

















http://www.msnbc.msn.com/id/46477679/ns/world_news-mideast_n_africa/#.T0UYG2VuR5U

The latest journalists killed in the line of duty. A good follow-up to lecture #2, Power of Information.

LECTURERS' ALERT ~19 MINUTES OF VIDEO

 Old Vids File folder	 007.wmv 00:01:17 10.8 MB	 foxhours.wmv 00:00:38 5.78 MB
 foxhours2.wmv 00:02:17 20.5 MB	 jobsbill.wmv 00:00:27 3.43 MB	 jobsopinion.wmv 00:00:19 1.93 MB
 Juan1.wmv 00:00:45 3.06 MB	 obamadick.wmv 00:00:34 4.00 MB	 Opinion Quotes.wmv 00:01:16 4.42 MB
 Santellinormal.wmv 00:00:44 4.93 MB	 Santellinuts.wmv 00:01:15 6.90 MB	 TVspectrum2011.wmv 00:04:15 35.1 MB
 walt.wmv 00:00:59 17.1 MB	 unclerush.wmv 00:01:15 2.21 MB	



Opinion Quotes.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

This is a scrolling collection of quotes about opinions about one minute long. Run it while students are getting seated.


Actionable information?



This is Rick Santelli.

His job is to report for CNBC from the floor of the Chicago Board of Trade, where he covers interest rates, foreign exchange, and the Federal Reserve.

(LECTURER: NEXT SLIDE LAUNCHES SANTORELLI #1, A STRAIGHT-UP NEWS REPORT) As an investor, you want accurate reporting to help you decide whether to buy or sell. As a citizen, you want a clear picture of how government policies are affecting the economy. That's his job.



Santellinormal.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

(Lecturer: After it runs)

V...I...A

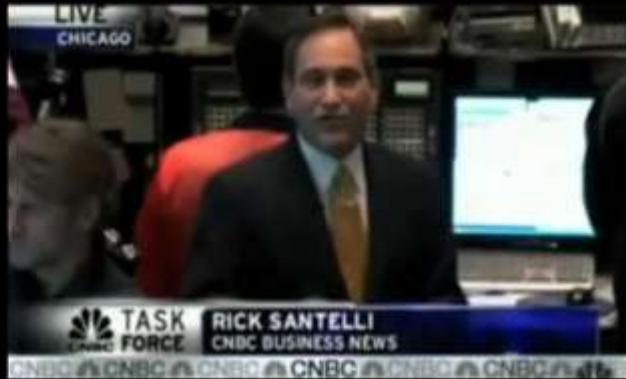
He has verified his information by reporting straight from the floor of the exchange.

He is a journalist working for CNBC from providing an independent report on market action.

He signs on and off with his name:

V.I.A.

Actionable Information?



(LECTURER: NEXT SLIDE LAUNCHES SANTELLI #2, HIS NOW-FAMOUS RANT)
Here is that same reporter, Rick Santelli, live on CNBC on Feb. 19, 2009 as the stimulus bill was going into effect and the U.S. government was in the process of bailing out banks, some homeowners and Chrysler and GM.

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

(Lecturer: After it runs)

He listens to an expert invited onto the show to comment and give an expert opinion...then suddenly Santelli is giving his opinion instead of keeping it to himself.

He'll go down in history for this rant, which is often cited as a founding document of the Tea Party movement.

But this was a huge violation of his role as a journalist.

He's no longer reporting from the Chicago Mercantile Exchange, he is taking public stands on the policies he is supposed to independently report about.

News Consumers are given the CNBC, graphics, but with no "Commentator" label or intro or sign off.

What happened to VIA?

It doesn't matter whether we agree or disagree. The point is he is having it both ways, blurring the lines that help News Consumers keep track of whether they are getting facts or opinions.

So if this isn't journalism, is it evidence-based Opinion Journalism?

Or is it something else entirely?

Emotion-based, belief-based...

Do you think it is reliable information?

Do you think it is useful?

(If yes...why is an opinion useful)



Many papers run, in their Opinions section, this wacky stuff...cartoons.

How is THAT journalism?

What function does it serve?



The New York Times publishes opinions...



The Wall Street Journal has an Opinions section.
So does USA Today

In fact, almost every newspaper has an Opinion section and most radio and tv stations broadcast opinions called “commentaries.”

And Opinion blogs cling to every news website like ticks on a fat hog...And after every news report on the web, there are those “comment” sections...that stuff is all opinion, very little fact.

So, we ask again.

If this semester is all about the citizen’s search for reliable information...What do we do with all this Opinion stuff?

It can be very confusing for a news consumer because cable TV, with 24 hours of airtime every day, has discovered opinion is cheaper than reporting. And the internet, with its culture of anonymity, breeds a lot of non-accountable opinion-mongering.

If you don’t watch closely and think critically, you can wander out of the News neighborhood, where Opinion Journalism must be supported with evidence and reporting...And into this weird new neighborhood we call Counterfeit Opinion Journalism (or Bloviation). There, grand assertions and accusations are supported only by emotions or beliefs, without regard for

evidence and reporting.

http://www.nytimes.com/2012/02/15/opinion/dowd-that-old-black-magic.html?_r=1&ref=opinion

http://online.wsj.com/article/SB10001424052970204795304577223003824714664.html?mod=WSJ_Opinion_LEADTop

Four Questions:

1. How do you tell the difference between News Reporting and Opinion Journalism?
2. Why should you care which is which?
3. What is the value of Opinion Journalism?
4. How do you tell the difference between Opinion Journalism and Counterfeit Opinion Journalism?

ANIMATION: TEXT BULLETS FADE IN ONE BY ONE, BUT QUICKLY

Why bother with opinions at all?

We'll explore that in more depth later in the lecture.

But, the basic value is that once you have studied a subject using reliable information, you often have to make a judgment or decide what action to take.

Especially in your powerful Fourth Estate role as a check on the tyrannical tendencies of the executive, legislative and judicial branches.

Someone who is working on the same questions, and publishing their conclusions, can help you make up your mind, particularly if they are trustworthy, which means they verify their information, they aren't on the payroll of one side or the other...and they are accountable for what they say.

These four questions are the roadmap for today's work.

First we'll talk about how to know when you've wandered into the Opinion turf of the Journalism Neighborhood and Why the difference matters. We'll think about the value of an evidence based opinion.

And finally, we'll teach you to look out for Opinions that are purely partisan with little regard for facts, or evidence or even logic.

Warning: Test Ahead



10-question test on Lectures 1-6 will be administered in your week 6 recitation.

You will be directed to a special reading in advance of the exam,
on which you'll be tested in the exam.

ANIMATION: IMAGE FADES IN

Emphasize to students that detailed answers make the difference. If you can't cite specifics from news reports, readings, lectures, you lose points.

Question examples

A coworker says a hurricane is headed for Long Island and you turn on the TV to get a forecast. First, you see a story about school closings. Next, you see a story about Lindsey Lohan's mother joining an all-girl punk band. Last you see a story about a local church collecting food for foreign workers stranded in Libya by the unrest there. What three types of information needed by humans do these stories supply. Explain.

The habit of a smart news consumer is to "Know Your Neighborhood." Explain what this phrase means and why it is so important.

What three characteristics should you look for in any information you receive that will let you know whether it is journalism or something else?

Two examples of the kinds of questions on the test.



ANIMATION: IMAGE FADES IN

EXAMPLES OF STUDENTS' SB WORLD COVERS FROM RECITATION BEFORE THIS LECTURE. THESE ARE STOCK VERSIONS, YOU'LL WANT TO PICK THE MOST REPRESENTATIVE COVERS FOR DISCUSSION

ASK: WHICH OF THE FOUR FACTORS THAT DRIVE NEWS DO YOU SEE AT PLAY HERE?

- UNIVERSAL DRIVERS
- EDITORIAL JUDGMENT
- AUDIENCE
- COMPETITION & PROFITS

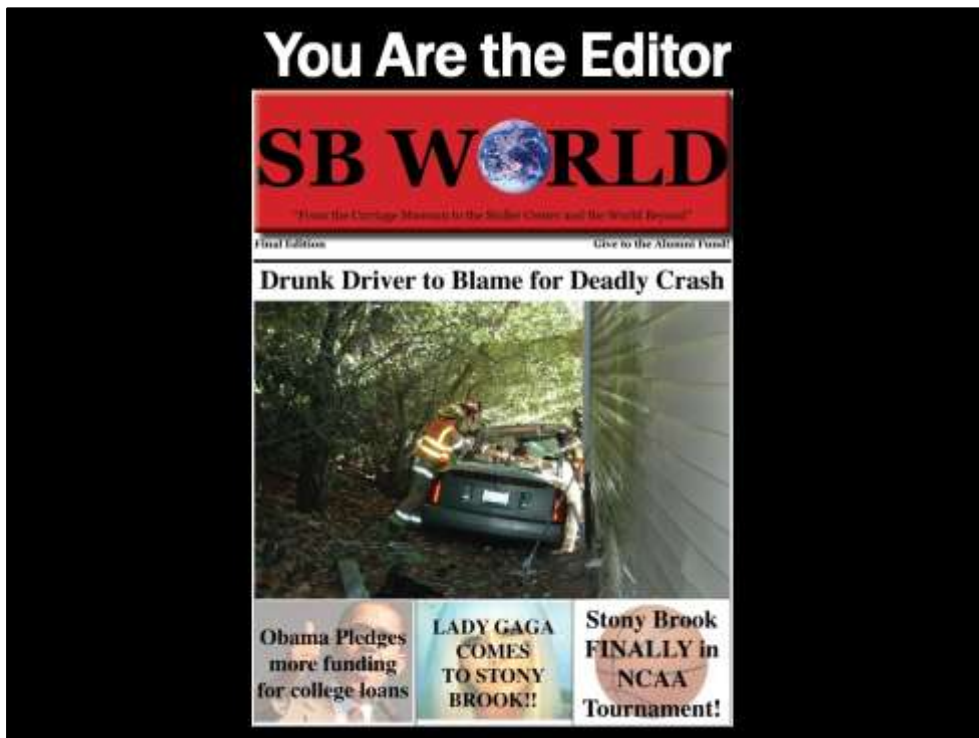


ANIMATION: IMAGE FADES IN

EXAMPLES OF STUDENTS' SB WORLD COVERS FROM RECITATION BEFORE THIS LECTURE. THESE ARE STOCK VERSIONS, YOU'LL WANT TO PICK THE MOST REPRESENTATIVE COVERS FOR DISCUSSION

ASK: WHICH OF THE FOUR FACTORS THAT DRIVE NEWS DO YOU SEE AT PLAY HERE?

- UNIVERSAL DRIVERS
- EDITORIAL JUDGMENT
- AUDIENCE
- COMPETITION & PROFITS

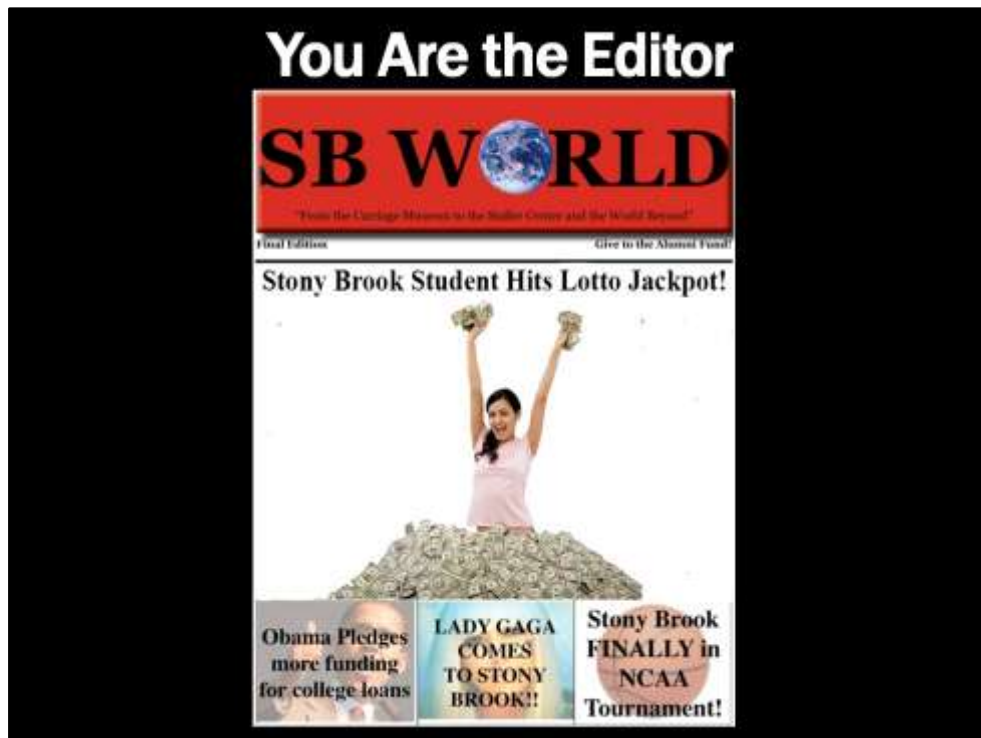


ANIMATION: IMAGE FADES IN

EXAMPLES OF STUDENTS' SB WORLD COVERS FROM RECITATION BEFORE THIS LECTURE. THESE ARE STOCK VERSIONS, YOU'LL WANT TO PICK THE MOST REPRESENTATIVE COVERS FOR DISCUSSION

ASK: WHICH OF THE FOUR FACTORS THAT DRIVE NEWS DO YOU SEE AT PLAY HERE?

- UNIVERSAL DRIVERS
- EDITORIAL JUDGMENT
- AUDIENCE
- COMPETITION & PROFITS



ANIMATION: IMAGE FADES IN

EXAMPLES OF STUDENTS' SB WORLD COVERS FROM RECITATION BEFORE THIS LECTURE. THESE ARE STOCK VERSIONS, YOU'LL WANT TO PICK THE MOST REPRESENTATIVE COVERS FOR DISCUSSION

ASK: WHICH OF THE FOUR FACTORS THAT DRIVE NEWS DO YOU SEE AT PLAY HERE?

- UNIVERSAL DRIVERS
- EDITORIAL JUDGMENT
- AUDIENCE
- COMPETITION & PROFITS



ANIMATION: IMAGE FADES IN

The Opinion Journalist is given permission to go beyond gathering factual information . An Opinion Journalist’s job is to select key facts and assemble an argument...to brandish an opinion.

This license is so dangerous and rare that we compare Opinion Journalists to the mythical “Double O” spies that are James Bond’s colleagues in Her Majesty’s Secret Service.

Think of this...

- ✓ The 00 agents are a tiny subset of Her Majesty’s Secret Service.
- ✓ They are chosen from the cream of the British military.
- ✓ They are supervised from the highest levels of government.
- ✓ And they hold the unique license to do the unthinkable: kill without asking official permission.

(Lecturer: [CLICK TO THE VIDEO](#))

007.WMV

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

LECTURER: THESE NOTES ARE FOR AFTER VIDEO ENDS)
(USING EXACT PARALLEL WORDING/GESTURES WILL DRIVE HOME THE COMPARISON)

In responsible news organizations, a select few journalists are permitted to do the unthinkable: Arrange and select the facts and evidence in order to support one side or the other.

Like the Double Oh's (00s)...

- ✓ Less than 1% of professional journalists are given that license to express opinions.
- ✓ They are usually chosen from the cream of the corps of reporters.
- ✓ They are supervised from the highest levels of their news organization.
- ✓ While they are loyal to journalism's mission, to inform, they take sides and try to convince readers of one argument.

The theory is this: the whole purpose of journalism is to give you the information you need to make a decision, take action or make a judgment. So, once you have a grip on the facts, opinion journalists expose you to arguments and analysis you may not have come up with on your own. They help you to rehearse your decision...or rehearse your defense of it.



(ANIMATION: WARNING! COMPLICATED

-slide opens with Headline and SPJ logo

-With each click, one Opinion-Related excerpt from the code of ethics comes up.

-Last click brings the whole list of excerpts back.)

Journalists are accountable to a code of professional conduct just like judges, bankers, engineers, doctors and any other profession.

The Society of Professional Journalists, a reporters organization, is quite specific about opinion's place in journalism. Not only is Opinion to be quarantined from news reporting by labels...it must not, in the interest of arguing a side of a debate, misrepresent facts or the context that helps people make sense of facts.

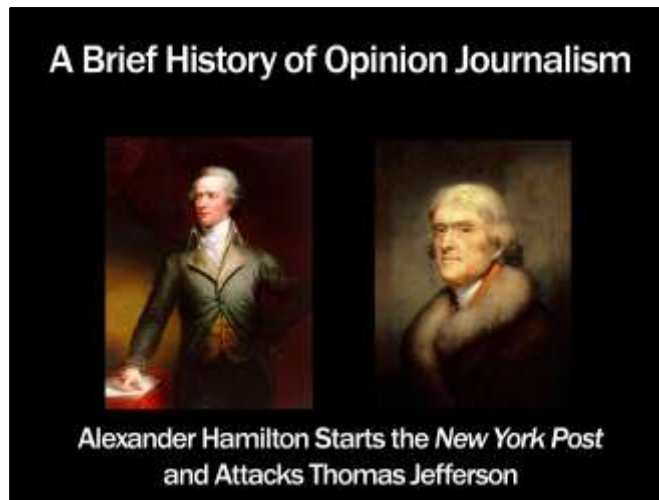
Here are some excerpts from that code:

1. Distinguish between advocacy and news reporting. 2.

Analysis and commentary should be labeled and not misrepresent fact or context.

3. Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.

4. Remain free of associations and activities that may compromise integrity or damage credibility.



ANIMATION: IMAGES AND TEXT FADE IN SUCCESSIVELY

The U.S. press didn't always have such a fussy idea about Opinion Journalism vs. News Reporting.

The New York Post was started in 1801 as platform from which the Federalist Party proclaimed its views, including attacks on Thomas Jefferson.

And that was not the exception. The early U.S. press was filled with opinion and partisan attacks and newspapers were often subsidized by political parties UNTIL Early in the 19th Century.

(see Background: Jefferson vs. Hamilton and birth of the NY POST).

The Rise of the “Objective” Press

The Advertiser Model –

Newspaper publishers needed to attract a wide variety of readers and advertisers



ANIMATION: TEXT FADES IN

We'll talk more about this later in the semester, but in the 1830s...a young medical student named Benjamin Day figured out that if you produced a cheap paper, more people would buy it. That meant he could charge advertisers more to get their announcements in front of customers. Day's New York Sun was the first penny newspaper and its success gave rise to the idea of neutral reporting.

The U.S. press didn't adopt the idea of Neutrality as a noble step in our common search for truth and meaning...

It was a business decision.

Newspapers had been niche products, produced for a political party and read by party members . But by broadening the appeal, getting rid of partisan ranting, you could make more money.



ANIMATION: TEXT FADES IN

Horace Greeley founded the New York Tribune in 1841 and is credited with inventing the idea of segregating news reports from opinion writing, giving opinion its own page.

He called it the “Editorial Page” and the idea caught on in American newspapers and continues to this day.

With Greeley’s innovation came the “Editorial” a short essay or column which delivers each newspaper’s institutional statement on some issue or person. When papers were family owned, the editorials had a personality and a long-term relationship (good or bad) with the community.



ANIMATION: TEXT FADES IN

(LECTURERS: THIS IS THE FIRST OF FOUR ALTERNATES)

By the early 1900s, certain writers were given special space in the paper, often with their photo above it to signal to readers this was their opinion, not a news report.

Famous newspaper columns started with the likes of humorous poet Franklin P. Adams of the New York Tribune in the 1920s and H.L. Mencken in the 30s and 40s. Walter Winchell, a newspaper columnist active from the 1920s through the 1960s, was syndicated in 2,000 newspapers and read by up to 50 million people a day.

The tradition continues today with writers such as George Will, Thomas Friedman and Ann Coulter.



Laura Ingram

ANIMATION: TEXT FADES IN

By the early 1900s, certain writers were given special space in the paper, often with their photo above it to signal to readers this was their opinion, not a news report.

Famous newspaper columns started with the likes of humorous poet Franklin P. Adams of the New York Tribune in the 1920s and H.L. Mencken in the 30s and 40s. Walter Winchell, a newspaper columnist active from the 1920s through the 1960s, was syndicated in 2,000 newspapers and read by up to 50 million people a day.

The tradition continues today with writers such as George Will, Thomas Friedman and Ann Coulter.



Michelle Malkin

ANIMATION: TEXT FADES IN

By the early 1900s, certain writers were given special space in the paper, often with their photo above it to signal to readers this was their opinion, not a news report.

Famous newspaper columns started with the likes of humorous poet Franklin P. Adams of the New York Tribune in the 1920s and H.L. Mencken in the 30s and 40s. Walter Winchell, a newspaper columnist active from the 1920s through the 1960s, was syndicated in 2,000 newspapers and read by up to 50 million people a day.

The tradition continues today with writers such as George Will, Thomas Friedman and Ann Coulter.



S. E. Cupp

ANIMATION: TEXT FADES IN

By the early 1900s, certain writers were given special space in the paper, often with their photo above it to signal to readers this was their opinion, not a news report.

Famous newspaper columns started with the likes of humorous poet Franklin P. Adams of the New York Tribune in the 1920s and H.L. Mencken in the 30s and 40s. Walter Winchell, a newspaper columnist active from the 1920s through the 1960s, was syndicated in 2,000 newspapers and read by up to 50 million people a day.

The tradition continues today with writers such as George Will, Thomas Friedman and Ann Coulter.

An Opinion Quarantine on TV?

foxhours.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

NOTE TWO SIMILAR VIDEO NAMES

On TV, the murky labelling can become controversial.

Here's the Daily Show taking on Fox News' labelling of what is news, and what is not.

(Lecturer: FOXHOURS.WMV is short and sets up the idea of an opinion quarantine at Fox.: News is 9-4 and 6-8.)

What Happens When Lines Blur?

foxhours2.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

NOTE TWO SIMILAR VIDEO NAMES

(Lecturer: This is the continuation, with Stewart attacking Meghyn Kelly's interpretation of Fox's News/Opinion boundaries.)

The debate over Fox News certainly didn't end with this Daily Show episode.

It is interesting to note, however, that crossing the line from News Reporting to Opinion Journalism without signalling to viewers with a new label, cost Juan Williams his job at NPR, cost Lou Dobbs his job at CNN and cost Keith Olbermann his job at MSNBC. Williams and Dobbs are conservatives, Olbermann a liberal.

An Opinion Niche?

Are the Cable News Channels

Inheriting the Role of

Alexander Hamilton's

New York Post?

Not Mass Media, Partisan Newsletters?

ANIMATION: TEXT FADES IN

We could probably argue all day whether Fox is more conservative than MSNBC is liberal.

The point we wish to make today is that Cable TV may have brought back the era of the partisan niche product.

Cable news has about 1/7th the audience of broadcast news, but it seems like more, because there is outrage after outrage over the opinionated statements made on cable news shows, whether it's Bill O'Reilly or Rachel Maddow.

The Cable News Network, CNN, was launched at 5:00 p.m. EST on Sunday June 1, 1980 with a novel idea: round the clock news on a cable channel. CNN started to get traction with a series of news scoops. January 28, 1986, CNN was the only television channel to have live coverage of the launch and explosion of Shuttle Challenger. A year later, a toddler fell down a well in Midland, TX and CNN went live with the rescue effort, drawing millions of viewers. When the First Gulf War started in 1991, CNN drew bigger ratings than the broadcast networks for the first time because it was broadcasting from inside Iraq as U.S. bombs were falling.

But CNN quickly learned that when bombs were not falling, opinion shows were cheaper ways to fill 24 hours of air time than shows featuring reported, vetted, edited news.

Australian media mogul Rupert Murdoch launched Fox News in 1996, hiring a former Reagan Whitehouse Official, Roger Ailes to run it. Now Fox generates a daily stream of conservative commentary, while MSNBC produces commentary from the left and CNN is in a transitional period, trying to figure out if it can make money by remaining neutral.

Question # 1:

How do we tell the difference between
News Reporting and Opinion Journalism?



ANIMATION: TEXT FADES IN

Your ears are your most important sense in this neighborhood. In the same way that accents can define specific neighborhoods of the city, you can hear the difference when you pass from the News neighborhood to the Opinion Journalism neighborhood.
Listen carefully for clues.

News Report or Opinion Journalism ?



ANIMATION: IMAGE FADES IN. NEXT CLICK WILL LAUNCH STRAIGHT NEWS PIECE

There's this...

(Lecturer: Click to launch the straight news example)

jobbill.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT “START AUTOMATICALLY”

News Report or Opinion Journalism ?



And then there's This...

jobsopinion.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT “START AUTOMATICALLY”

(After it runs...)

ASK: WHAT DID YOU HEAR?

AS IMPORTANT, WHAT DID YOU NOT HEAR IN THE FIRST PIECE?

(Depending on answers, this can be an excellent place to clarify that a piece containing opinions of experts or players is not the same as opinion journalism)

Surgeon General's Warning:
A News Report will often include the
opinions of experts, participants or
witnesses.
That is not what is meant by
"Opinion Journalism."
Failure to cling to this distinction
may be harmful or fatal to your grade.

ANIMATION: IMAGE FADES IN

People are sometimes critical of the neutrality of a news report because it quotes opinions given by experts or witnesses....

I'm not making this up. People call Editors and Producers and say...

"Are you in Charge?!"

Yes

"Aren't you supposed to keep Opinions out of the news!?"

Yes

"Well that report on the election was full of opinions!"

"Uh, if you look at that again, those were the opinions of the people we interviewed...Not our opinions. The opinions of people involved in the situation."

Just to start on the correct foot...Today, we're not talking about the opinions of witnesses or expert sources. Those opinions are quoted in both Journalism and Opinion Journalism and are Evidence of Research.

Definition of News

Main Entry: **news** 

Pronunciation: \ 'nūz, 'nyūz \

Function: *noun plural but singular in construction*

Usage: *often attributive*

Date: 15th century

News is information about a subject of some public interest that is shared and subject to the journalistic process of verification by an independent organization that is accountable.

ANIMATION: IMAGE FADES IN FOLLOWED BY TEXT

While we're clarifying, let's gather our definitions: News is **INFORMATION** about a subject of **SOME PUBLIC INTEREST** that is **SHARED** and subject to the journalistic **PROCESS OF VERIFICATION**.

Definition of Opinion

Main Entry: **opin-ion** 🗣️

Pronunciation: \ə-'pin-yən\

Function: *noun*

Etymology: Middle English, from Anglo-French, from Latin *opinion-*, *opinio*, from *opinari*

Date: 14th century

Opinion is a view, a judgment, or an appraisal formed in the mind about a particular matter.

ANIMATION: IMAGE FADES IN FOLLOWED BY TEXT

Opinion is a **VIEW**, a **JUDGMENT** or an **APPRAISAL** about a particular matter.

Ask: what's the important difference?

How You Can Tell If It's
News Reporting
or
Opinion Journalism?
Language and Labeling

ANIMATION: TEXT FADES IN

POINT: When you're an active news consumer, you're ready to judge the work of opinion journalists. But if you don't bother to follow the news, how will you know if they're using facts or fiction to make their points?

So we encourage you to start with straight news reporting before you seek opinions that will tend to push you toward making a conclusion.

A lot of people are confused about the difference, so here are some navigational tips:

- 1.Listen to the language
- 2.Look for clear labeling

Opinion Landmarks: Language

- First-person statements
- Exaggeration or Superlatives
- Emotional or dramatic descriptions
- Tone (sarcasm, irony, parody)

ANIMATION: TEXT FADES IN, TWO GROUPINGS.

If you pay attention to the language used, you'll note characteristics in the Opinion Journalism neighborhood.

It's like the difference between a Boston accent and a New York accent.

Once you know the accent, you can tell where a person is coming from.

ASK: SOMEONE GIVE ME AN EXAMPLE OF EXAGGERATION YOU'D HEAR IN AN OPINION

ASK: WHAT IS FIRST PERSON, GIVE ME AN EXAMPLE

ASK: SOMEONE PROVIDE AN EXAMPLE OF EMOTIONAL OR DRAMATIC DESCRIPTIONS

Opinion Journalism Landmarks: First-person ("I")



(Lecturer Read Aloud from Nicholas Kristof's column)

"If you look at my coverage of Africa, I've spent far more time in Congo, Sudan, Zimbabwe and Niger — some of the most forlorn countries on the continent — than in bustling dynamos like Botswana or Ghana. The upshot is that I fear we sometimes create a public perception of Africa as a basket case, in a way that discourages tourism and business investment. If that's the case, then our efforts to help Africa only hurt it."

Ask: What do you hear?

What do you NOT hear?

How does that change the credibility of the information?

Opinion Journalism Landmarks:

Exaggeration or Superlatives

"Look. We are not the mouthpiece for the Democratic Party of the United States. But that party is so crackhead-incompetent at selling its own program, we thought it was important that someone point out to the public one of the party's accomplishments.

Here it is:

The current Congress, with its Democratic majority and with Sen. Harry Reid of Nevada at the helm in the Senate, approved the biggest tax cut in United States history.

And the Republicans voted against it.

Washington Monthly described the bill this way: "BIGGEST. TAX CUT. EVER."

All we can say is that voters should keep their eyes on the ball even if the Democrats don't."

-The Reno (Nevada) News & Review

ASK: SOMEONE GIVE ME AN EXAMPLE OF EXAGGERATION IN THIS ONE

(Read aloud if necessary)

"Look. We are not the mouthpiece for the Democratic Party of the United States. But that party is so crackhead-incompetent at selling its own program, we thought it was important that someone point out to the public one of the party's accomplishments.

Here it is:

The current Congress, with its Democratic majority and with Sen. Harry Reid of Nevada at the helm in the Senate, approved the biggest tax cut in United States history.

And the Republicans voted against it.

Washington Monthly described the bill this way: "BIGGEST. TAX CUT. EVER."

All we can say is that voters should keep their eyes on the ball even if the Democrats don't."

-Editorial, The Reno (Nevada) News & Review

Opinion Journalism Landmarks: Emotional/ Dramatic Descriptions

"The GOP critique of government in the age of Obama would be more aren't being credible if the party's candidates did not equate trying to save lives with tyranny...kids strapped to gurneys here."

Bachmann's statement that the HPV vaccine causes intellectual disability "is the kind of know-nothingism that undermines public support for vaccination altogether."

—Wall Street Journal

ASK: SOMEONE PROVIDE AN EXAMPLE OF EMOTIONAL OR DRAMATIC DESCRIPTIONS IN THIS ONE:

Wall street Journal, September 14, after GOP Presidential candidate Michelle Bachmann said that the HPV vaccine causes mental retardation, citing an unnamed woman she met at a campaign rally.

Opinion Journalism Landmarks: Tone (sarcasm, irony, parody)

We're watching our freedoms vanish

Here's how to cut crime at a stroke. It's cheap, it's foolproof and we can start to implement it today. Let's install surveillance cameras and microphones in every room of every new home that is built. Make it a condition of planning consent. Insist on it in every refurbishment. Offices? Yes, of course offices, too. Why not? It won't just leave terrorists with no place to hide, it'll expose criminals wherever they're holed up or plotting. Isn't this the logical extension of what is already happening, of what we're allowing with barely a squeak of protest?
—Scotland Sunday Herald

. ASK: Do Your Mom or Dad object to you being sarcastic? Does this sound like what they mean? (Read aloud if necessary)

From the Scotland Sunday Herald:

“Let's install surveillance cameras and microphones in every room of every new home that is built.

Make it a condition of planning consent. Insist on it in every refurbishment. Offices? Yes, of course offices, too. Why not?

It won't just leave terrorists with no place to hide, it'll expose criminals wherever they're holed up or plotting.

Isn't this the logical extension of what is already happening, of what we're allowing with barely a squeak of protest?”



Animation: labels appear one-by-one automatically.

Evidence-based, factually accurate Opinion Journalism makes it very confusing for a news consumer.

There are statistics and quotes from experts and the kind of verification that makes a news story reliable. It can seem like News Reporting.

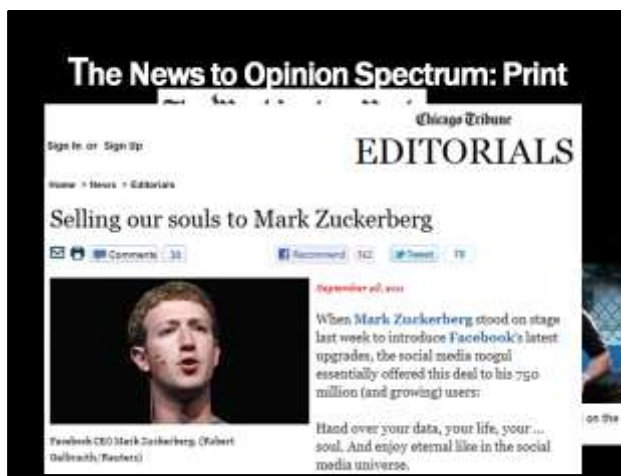
But then the writer or commentator spouts off an opinion, or leaves out a fact or two in order to emphasize one facet of the argument.

BUT If they are committed to informing news consumers, news outlets are scrupulous about labeling. Remember that Code of Ethics. Clear labelling.

These are a few common labels.

(Lecturer can explain each)

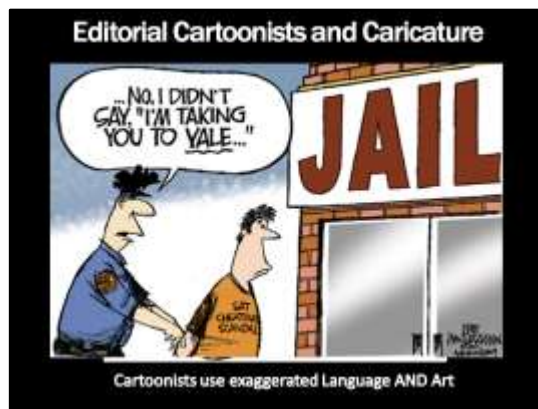
ASK: WHY WOULD AN OUTLET NOT LABEL CLEARLY?



ANIMATION: FIRST IMAGE FADES OUT AND SUBSEQUENT IMAGES FADE IN ON EACH CLICK. LAST IMAGE IS A CHICAGO TRIBUNE EDITORIAL

HERE'S THE RANGE YOU'LL FIND IN NEWSPAPERS, FROM NEWS REPORTING TO THE PAPER'S OWN OPINION.

1. A Washington Post news report on Obama's Denver rally on his proposed jobs bill.
2. Reviews, which are written by experts (in the arts in this case) who write a very personal opinion of the merits of, in this case, a movie: Moneyball, starring Brad Pitt, is reviewed by the Dallas Morning Herald's reviewer, Chris Vognar, who signs his work.
3. Opposite the Newspaper's Opinion (called its "Editorial") are opinion columns by popular writers, in this case Thomas Friedman on the New York Times Op-Ed page.
4. As they have done since Horace Greeley's era, newspaper owners declare their opinions through Editorials. Rarely written by the owner anymore, the editorial is the product of a writer or team of writers who research issues and write a fact-based arguments for whichever point the newspaper owner wishes to make: In this case, that we are fools for giving our data to Zuckerberg so that he can sell it.



ANIMATION: Boss Tweed fades to new Handelsman example

There's a visual vocabulary that provides landmarks, too.

While there are strict rules governing the manipulation of news photos and drawings, Irony, Parody and Satire are the stock-in-trade of Opinion Journalism, and that includes the cartoons and illustrations on the Opinion page.

It surprises us every year when we show the work of newspaper cartoonists and learn that many of you have seen very few...and when you do see them, enjoy them very much.

By long tradition, dating back most notably to upper-class New York's attempts to weaken the political control of Boss Tweed's Tammany Hall political organization of immigrants, cartoon caricatures have been part of American Opinion Journalism: the visual equivalents of Exaggeration. Strong Language. Emphatic one-sidedness.

Here's a recent cartoon by Pulitzer-Prize-Winning Newsday cartoonist Walt Handelsman. He uses exaggerated language AND exaggerated drawings AND music to make very opinionated points about the news.



It's a lot more difficult on TV.

For starters, there's no physical object to label.

And, frankly, cable would like you to think of it all as news, because news has a better sound than "opinion"

When the show is named after the host and has a flashy logo, does that mean it's opinion?

What about AC 360, Anderson Cooper's show on CNN?

ASK: Again, why wouldn't an outlet label clearly?



What is your current impression of these hosts: Are they giving you news reports or opinions?

Fox News commentator Bill O'Reilly

MSNBC host Rachel Maddow

Fox Evening News Anchor Shepard Smith

CNN host Piers Morgan

Meghyn Kelly, Anchor of America Live on Fox

ASK: How do you know?

In its earlier years, the biggest names in television news were reporters like Walter Cronkite who were careful to guard their neutrality and became some of the most trusted people in public life. . Now Fox, MSNBC and in some cases even CNN define their anchors as political players.

Fox's Senior Vice President for News Michael Clemente says "Everyone knows" the hours when Fox is news vs. when Fox is opinion. "The average consumer certainly knows the difference between the A section of the newspaper and the editorial page," Mr. Clemente told the New York Times in a 2009 interview.

Ask: What are Fox's news time-slots? And what part of the day is open to Opinion shows? (9-4, 6-8)

Since labelling is either non-existent or buried among flashy graphics on TV, Listening to language is key in this neighborhood.



Let's take a quick look at the spectrum, from news to opinion, on TV. Remember, by listening, you'll usually be able to tell when you've crossed from News Reporting, the neighborhood where VIA rules, to Opinion, where Independence and even Verification may be sacrificed.

News to Opinion on TV

TVspectrum.wmv

NEWS FELLOW: LINK (INSERT VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY")

(This clip series is as follows:

CBS straight report on Obama selling his Jobs bill

Fox straight report, on-set interview with White House official who expresses opinions

Fox tees up its own "Legal Affairs Analyst" Peter Johnson, Jr., a trial lawyer.

And because so many students rely on Comedy Central for news...a Colbert report on the jobs bill

(Lecturers. You can cut Colbert short...although the last bit is a classic line-graph joke.)

CNN: Gergen's analytical opinion

CNN: George Will's researched mockery

FOX: O'Reilly's research-lite assertions, with emotional appeals and playing to the audience. (And business anchor talking about non-business news, plus GOP functionary.)



Front pages taken 2/22/12 at 1:02pm

News on the web continues to evolve rapidly and in all directions at once, so these are very broad observations of the news-to-opinion spectrum on the Web:

- CNN labels sections of its site by topic, but it's not clear from the home page where you go for straight news vs. opinion journalism.



Front pages taken 2/22/12 at 1:02pm

- Newsday has set aside tabs for Columns and for Blogs, typically an all-opinion-all-the-time medium.



Front pages taken 2/22/12 at 1:02pm

- Gawker is a site devoted to opinions about current events, so perhaps the name is all the label you need.



- The Huffington Post selects news from other sites, links to it and surrounds those links with opinion bloggers. Again, news consumers get little help from labels.



Salon, which bills itself as a News and Entertainment website trades in a certain variety of Opinion, but would you know that from the labeling on this page?



- We finish with an ideal case, The Times' home page, heavily labeled.

Question #2: Why should you care
which is which?

The goal of news reporting is to give you the
information you need for your Fourth Estate role.

The goal of opinion journalism is to help you make
up your mind about that information.

We've spent a lot of time helping you tell
the difference.

All of which may cause you to ask...So, Who
cares which is which?

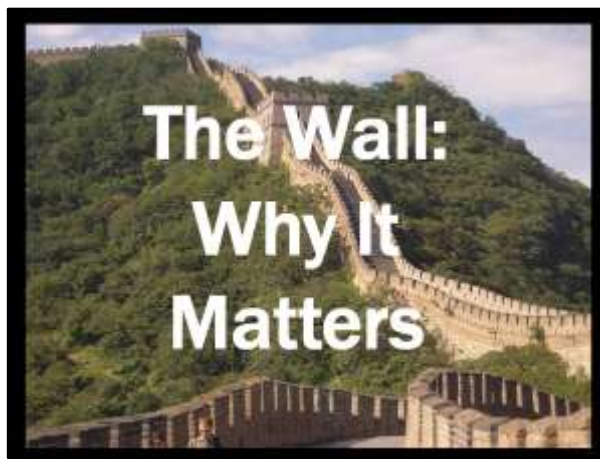
Like reporters, opinion journalists should
provide facts, using the discipline of
verification to tell the stories that help us
with the work of self-governance.

But the goal of opinion journalists is to use
what they've learned to promote agendas
and suggest solutions to civic problems.

In other words, Opinion journalism is, by
definition, one-sided.

I may be misled if I only hear one side of the
situation.

That's why you care which is which.



ANIMATION: TEXT FADES IN, FOLLOWED BY IMAGE

Thus was born the VIRTUAL WALL between opinion journalism and news reporting...which is also physically marked in a newspaper.

ASK: Why is the “Wall” important for News Consumers?

(Before you are knowledgeable, you can be easily swayed. Even if not, when you’re seeking facts, you want to start on the news side of the wall.

ASK: Why is the “Wall” important for News Outlets?

(Protects the credibility and independence of the news reports)



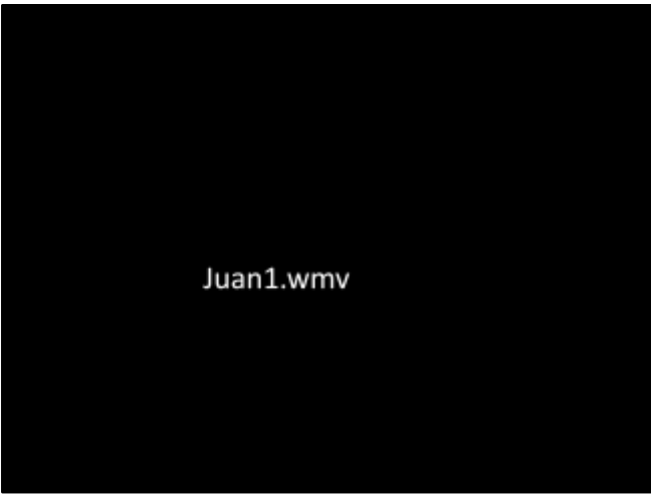
What happens when the boundaries get crossed?

Juan Williams was a news commentator on contract for NPR in 2010, and also worked as a senior news analyst for Fox.

NPR forbids commentators like Williams from making speculative statements or rendering opinions on TV that would be deemed unacceptable if uttered on an NPR program. (Because even if it's on someone else's airtime, NPR gets blamed.)

The policy has some gray areas, they acknowledged, but it generally prohibits personal attacks or statements that negatively characterize broad groups of people.

Here's Williams on Fox in October of 2010:



Juan1.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

NPR fired Williams, saying he repeatedly violated the news organization's guidelines and that the remarks on Fox were only one of the causes. Williams, meanwhile, said he is "outraged" and "brokenhearted" that NPR cut him loose after more than a decade as a radio host, correspondent and analyst. He stood by his comments and said they were taken out of context by NPR. Within days, Fox News awarded Williams a new multiyear contract worth nearly \$2 million that will expand his role on the cable news channel and its Web site.

<http://www.npr.org/templates/story/story.php?storyId=130712737>

The Virtual "Wall" In Practice



ANIMATION: IMAGE FADES IN:

ON THE PAGE... Most newspapers maintain a strict separation between the news section and the opinion section; and often the staff are in separate rooms or even on different floors.

ASK: WHY WOULD THE SECTIONS, STAFFS, ETC... BE SEPARATED?

The "Wall" is supposed to help news consumers and protect news organization from the appearance of a bias in news coverage.

The Separation of 'Church' and 'State'



Newsday Looks at the Shoreham Nuclear Power Plant in Two Ways

What happened to Juan Williams is a dramatic example. Typically, newsrooms find a way to accommodate news consumers' need for both news reporting AND opinion journalism.

Case in point:

During the great debate over the Shoreham nuclear power plant the *Newsday* editorial page said it should be opened.

Meanwhile, the news side kept asking questions and digging and reported on problems like this: the plans for evacuation of Long Island were wildly unrealistic; at a time when oil was cheap, this plant was going to produce expensive power, and so on.

ASK: are there other institutions that essentially let two branches function at cross purposes?

(footnote: The plant never opened and students and their parents are still paying off the debt.)

Question #3:

What is the value of Opinion Journalism?

- Gives you new insights
- Challenges your assumptions
- Helps you make a decision or judgment

If blurring those lines can get a journalist fired, why would we urge you to take it in?

First of all, If you have a solid hold on the facts, from reading News, a very pointed opinion piece can offer you new ways to analyze those facts.

It can either challenge your view or provide you with reinforcements to your view.

When educating myself about the federal government's response to record-high unemployment, I want reliable, comprehensive information to make sure I understand what's going on.

But when I move from research mode into decision making mode...I want to strengthen my confidence by listening to or reading someone who has studied the matter, made up their mind, and who marshals the facts in a logical way to support a conclusion.

If I disagree, I know what I'm up against. If I agree, I'm armed for battle.

After all, I've got to decide how to vote in the next election.

Opinion Journalism is Valuable When:

- You are well-informed
- You are open-minded
- You are active, not passive

Great changes are made by leaders only when they convene well-informed and thinking followers. Not blind followers. Goal-oriented do-ers.

The whole point of staying up on the news is so that you can find reliable information...not just to collect bits of factual trivia, but to make the most of your roles in life by being that person who makes wise decisions, and takes action or makes judgments they don't have to apologize for.

You leave college both to lead powerfully and to follow powerfully. As effective leaders and followers, you must learn the facts for yourself before you form an opinion.

But the world is full of people who want you to accept their opinion as fact...They want to lead without being questioned. It's that Power of Information idea from Lecture #2...

Question #4:
How Do You Spot
Counterfeit Opinion Journalism?
(Evidence vs. Emotion)



This is a big phrase.

We considered calling it “Bull_____” but the Dean of the Journalism School forbade it. So when we say “Counterfeit Opinion Journalism,” which is a lotta words, we urge you to substitute whatever phrase works for you.

Before cable, the biggest names in television news were reporters like Walter Cronkite who were careful to guard their neutrality and became, as anchors of the evening news, some of the most trusted people in public life.

Along comes cable news, fighting for market share.

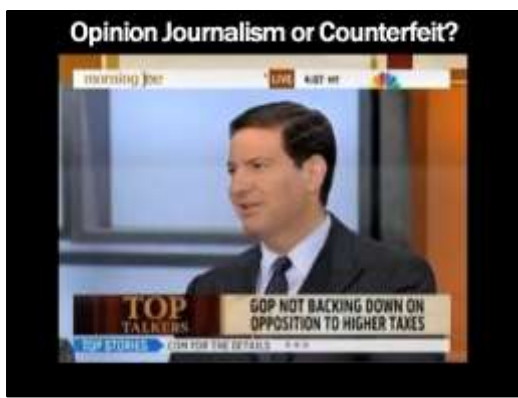
Executives discovered that cable shows gained intensely loyal audiences when anchors and even reporters dropped their neutrality and validated the audience’s political preferences.

The trend accelerated and now cable hosts include startling shows on which the paid news staff campaign for candidates, help them raise money and sometimes are even themselves candidates for office.

These pundits have no use for the SPJ’s standards of independence. They earn high ratings by affirming the audience’s beliefs, not by fact-collection and construction of logical conclusions that might aggravate viewers.

This is what we call counterfeit opinion journalism.

Or whatever you wish to call it...



Unlike opinion journalism, which emphasizes evidence-based conclusions, Counterfeit is a cluster of assumptions in search of validation.

Belief and Emotion trumps evidence in this sphere. The key differences for news consumers are these: opinion journalism draws conclusions from a fact-based inquiry with a first allegiance to a broadly defined news consumer and a willingness to disagree with significant portions of that audience. Counterfeit opinion journalism is the result of a search for ways to validate a niche audience's political agenda. It tends to emphasize beliefs and emotions over evidence and facts. And the quality of the arguments can be quite low.

Here's Mark Helprin, an extraordinarily gifted print reporter and sometime Republican campaign worker, talking about President Obama's approach to an issue facing the government of the United States of America.

Obamadick.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

While It is protected exercise of free press rights in the best traditions of the Founders, its objective may be closer to entertaining people than informing them.

Once again, your ears are vital in identifying Counterfeit. How is this different from Opinion Journalism that's based on reporting?

Opinion Journalism or Counterfeit?

UncleRush.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

The grand-daddy of this format is Rush Limbaugh, whose show is all about current events and highly entertaining.

He's a fund-raiser for his causes, an ally to politicians from a single party, and while he has a significant research staff, verification may be of lower importance on his show than is getting a laugh from the audience or a reaction from his political enemies.

Rush's show is often cited by consumers as their main source of news ...in much the same way that many young Americans say they get their news from The Daily Show, another show that focuses more on entertaining a niche audience than on informing the broader public.

Again, let your ears tell you which neighborhood you're in.

We're well aware these examples are all from right-of-center shows. If Obama loses to a Republican, we'll have no shortage of examples from the left.

Opinion Journalism or Counterfeit?

**Fact-based vs. Emotion-based
Logic vs. Belief**

We argue that in your search for reliable information, it helps to understand not all opinions are created equal and that the key difference is this: opinion journalism is the result of a fact-based inquiry, while plain Opinion disregards facts to reach a predetermined conclusion.

When you read an opinion that does not follow the facts as you have learned them from following the news, you might take note of that. Do you trust a person's conclusions if they misstate the facts?

Moynihan's Maxim

“Everyone is entitled to their own opinions, but they are not entitled to their own facts.”



Daniel Patrick Moynihan (deceased)
Ambassador,
Four-term U.S. Senator from New York

POINT: Here's an easy way to remember that idea. We call it Moynihan's Maxim, because he is always credited with saying it, (although our team of PhD-candidate grad students have discovered this cannot be verified)

Journalism, Opinion Journalism or
Counterfeit Opinion Journalism
Which Is It?

Santellinormal.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT
“START AUTOMATICALLY”

With these new ideas in mind, let’s circle
back to the clips we started with.

Listen and decide, what are you hearing?

**Journalism, Opinion Journalism or
Counterfeit Opinion Journalism
Which Is It?**

Santellinuts.wmv

NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT
“START AUTOMATICALLY”

Is it Journalism?

Opinion Journalism?

Counterfeit Opinion Journalism?

Going back to our opening
question...Would it be responsible to take
action based on this information?

How does this fare if you hold it to the
V.I.A. test?

News vs. Opinion: A Summary

To tell the difference between news and opinion,
analyze language & labeling

**Start with news: Know the news before you
seek opinions about the news**

*Moynihan's maxim: "You're entitled to your own
opinion, but you're not entitled to your own facts."*

Alternate views can sharpen your thinking

ANIMATION: TEXT FADES IN, ONE BULLET POINT AT A TIME

In Summary...

Hammer the lesson about fact-based
vs. non-fact-based opinion.

(The value of opinion material sets
the table for the bias lecture)

Assignments:

Assignments:



hus endeth the Lesson...



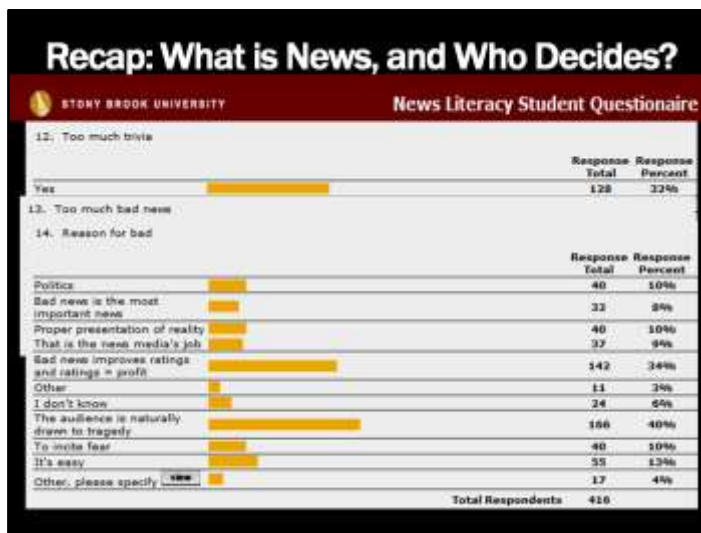
NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

Click to launch Handelsman cartoon



ANIMATION: IMAGE FADES IN

Handelsman has pioneered a new medium for
Opinion cartooning: animation.
Here's an example.



Animation: Slide opens with our student survey, results on the question is there too much trivia?

Next chart: Is there too much bad news?

Next: Why does the news media focus on bad news.

Last week's Lecture was What is News and Who Decides?

One point we wanted to revisit was the eternal question of trivia vs. bad news

Students who took our in-class questionnaire this semester didn't think of it as a trade-off.

Not only is there too much trivial news in the paper, there is also too much bad news.

And the reason? The audience most given by students this semester is that the audience is drawn to bad news...which was one of our points last week.

And it leads us to an important point we'll talk about this semester: Bias.

If there's one obvious bias of the News Media, it is for Bad News...Information that Alerts us...stories with the drivers of conflict, negative change, prominent people in trouble, dangerous events in our proximity...What becomes news is more often than not bad news.

Denying the antecedent
If it is illegal, no one will publish it. It is not illegal. Therefore someone will publish it.
What other reasons might explain why no one has published it?

Affirming the consequent
If it is illegal, no one will publish it. No one has published it. Therefore it must be illegal.
What other reasons might explain why no one has published it?

Quoting out of context
According to President Obama's own words, his proposal will significantly "tax losses" for small businesses.
Why is only a very small part of what President Obama said quoted?

Begging the question
If publishing secrets weren't illegal, then they would not be prohibited. That is why we cannot publish secrets.
Why is publishing secrets prohibited and illegal to begin with?

Existential fallacy
All corporations are hard to verify. Therefore some news stories that are hard to verify are conspiracies.
What other reasons might make it difficult to verify a news story?

The "falsity" fallacy
We shouldn't publish it if it is illegal. It is not illegal. Therefore we should publish it.
Why is disproving a faulty argument not a reason to do something?

Straw-man argument
We must limit the press during war, otherwise we will be totally exposed to attack from our enemies.
How does this exaggerated position relate to the argument at hand?

Slippery slope
If it is okay to censor some news, then eventually governments will start censoring all news.
Why does a first small step inevitably lead to a significant consequence?

Bandwagon fallacy
So other newspapers published it. Therefore we conclude that it must not be worth publishing.
Why should popularity be a good reason to do or not do something?

Appeal to authority
We cannot publish secret documents. Ten experts agree it is illegal. Therefore it must be illegal.
Why should we trust the advice of "experts" without further scrutiny?

Guilt by association
We should not trust tax proposals if they are supported by Republicans. A lot of Republicans are rich.
Why should a person's membership affect the merits of their argument?

Ad hominem
No one should support the tax plan proposed by the governor. After all, he is accused of tax fraud.
Why should a personal attack negate the arguments for the proposal?

Confirmation bias
I am certain that Republicans would make America safer than Democrats. I found an article that supports this.
Why do we have a tendency to seek out that which confirms our beliefs?

Framing
I am not in favor of tax increases, but the idea of a temporary relief adjustment causes a lot of noise.
Why do we draw different conclusions based on how something is presented?

Slippery effect
I remember hearing last month that the Democrats will raise taxes. I forgot that I heard that in a TV ad.
Why are people more likely to recall the message and forget the source?

Cognitive dissonance
I think Democrats help the poor. Democrats voted to end welfare. Welfare must be bad for the poor.
Why is it difficult for us to hold two contradictory beliefs simultaneously?

Common Errors in Critical Thinking

Very optional slide

Along with the radical ideas about free speech and your freedom to fire up your press and publish information you think is important, you have another inheritance...

Generations of scholarship are at your disposal if you'll take a Rhetoric or Logic class and learn to catch scoundrels who try to persuade you with these familiar, but bogus arguments:

- Straw man argument
- Slippery Slope
- Bandwagon Fallacy
- Ad Hominem

Denying the antecedent
If it is illegal, no one will publish it. It is not illegal. Therefore someone will publish it.
What other reasons might explain why no one has published it?

Affirming the consequent
If it is illegal, no one will publish it. No one has published it. Therefore it must be illegal.
What other reasons might explain why no one has published it?

Quoting out of context
According to President Obama's own words, his proposal will significantly "raise taxes" for small businesses.
Why is only a very small part of what President Obama said quoted?

Begging the question
If publishing secrets isn't illegal, then they would not be prohibited. That is why we cannot publish secrets.
Why is publishing secrets prohibited and illegal to begin with?

Logical Fallacies

Existential fallacy
All conspiracies are hard to verify. Therefore some news stories that are hard to verify are conspiracies.
What other reasons might make it difficult to verify a news story?

The "fallacy" fallacy
We shouldn't publish it if it is illegal. It is not illegal. Therefore we should publish it.
Why is disproving a faulty argument not a reason to do something?

Misconceptions

Straw-man argument
We must limit the press during war, otherwise we will be totally exposed to attack from our enemies.
How does this exaggerated position relate to the argument at hand?

Slippery slope
If it is okay to censor some news, then eventually governments will start censoring all news.
Why does a first small step inevitably lead to a significant consequence?

Common Errors in Critical Thinking

Slippery effect
I remember hearing last month that the Democrats will raise taxes. (I forgot that I heard that in a TV ad.)
Why are people more likely to recall the message and forget the source?

Cognitive dissonance
I think Democrats help the poor. Democrats voted to end welfare. Welfare must be bad for the poor.
Why is it difficult for us to hold two contradictory beliefs simultaneously?

Appeal to authority
We cannot publish secret documents. Ten experts agree it is illegal. Therefore it must be illegal.
Why should we trust the advice of "experts" without further scrutiny?

Bandwagon fallacy
So other newspapers published it. Therefore we conclude that it must not be worth publishing.
Why should popularity be a good reason to do or not do something?

Cognitive Biases

Framing
I am not in favor of tax increases, but the idea of a temporary retail adjustment causes a lot of noise.
Why do we draw different conclusions based on how something is presented?

Confirmation bias
I am certain that Republicans would make America safer than Democrats. I found an article that supports this.
Why do we have a tendency to seek out that which confirms our beliefs?

Red Herrings

Guilt by association
We should not trust tax proposals if they are supported by Republicans. A lot of Republicans are rich.
Why should a person's membership affect the merits of their argument?

Ad hominem
No one should support the tax plan proposed by the governor. After all, he is accused of tax fraud.
Why should a personal attack negate the arguments for the proposal?

Very optional slide

Along with the radical ideas about free speech and your freedom to fire up your press and publish information you think is important, you have another inheritance...

Generations of scholarship are at your disposal if you'll take a Rhetoric or Logic class and learn to catch scoundrels who try to persuade you with these familiar, but bogus arguments:

- Straw man argument
- Slippery Slope
- Bandwagon Fallacy
- Ad Hominem



<http://www.politifact.com/truth-o-meter/statements/2011/apr/19/chris-hayes/journalist-chris-hayes-says-average-american-pays-/>

http://www.huffingtonpost.com/2011/03/21/cnn-nic-robertson-fox-news-human-shield_n_838758.html

<http://www.snopes.com/rumors/cnn.asp>



ANIMATION: IMAGE MONTAGE FADES IN AS ONE IMAGE

In its earlier years, the biggest names in television news were reporters like Walter Cronkite who were careful to guard their neutrality and became some of the most trusted people in public life. Struggling for market share, cable news discovered that its shows gained loyal followers when TV anchors showed their political preferences. Plus, opinion is a lot cheaper to produce than actual reporting. Now Fox, MSNBC and in some cases even CNN define their anchors as political players. Fox's official spokesman says "Everyone knows" the hours when Fox is news vs. when Fox is opinion.

Ask: What are Fox's news time-slots (9-4, 6-8)

Cable's audience share is fractional, but growing, particularly among your age cohort.

Listening to language is key in this neighborhood, since, since the labelling is either non-existent or buried among flashy graphics.



Know Your Neighborhood Recap:

“ We are, if anything — I do believe we function as a sort of editorial cartoon...This is just our take...We're a group of people that really feel that they want to write jokes about the absurdity that we see in government and the world and all that, and that's it.”

There are several ways we can think about The Daily Show, but here's what Jon Stewart himself says.

“ We are, if anything — I do believe we function as a sort of editorial cartoon...This is just our take...We're a group of people that really feel that they want to write jokes about the absurdity that we see in government and the world and all that, and that's it.”