a classification system

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# Taxonomy Starts with Definitions

## Promotion

Is the marketing of goods, services and personalities designed to increase their appeal to consumers



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# Disney Onezies

**From cradle and beyond: Now Disney is targeting the newborn market with range of clothing**

By Sarah Allen, 10/24/2010  
Last updated at 11:58 AM on 10/24/2010

• The company are distributing babygowns for free in 500 U.S. maternity hospitals

Disney and its sprawling array of characters have found a new market to take over since the recent recession. Instead of looking for ways to make more money, the company is distributing babygowns for free in 500 U.S. maternity hospitals.

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# Taxonomy: Promotion

## A Subset: Publicity

Mercedes-Benz FashionWeek NY FALL 2011

SCHEDULE THE SCENE PRESS SHOWS OUR DESIGNERS

Latest News

The measures, process or business of securing public notice. Information designed to enhance an image.

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# Taxonomy: Promotion

Fashion.wmv

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verizon wireless

iPhone 4. The phone that changed everything.

It's here.

The phone that changed everything is now at Verizon. iPhone 4 continues to set the standard with its FaceTime video calls, stunning Retina display, powerful A4 chip, and long battery life.

Free Overnight Shipping when you buy online.

ONLINE EXCLUSIVE 10 DAYS OF SWEET DEALS EVERY DAY A NEW AMAZING DEAL! Shop the Deals.

4G LTE THE FASTEST, MOST ADVANCED 4G NETWORK IN AMERICA.

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# Taxonomy: Propaganda

INSPIRE

MAY OUR SOLDIERS BE SACRIFICED FOR YOU  
SHAYKH AHMAD AL-AWADI

EXCLUSIVE INTERVIEW WITH SHAYKH AHMAD AL-AWADI

MAKE A HOME IN THE HEAVENS OF YOUR HOME THE HEAVENS

ASRAR AL-MUHAMMIDEEN 101 TERRORIST

THE WEST SHOULD BAN THE NIKKEI COVERING ITS REAL FACE

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

BLACK SWAN

THE TILLMAN STORY

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

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# Taxonomy: Raw Information

Information that has yet to be examined or verified. It is unfiltered information that bypasses traditional gatekeepers and mediators.

Why have the wars cost so much under Obama? Check the budgets, Bush fought 2 wars without costing taxpayers a dime

Retweeted by RepJackKimble

Obama, deficits and 'the ditch'

[CORRECTION/CLARIFICATION 1:22 a.m. The Twitterer RepJackKimble (cited below is not a real member of Congress. The budget deficits are real deficits.)]

"Why have the wars cost so much under Obama?" tweeted @RepJackKimble @JackKimble at 7:40am on Sept. 2

"Check the budgets. Bush fought 2 wars w/o costing taxpayers a dime" - This stunning bit of fiscal ignorance earned him a salt shaker capsule from @GIMV1231. But that exchange only highlighted the need to remind folks that the soaring deficits that have freaked them out -- and rightly so -- didn't get started with the inauguration of President Obama. They got their start under President George W. Bush in part due to two giant tax cuts that weren't paid for and two big wars that were largely kept off the main federal balance sheet

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# WikiLeaks Site

## When does raw/unfiltered information Become journalism?

Viewing cable 07CAIRO03165, SCENESSETER FOR FBI DEPUTY DIRECTOR JOHN PISTOLE

If you are new to these pages, please read an introduction on the structure of a cable as well as how to discuss them with others. See also the FAQs

Reference ID	Created	Released	Classification	Origin
07CAIRO03165	2007-10-30 05:05	2011-02-07 21:09	SECRET	Embassy Cairo

SECRET//NOFORN  
PP//NOFORN  
DC ROSSIG #1155/01 303500  
REV 0808 OCT 07 (CCT TEXT AD0023CCRO/M01928 510)  
P 303500 OCT 07  
FM AMEMBASSY CAIRO  
TO RUCIFR/FBI WASHDC/DC PROCONTE  
INFO WASHDC/STATE WASHDC PROCONTE 7320

SECRET//NOFORN 003165  
SIPOB  
//CORRECTED COPY  
//TEXT FAKA \


Currently released to far...  
3860 / 251,287

SIPOB  
S.O. 1288R, 08CL: 10/28/2007  
TAGS: P720 P020 P020 P200  
SUBJECT: SCENESSETER FOR FBI DEPUTY DIRECTOR JOHN PISTOLE  
Classified By: Ambassador Franklin J. Montarone,  
Dec declass L4 (R) and (S)

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# What is News?

Information of some public interest that is shared and subject to a journalistic process of verification, and for which the individual and organization are accountable.



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# How Is News Different?

## A TAXONOMY OF INFORMATION NEIGHBORHOODS

	JOURNALISM	ENTERTAINMENT	PROMOTION	PROPAGANDA	RAW INFORMATION
GOAL					
METHODS					
PRACTITIONERS					
OUTCOME					

Taxonomy = Clarity about differences among similar things

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# How Is News Different?

## A Taxonomy of Information Neighborhoods

	Journalism	Entertainment	Promotion	Propaganda	Raw Information
Primary Goal	To inform	To engage or entertain people who are likely to be in a position in which they are passive participants	To sell products, services and ideas, and to persuade by presenting that appeal to consumers	To build status. Subject for an agency to whom it is owed or demanding to opposite.	To supply information and distribution in order to get Public Relations Officers, Executives, and others.
Methods					TV
Practitioners					
Outcomes					

Taxonomy = Clarity about differences among similar things

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# What Methods Make Journalism Different?

**V**erification  
**I**ndependence  
**A**ccountability

(Mnemonic device: "Via")

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# What Makes News Different?

## Verification

Process that establishes or confirms the accuracy or truth of something

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# Verification

## Millions in U.S. Drink Dirty Water, Records Show



More than 20 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.

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# 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.

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NFL.COM

# Verification

# Independence

# Accountability

(Mnemonic device: "Via")

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# Independence

Journalists must not have a relationship to their subjects.

AN ALMOST INDEPENDENT MAGAZINE / JUNE 2010

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# Independence

Journalists must not have a relationship to their subjects.

best-loved recipes

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## What Makes News Different?

# Accountability

Responsible or answerable for your work.

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## Accountability

THE HUFFINGTON POST

### Media Outlets Apologize After Falsely Reporting Giffords' Death

DAVID BAUDER | 01/31/11 07:30 PM | AP



Corrections are one way journalists are accountable for their work.

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## Well, that was easy...

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## Which Neighborhood?:




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## mortgage.wmv

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## "Tech Expert" Robin Raskin on Her Role in VNRs




"I actually joked with my colleagues that, 'Hey, I'm off to go do Whore TV.' I was fully aware that that's what it was."

-Excerpted from "True Enough," by journalist Farhad Manjoo

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## Un-Blurring the Lines: News or Advertising?



How to Spot VNRs:

- Look for Sign Offs
- Look for credentials of experts – are they Accountable and Independent?
- Look for multiple sources supplying evidence
- Look for verified information

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## Taxonomy is Challenged On the Web



### Which Neighborhood is it?

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## Un-Blurring the Lines Online

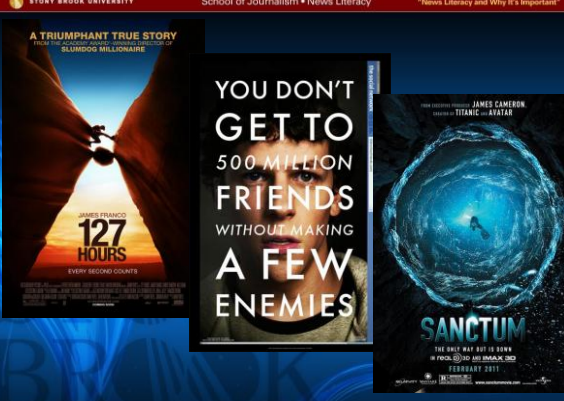


Taxonomy helps sort News from Promotion  
Reliable bloggers give their name, credentials and affiliations

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## The Blurring of the Lines: News vs. Entertainment

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A TRIUMPHANT TRUE STORY FROM THE COLEMAN TRILOGY OF SLUMDOG MILLIONAIRE

YOU DON'T GET TO 500 MILLION FRIENDS WITHOUT MAKING A FEW ENEMIES

THE ONLY WAY OUT IS DOWN IN PRODUCTION DESIGNER

SANCTUM THE ONLY WAY OUT IS DOWN IN PRODUCTION DESIGNER FEBRUARY 2011

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## Un-Blurring the Lines: 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*.



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# The Blurring of the Lines: There is news About Entertainment



**Charlie to Porn Stars – I'm Now CLOSED for Business**  
05/20/11 1:00 AM PST by TMZ Staff

Charlie Sheen has been letting several porn stars since he began treatment in his rehab program -- but TMZ has learned his messages are clear... the party is OVER.

**EXCLUSIVE**




Among the messages Charlie has sent -- "Please lose the number, we are closed... please drive through... thank you!"

Is TMZ News?

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# The Blurring of the Lines:



**EXCLUSIVE!**  
CHRISTINA MY DIVORCE

**ELIN & TIGER WOODS**  
THE DIVORCE IS FINAL

**THE BURLESQUE STAR OPENS UP**

**MY OWN STORY**  
WORLD EXCLUSIVE!  
ELIN WOODROW reveals the heartbreak of losing her husband and how she stays strong

**FAREWELL LESLIE NIELSEN 1926-2010**

**MICHAEL DOUGLAS CANCER FIGHT**

**'I FEEL STRONGER EVERY DAY'**

**ONLY IN People**  
Gaining energy after weeks of grueling cancer treatments, the star heads into the holidays with hope. It's a long road back.

person let to tell a story, what is the significance?

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# Neighborhoods Case Study: Gulf Oil Spill



**BP claims process enters new, uncertain phase**




BP claims process enters new, uncertain phase

UPDATE 2- Outside lawsuits against BP's relatives blocked

UPDATE 3- BP's Morgan fires

Which Neighborhood?

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# JOURNALISM WITHOUT WALLS | 2011 The Gulf

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About The Team Grand Isle: The Ghost Venice: Out from the Oil Blog

**The Ghost in the Water**  
The aftermath of the BP oil spill in Louisiana

**Grand Isle: The Ghost**  
Grand Isle and other Louisiana Gulf coast communities are reeling about their future... worried that a giant oil spill will turn out to be water. But there is a hope, long-term residents that transform their very existence.

**Hope for the Wetlands**  
What has taken thousands of years to build has taken mere decades to destroy.

**Who's in the Oil?**  
Not all of the oil that spilled into the Gulf is accounted for.

**Grand Isle: Coastal's Compensation Chief**  
Kenneth Farthing faces angry Gulf coast residents in Grand Isle.

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**Bryan & Brooke Zar**  
Restaurant des Familles  
Crown Point, Louisiana

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**Bpads.wmv**

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## Know Your Neighborhood: What Makes News Different?

### What is Journalism? Who is a Journalist?

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## Who is a Journalist?



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## So Who is a Journalist?

- Primary Mission is to **Inform** the Public
- Employs Journalistic Methods and Values

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## So Who is a Journalist?

- Subjects work to verification
- Makes a conscious effort to maintain independence
- Accountable: Stands behind work

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## Is Jon Stewart a Journalist?



The Daily Show Hosts Al Gore

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Daily\_Show\_Gore

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## The Daily Show: Newscast or Not?



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### A TAXONOMY OF INFORMATION NEIGHBORHOODS

	JOURNALISM	ENTERTAINMENT	PROMOTION	PROPAGANDA	RAW INFORMATION
GOAL					
METHODS					
PRACTITIONERS					
OUTCOME					

Taxonomy: a classification system

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## What Methods Make Journalism Different?

**V**erification  
**I**ndependence  
**A**ccountability

(Mnemonic device: "Via")

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## KNOW YOUR NEIGHBORHOOD

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## Assignments all due at Recitation

1. News Quizzes For Credit Start This Week
2. Taxonomy of Information Neighborhoods: Fill In your blank Taxonomy chart and hand it in at recitation.
3. Is You Tube News? Watch the 3 videos as assigned on Blackboard and write a short paper explaining where they fit on the Taxonomy Grid, based on VIA.