

SCHOOL OF JOURNALISM & MASS COMMUNICATIONS

School of Journalism & Mass Librarians

"News: Unsettling and Why It Matters"

Lecturer note: Not a lot of video, but we have included multiple examples in several categories to permit you to choose what you think is the best example. You'll want to cut several

SCHOOL OF JOURNALISM & MASS COMMUNICATIONS

School of Journalism & Mass Librarians

"News: Unsettling and Why It Matters"

What is News



and Who Decides?

SCHOOL OF JOURNALISM & MASS COMMUNICATIONS

School of Journalism & Mass Librarians

"News: Unsettling and Why It Matters"

Morningjoe.wmv

News Matters

Private Screening for our students
"Page One: Inside the New York Times and the Future of Journalism"
 7:30 p.m.,
 Thursday, October 13
 Staller Center Theater
 Tickets **not** required



Reuters :
"In the hands of Andrew Ross... there lies something akin to 'The Social Network' for the news business, a movie uniquely capturing this moment in time."
 -critic Anthony DeRosa

Los Angeles Times:
"The New York Times documentary is likely to hearten believers and leave skeptics unmoved."
 -Media writer Jim Rainey

TEST REMINDER

- You will have a test in recitation in **week 7**,
 Covering all material *through* week 6:
 Lectures, readings, homework,
 videos, recitation materials

CORRECTION:

In last week's lecture, we gave the impression President Bush's "You'll have blood on your hands" remark to New York Times Editor Bill Keller was to warn him not to expose the S.W.I.F.T. bank surveillance program. That portion of the clip actually refers to the Times' earlier decision to expose a warrantless wiretapping program.

What is News and Who Decides?

What is News?



August 28, 2011

A More Typical News Day: Differences in News Decisions



Sept. 16, 2011

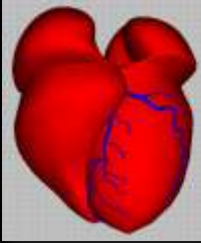
Definitions of News

Definitions of News



News is What's On Society's Mind

Definitions of News



News Is any "Scoop":
Information That Makes a
Reporters Primal Heart Beat Faster

Definitions of News



News is What an Editor Thinks is News

Definitions of News



News is Information Powerful
People Don't Want You to Have

Definitions of News



News is
Independent,
Reliable,
Accurate
Information
That Citizens
Need to Be Free

Definitions of News



Definitions of News



"It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper."

Definitions of News



News is What "We" think is fit and proper

Definitions of News



Information
subject of
Public
That is
and
to the
Process
of Verification

Four Factors That Determine News

1. Universal News Drivers
2. Editorial Judgment
3. The Audience
4. Profits and Competition

Factor 1: Universal News Drivers

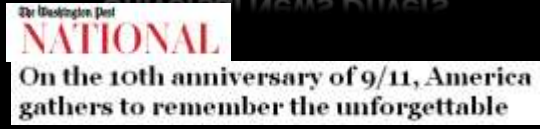
- Importance
- Timeliness
 - Proximity
 - Magnitude
 - Prominence
 - Conflict
 - Human Interest
- Change: (Progress and Regress)
- Relevance
- Unusualness

Universal News Drivers



Importance

Universal News Drivers



Timeliness

Universal News Drivers

USA TODAY News

East is all shook up after strong earthquake for region

By Greg Stewart, Corbin Davis and Dan...



Proximity

Universal News Drivers



Magnitude

Universal News Drivers

Tea Party Tribune

Tea Party and Political News Reporting

ONE ABOVE NEWS First This Post September 14, 2011

27 Dead in Siege of Kabul

In related attack, 77 NATO troops injured by truck bomb



Magnitude

Babybump.wmv

Universal News Drivers

abc NEWS

Beyonce's Baby Bump Gives Twitter a Dump Too



Prominence

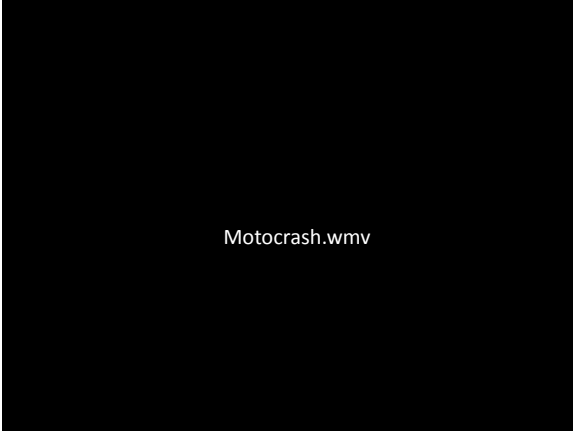
Universal News Drivers

Palestinian Push for Statehood Jeopardizes Millions of Dollars in U.S. Aid

Published September 15, 2011 | ACCOUNT PAID



Conflict



Motocrash.wmv



Universal News Drivers

Human Interest



Universal News Drivers

Human³ Interest



Universal News Drivers

Change



Universal News Drivers

Change



Universal News Drivers

Syracuse, Pitt defect from Big East

Big East vows solidarity; Pac-12 stays put

Change

Universal News Drivers

Sudden Closure Of Farmingdale's Crazy Donkey Concert Venue Shocks Fans



FARMINGDALE, NY (WCRB 890) - Music lovers and promoters are shocked at the sudden closing of the Crazy Donkey Bar and Grill, a popular concert venue on Long Island.

WCRB 890 Long Island Bureau Chief Mike Kivnash On The Story

Change

Universal News Drivers



Graduation Rates Fall at One-Third of 4-Year Colleges
Campus officials cite competing priorities, longer time to degree, and students' difficult financial straits.

Relevance

Universal News Drivers



John S. Toll: The president who built this campus

Sara Sonnack | Sep 14, 2011 | Comments 0



(Ir)Relevance

Universal News Drivers



Man goes to hospital with stomach ache, gets uterus removed



Unusualness

Universal News Drivers



5.8 quake hits Va.; Felt along U.S. East Coast



Unusualness

Universal News Drivers



Gumby Botches Robbery Of San Diego 7-Eleven

September 1, 2011 4:02 PM



Unusualness

Which Drivers Apply?

Stocks Plunge After S&P Downgrade Of U.S. Rating

Wall Street was rocked Monday in the first trading session after Standard & Poor's downgraded the U.S. debt rating to AA+, from AAA, Friday night and with about 90 minutes to the bell the market was entering its fresh lows.

Stocks sold off sharply right from the open and the major averages were down more than 5% in afternoon trading. The Dow Jones industrial average slumped 595 points to 10,845, the S&P 500 dropped 77 points to 1,123 and the Nasdaq 160 points to 2,372. Ten-year Treasury yields fell to 2.57%.



Image by AFP/Getty Images via Shutterstock

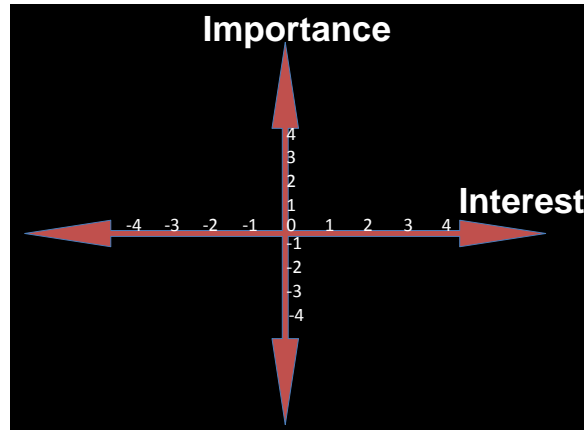
Factor 2: Editorial Judgment



- V
- D

Real-time News Judgment (Your Turn in the Uneasy Chair)

Place Each Story on the Matrix



Place the story on the matrix

HUFF POST NEW YORK
THE INTERNET NEWSPAPER. NEWS BLOGS VIDEO COMMUNITY

Willow, Missing Colorado Cat Found In NYC, Might Have Taken A Plane



For Photos ©2011 iStockphoto.com ©2011 iStockphoto.com

Place the story on the matrix

Forbes

Russia Readies 2012 Pres Elections, but Who is Running?



The "tandem". Russian president Dmitry Medvedev and Prime Minister Vladimir Putin. Will they run against each other next year? If they tell you, they will have to kill you.

Place the story on the matrix

STONY BROOK PRESS

Southampton Lawsuit Settled, But Closure is Still Far Off

By Carol Moran



Place the Story on the Matrix

TECHNOLOG on **msnbc.com**

iPhone 5 arriving by mid-October, say sources



Place the Story on the Matrix

Is default the next Greek tragedy?

Bank bloodbath



ONMoney

30 comments

10/11/11 10:00 AM ET

Washington

Place the story on the matrix

Men's health on **msnbc.com**

Testosterone takes a dip in new dads, may wire them to nurture

Researchers found men's male sex hormone fell 34 percent after men became fathers



Factor 3, Audience

What It "Needs"
vs.
What It Wants

Audience-Driven



The Importance of the Customer in Making Decisions



Audiences Dictate (That's You)

Local and National News Broadcasts Demonstrate Different Definitions

Audience-Driven?

Striking a Balance

How the Internet Redefines "News Judgment"

Power shifts from editor to consumer

Why Is it big in Newsday, buried in the Times?

A version of this article appeared in print on September 21, 2011, on page A22 of the New York edition with the headline: Pursuing Identities, Police Disclose Details About L.I. Victims.

Factor 4: Competition & Profit

Why News Media Couldn't Resist This Story



Factor 4: Competition & Profit

What is News and Who Decides? (You...sort-of)

Assignments: The News Drivers Homework



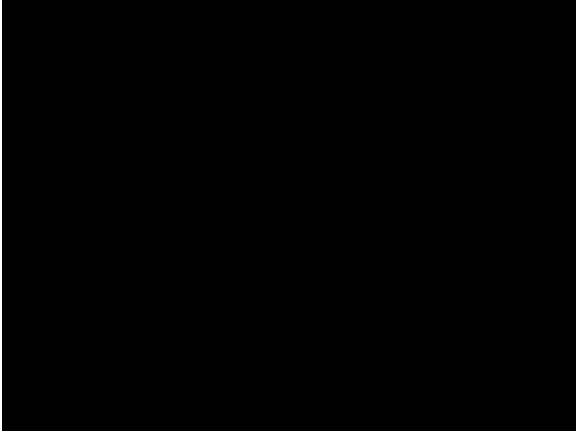
Assignments:



SLIDE SHOW OVER.

Is There Too Much Bad News?





Universal News Drivers

ThreeVillagePatch in 2011

Stony Brook Student Killed in Shirley Crash
Jeanne Rescigno, a West Sayville native, was studying journalism.
By Christine Saporito | Email the author | January 20, 2011



Proximity

The image shows a news article snippet on a black background. At the top is the title 'Universal News Drivers'. Below it is the logo for 'ThreeVillagePatch' with 'in 2011' in smaller text. The main headline is 'Stony Brook Student Killed in Shirley Crash', followed by a sub-headline 'Jeanne Rescigno, a West Sayville native, was studying journalism.' and the byline 'By Christine Saporito | Email the author | January 20, 2011'. To the right of the text is a small photograph of a brick building with a sign in front. Below the photo is the word 'Proximity'.