

LECTURERS' ALERT

~18 MINUTES OF VIDEO

 007.wmv Length: 00:01:17
 foxhours.wmv Length: 00:00:38
 foxhours2.wmv Length: 00:02:17
 Opinion Quotes.wmv Length: 00:01:16
 Santellinormal.wmv Length: 00:00:44
 Santellinuts.wmv Length: 00:01:15

 TVspectrum.wmv Length: 00:04:15
 underush.wmv Length: 00:01:15
 Sawyer.wmv Length: 00:02:39
 Geraldo1.wmv Length: 00:01:36

Lecturers, you are not seeing things, we changed the back-drop.

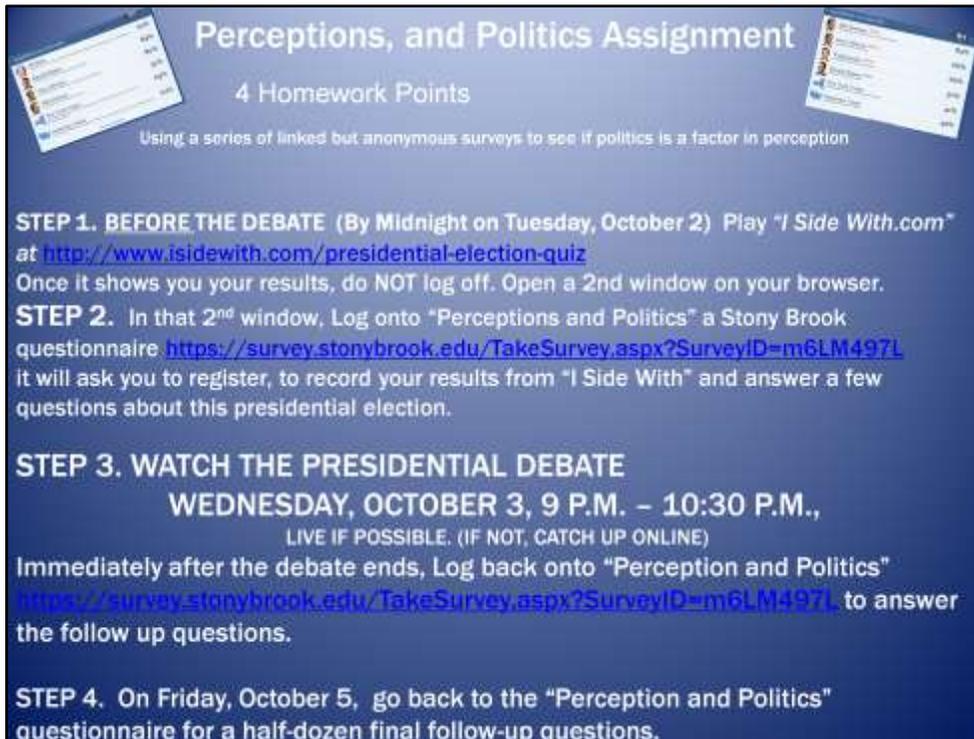


“In every culture, those who love freedom for themselves must ask how much they are willing to tolerate freedom for others.”

President of the United States at the United Nations General Assembly on Tuesday, Sept. 25, responding to riots, etc, across the Middle East over YouTube trailer for “Innocence of Muslims,” a Coptic Christian’s amateurish hatchet-job on Islam.

Lecturers: OPTIONAL SLIDE

If you wish to circle back to the themes of Mission of the American Press lecture, we captured the segment of Obama’s U.N. Speech this week, in which he talked about Madisonian freedom that protects even mis-users of their right to a free press, even when it offends



Perceptions, and Politics Assignment
4 Homework Points

Using a series of linked but anonymous surveys to see if politics is a factor in perception

STEP 1. BEFORE THE DEBATE (By Midnight on Tuesday, October 2) Play "I Side With.com" at <http://www.isidewith.com/presidential-election-quiz>
Once it shows you your results, do NOT log off. Open a 2nd window on your browser.

STEP 2. In that 2nd window, Log onto "Perceptions and Politics" a Stony Brook questionnaire <https://survey.stonybrook.edu/TakeSurvey.aspx?SurveyID=m6LM497L>
It will ask you to register, to record your results from "I Side With" and answer a few questions about this presidential election.

STEP 3. WATCH THE PRESIDENTIAL DEBATE
WEDNESDAY, OCTOBER 3, 9 P.M. – 10:30 P.M.,
LIVE IF POSSIBLE. (IF NOT, CATCH UP ONLINE)
Immediately after the debate ends, Log back onto "Perception and Politics" <https://survey.stonybrook.edu/TakeSurvey.aspx?SurveyID=m6LM497L> to answer the follow up questions.

STEP 4. On Friday, October 5, go back to the "Perception and Politics" questionnaire for a half-dozen final follow-up questions.

OPTIONAL SLIDE: Lecturers I include this in the FEED version of the slides to illustrate how we're integrating election news by doing a Pre-Post survey of students. This likely isn't peer-reviewable social science, but in the Bias lecture, we'll have some data to talk about: Does identification with one set of beliefs influence your perception of the truthfulness of candidates?

PLEASE DO NOT send your students to the online survey we are using in step #2 and #3. I'm including a copy of our questions that you can use in your campus' survey tool.



Perceptions, and Politics Assignment

All answers are confidential. You register by name each time you enter answers, so that you earn homework points for participation, but professors can't track your individual answers. The other reason you register is so that the survey software can generate data about the answers given by like-minded groups of participants.

The point is to conduct a real-time experiment to help us think about how political beliefs may or may not affect the ability of 900+ students to find reliable information about politics.

Once we've crunched the data, we'll discuss it in class and if the results are interesting, we might publish a short description of the overall data and our analysis of it.

Breaking News: Professors Make Mistakes



Correcting Something We Said Last Week

(Lecturer's Note: This is a slide I include for your future use, should you ever slip up while lecturing. Just stash it on your desktop and use in the unlikely event that you ever make an error...

Last week in lecture I misstated the point of the Seattle Times article on a Washington State methadone program. This happens from time to time and since we teach about transparency, I use a slide like this to correct the record.)

Digital Resource Center Extensions:

Whenever possible, we provide digital materials for use outside class to encourage solo work by students and accommodate a wider range of learning styles.

Extending this lecture:

1. Here is a snarky YouTube video that outlines some basic principles of critical thinking that are useful in analyzing opinions. <http://youtu.be/9BMvaftZ1A>

In using this to introduce students to the difference between opinion journalism and bloviation, you are also prepping them for what's coming next: Balance, Fairness & Bias



This slide is for instructors, not necessarily for student viewing.

While the News Literacy Digital Resource Center is under construction, we're building new materials and cataloguing existing materials. This slide is where we'll highlight materials that move lessons out of the traditional classroom.

After this lecture, students will be able to:

- 1. Identify and distinguish between journalism and its subset: opinion journalism and their illegitimate child: bloviation.**
- 2. Use specific events and examples to illustrate the value of opinion journalism.**
- 3. Use historical context to analyze the role of modern opinion journalism and the explosion of bloviation.**
- 4. Evaluate the reliability – or value – of opinion journalism and bloviation by examining the evidence offered and the logic underlying arguments being made.**

These skills relate to course outcomes 5, 4 & 2

This slide intended for instructors as a focusing tool, but can be shared with students to prime them. Each lecture will include a slide like this with specific lecture outcomes that refer to course outcomes.

Here is what the syllabus declares students will be able to do if they successfully complete the course:

1. Analyze key elements of news reports - weighing evidence, evaluating sources, noting context and transparency - to judge reliability.
2. Distinguish between journalism, opinion journalism and un-supported bloviation.
3. Identify and distinguish between news media bias and audience bias.
4. Blend personal scholarship and course materials to write forcefully about journalism standards and practices, fairness and bias, First Amendment issues and their individual Fourth Estate rights and responsibilities.
5. Use examples from each day's news to demonstrate critical thinking about civic engagement.
6. Place the impact of social media and digital technologies in their historical context.

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.



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

(Lecturer: After it runs)

V...I...A

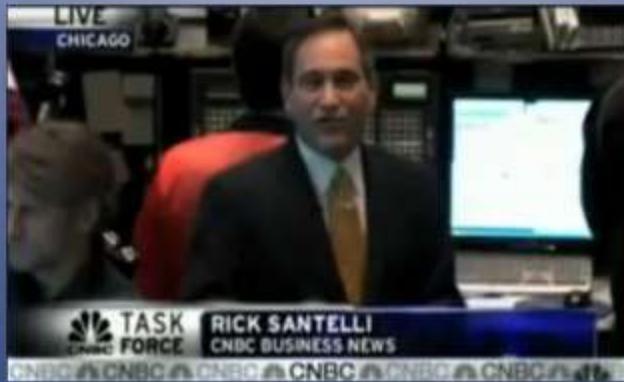
He has verified his information by reporting straight from the floor of the exchange.

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.



santellinuts.wmv

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 the founding declaration of the Tea Party movement.

But this was a huge violation of his role as a journalist. He was no longer reporting facts about trading from the Chicago Mercantile Exchange, he was using the access journalists are granted in order to argue one side of a public policy debate.

News Consumers were shown the standard 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.

ASK: Do you think it is reliable information?

ASK: Do you think it is useful?

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

The New York Times

The Opinion Pages

EDITORIAL

Mr. Romney Addresses Foreign Aid

Published: September 25, 2012

Six weeks before the election, Mitt Romney has finally made a substantive contribution to the national security debate, offering ideas about how he would handle foreign aid. For a campaign troubled by fumbles and incoherent proposals, this counts as progress. But, even here, there are details he needs to flesh out.

 FACEBOOK

 TWITTER

 GOOGLE+

 E-MAIL

 SHARE

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.

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.

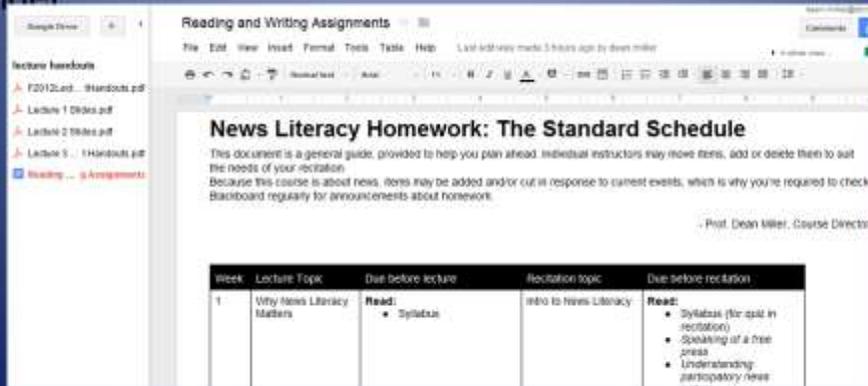


Housekeeping, Announcements & Notes

Taming Your Workload

Students have petitioned for redress of this grievance:
"Please give us more detailed notice of the work that lies ahead."

This week, we posted this chart in the "Lecture Slides" folder.



Reading and Writing Assignments

News Literacy Homework: The Standard Schedule

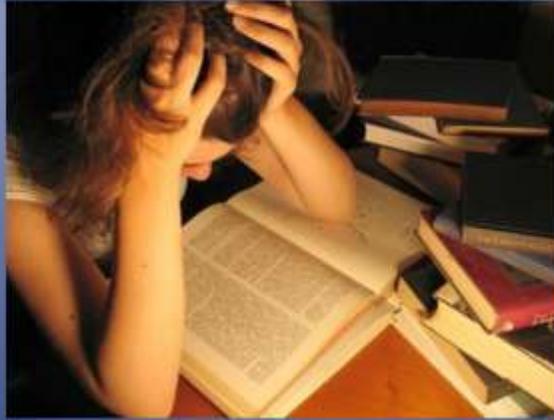
This document is a general guide, provided to help you plan ahead. Individual instructors may move items, add or delete them to suit the needs of your recitation. Because this course is about news, items may be added and/or cut in response to current events, which is why you're required to check Blackboard regularly for announcements about homework.

— Prof. Dean Miller, Course Director

Week	Lecture Topic	Due before lecture	Recitation topic	Due before recitation
1	Why News Literacy Matters	Read: <ul style="list-style-type: none">• Syllabus	Intro to News Literacy	Read: <ul style="list-style-type: none">• Syllabus (for opt in recitation)• Speaking of a free press• Understanding participatory news

The

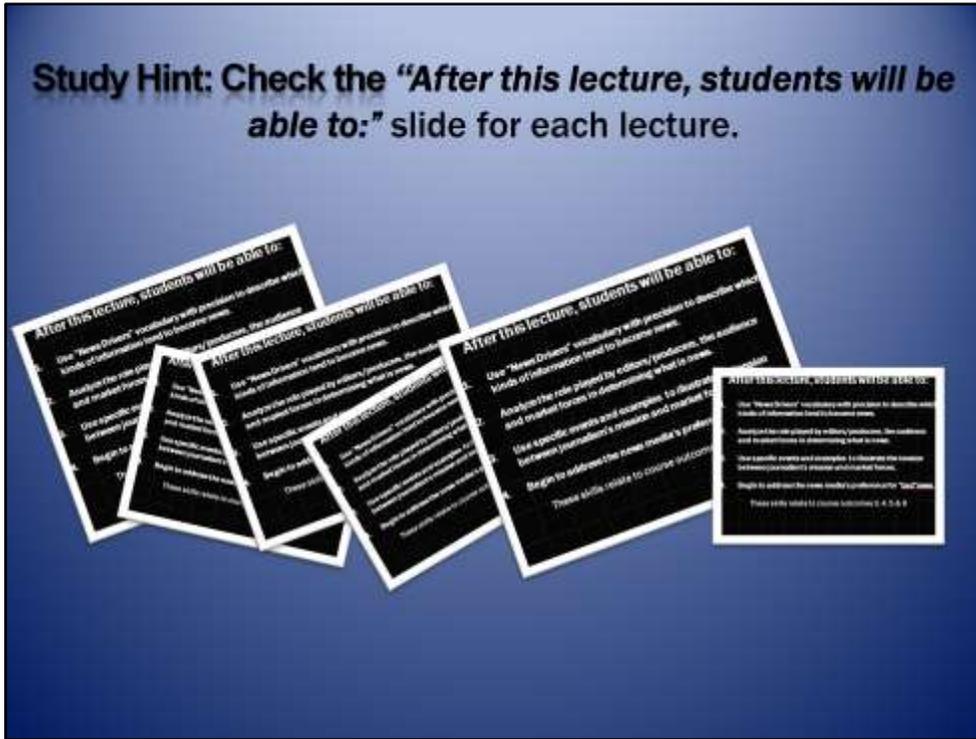
Warning: Test Ahead



10-question test on Lectures 1-6
In recitation

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.



10 questions that ask you to: compare/contrast; explain a quote or a News Literacy term; Apply a class concept to a situation or story; Label stories or people using course terms; Use details or examples from readings, lectures and from your daily news habit.

It will take at least an hour.

No multiple choice. It's a lot of writing.

The image shows a screenshot of a Facebook event page. At the top left is the Facebook logo and a search bar. The event title is "The American Presidential Debate at Stony Brook University". Below the title, it says "Public Event · By Ramy Noaman, Saad Kaif and 2 others". The date and time are "Tuesday, October 9, 2012" from "7:00pm until 9:30pm". The event is hosted by "SBU Speech and Debate Society and Malik Fraternity". The description invites students to join the debate, representing President Barack Obama and Governor Mitt Romney. It also mentions cosponsors: the Philosophy Department and Philosophy Chair Dr. Eduardo Mendietta. A map shows the location at "SAC Auditorium, Stony Brook, New York". On the left side, there are sections for "Going (36)", "Maybe (27)", and "Invited (311)", each with small profile pictures of participants.

Another opportunity to think about the election

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

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”

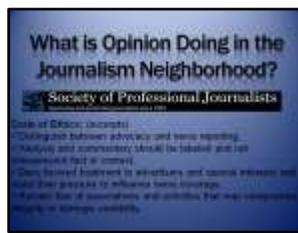
LECTURER: THESE NOTES ARE FOR AFTER VIDEO ENDS)
(USING EXACT PARALLEL WORDING/GESTURES WILL DRIVE HOME THE COMPARISON)

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.

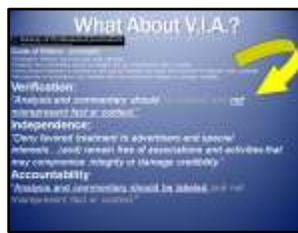
Here are some excerpts from that code:

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.



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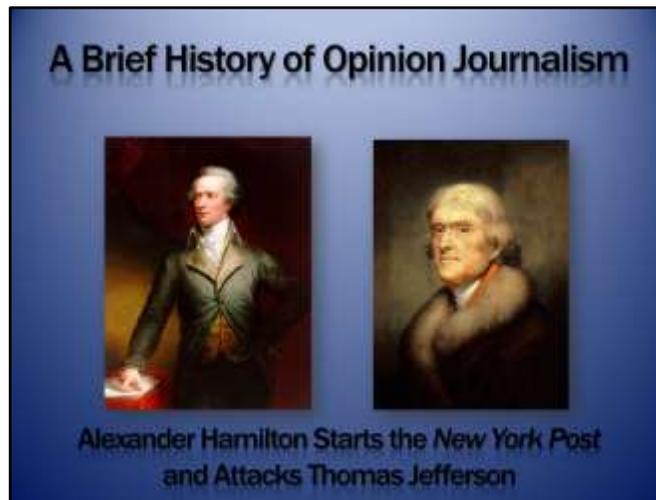
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ANIMATION: IMAGES AND TEXT FADE IN SUCCESSIVELY

The U.S. press didn't always have such a fussy code of ethics 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).



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.



Requested change: We are back to the wall with the NYT edit page. Seems this could have gone in the section where we first made this point

Suggested change: Move this to earlier in the lecture such as with Question #1 instead? I see that there really isn't any other content that goes along with the second question though.

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.



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...and Joe Klein, Time Magazine's Political Columnist, who is speaking here at Stony Brook on Dec. 6...for extra credit for News Literacy students

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

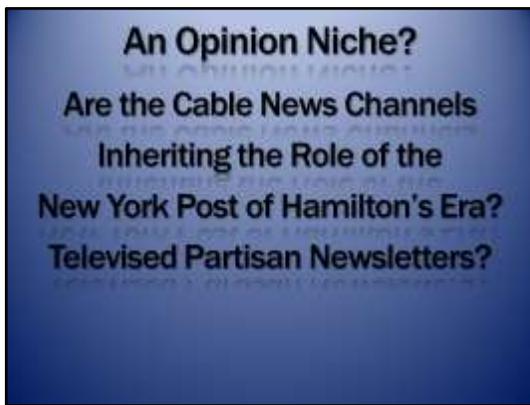
NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

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.



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.

Is Opinion Important in the News?



CNN doesn't take sides in its political coverage and is suffering because of it

CNN's coverage is being describes as "dull and rudderless". Many feel that the refusal to take sides in politics is part of the problem. With daily coverage of the National conventions from 5pm to a midnight show hosted by Piers Morgan. CNN hopes to up their ratings during this presidential election after a 40% drop in prime-time viewership over the past 4 years.

FoxNews and MSNBC have shown increases in viewership in comparison.

<http://www.latimes.com/entertainment/tv/showtracker/la-et-st-cnn-conventions-20120826,0,3943690.story>

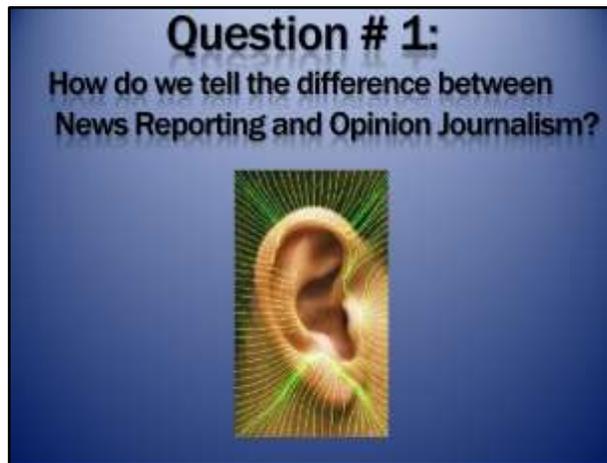


As a counterpoint to CNN's struggles, here's the example of MSNBC, whose ratings surged during its coverage of the Democratic National Convention. It might be illustrative to point out to students that, 4 years ago, Keith Olbermann lost his anchor spot on MSNBC during the RNC for criticizing Republicans' use of 9/11 video. This year, Rachel Maddow anchored MSNBC's coverage with a cohort of liberal commentators and Steve Schmidt, token conservative and former head of McCain's campaign.

<http://www.latimes.com/news/politics/la-pn-fox-msnbc-dnc-20120906,0,5314207.story>

http://www.huffingtonpost.com/2012/09/05/msnbc-primetime-ratings-win_n_1858794.html

<http://www.hollywoodreporter.com/live-feed/democratic-national-convention-coverage-michelle-obama-368125>



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)



Sawyer.mov

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

News Report or Opinion Journalism ?



And then there's This...



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?



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



(Lecturer Read Aloud from Nicholas Kristof's column)

“ I think a few things are going on. The first is that many Muslim countries lack a tradition of free speech, and see ridicule of the prophet as part of a larger narrative of the West's invading or humiliating the Islamic world. People in these countries sometimes also have an addled view of how the United States handles blasphemy.”

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 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.

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

-(2010)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 Exaggeration, Irony

Rep. Michele Bachmann's
statement on Sept. 13, 2011:

"Well, I will tell you that I had a mother last night come up to me here in Tampa, Florida, after the debate. She told me that her little daughter took that vaccine, that injection, and she suffered from mental retardation thereafter... This is a very real concern and people have to draw their own conclusions."

Wall Street Journal editorial
on September 14, 2011:

*"Mrs. Bachmann's vaccine demagoguery is another matter. After the debate the Minnesotan has been making the talk show rounds implying that HPV vaccines cause 'mental retardation' on the basis of no evidence. **This is the kind of know-nothingism** that undermines public support for vaccination altogether and leads to such public health milestones as California reporting in 2010 the highest number of whooping cough cases in 55 years. **The GOP critique of government in the age of Obama would be more credible if the party's candidates did not equate trying to save lives with tyranny.**"*

:

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.

WSJ's opinion piece: "Bachmann's Viral Politics: GOP candidates debate a cancer vaccine and a 'liberty interest.'"

<http://online.wsj.com/article/SB10001424053111904265504576568753341009300.html>

Politifact's ruling: FALSE

<http://www.politifact.com/truth-o-meter/statements/2011/sep/16/michele-bachmann/bachmann-hpv-vaccine-cause-mental-retardation/>



ASK: Do Your Mom or Dad object to you being sarcastic? Does this sound like what they mean?
Background: Glasgow has a 1 million pound plan (CityWatch) to cover Glasgow's city center with 32 closed circuit TV cameras to attempt to reduce crime and increase traffic in the area.

Here's what one writer in the Scotland Sunday Herald had to say

(Read aloud if necessary)

"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



Animation: labels appear one-by-one automatically.

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

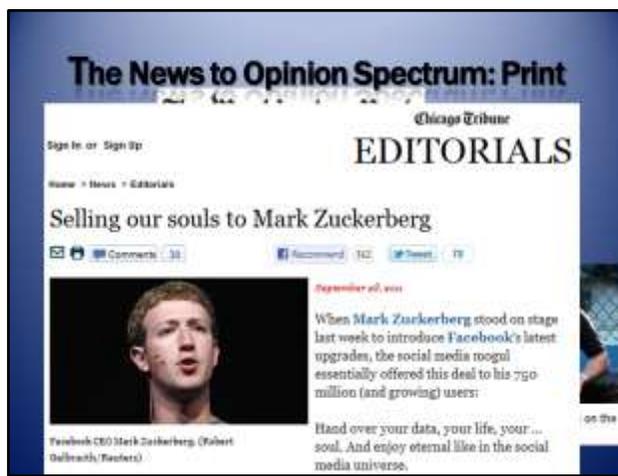
There are statistics and quotes from experts and the kind of verification that makes a news story reliable. It can seem like News Reporting.

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)

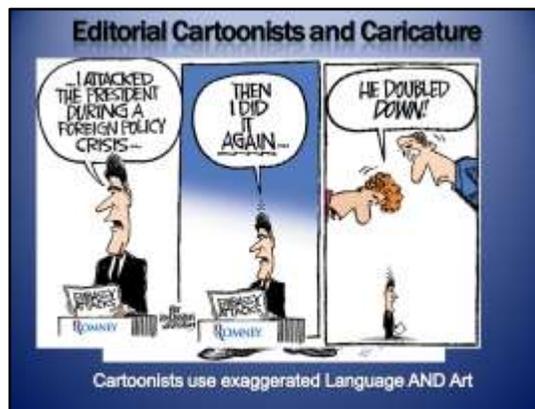
ASK: WHY WOULD AN OUTLET NOT LABEL CLEARLY?



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.

(Animation: Slide opens with the question.
One click brings up the two points)

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?

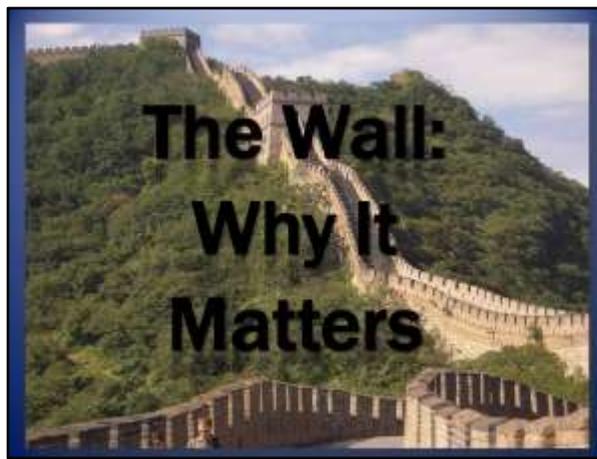
Like reporters, opinion journalists should
provide facts, using the discipline of
verification to tell the stories that help us
with the work of self-governance.

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)



A Tweet is just a little thing, 140 characters.

But in February of 2012, CNN's Senior Editor of Mideast Affairs Octavia Nasr was fired for a tweet she posted after the death of Hezbollah cleric Sayyed Mohammed Hussein Fadlallah.

"Sad to hear of the passing of Sayyed Mohammad Hussein Fadlallah.. One of Hezbollah's giants I respect a lot.." is what she wrote.

ASK: Why Was She Fired?

What principle of journalism, of being a provider of reliable information, did she harm?

She later explained that she regretted the tweet and assured viewers that she didn't support Fadlallah's life's work, only his courage in taking a different stand on women's rights. But CNN decided her credibility as an independent observer, a journalist (especially in the Middle East) was damaged. She was let go.

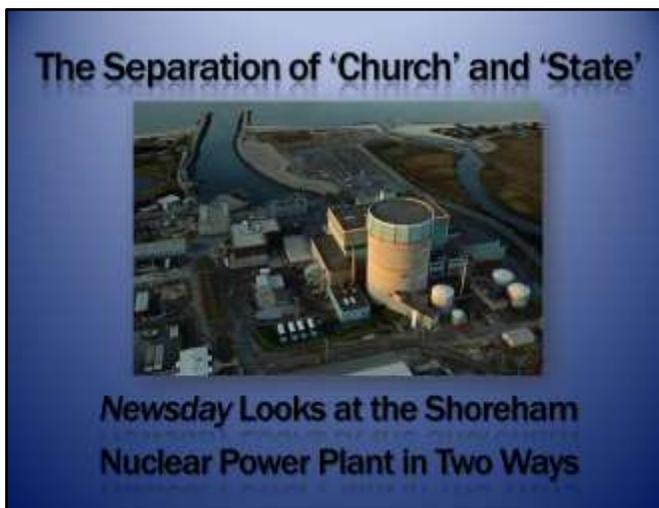


ANIMATION: IMAGE FADES IN:

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 firing of a news staffer for expressing opinions is a dramatic example.

Typically, newsrooms find a way to accommodate news consumers' need for both news reporting AND opinion journalism.

Case in point:

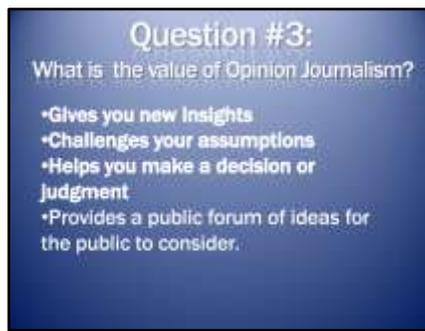
During the great debate over the Shoreham nuclear power plant the Newsday editorial page said it should be opened.

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 departments function at cross purposes?

Is that any way to run a business? Thinking about this gives you an idea why journalists are so prickly.

(footnote: The plant never opened and students and their parents are



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)



(Lecturer's note: The photo illustrates a common handsign for bullshit. It's not ASL, by the way.)

“Counterfeit Opinion Journalism” is a big phrase. We considered calling it “Bull_____” but the Dean of the Journalism School forbade it. So we provide the Sign Language translation...

When we say “Counterfeit Opinion Journalism,” which is a lotta words, we urge you to substitute whatever phrase works for you, or resort to sign language

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.

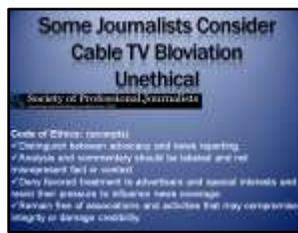
Along comes cable news, fighting for market share.

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...



Just a flashback here:

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.

Opinion Journalism or Counterfeit?



Unlike opinion journalism, which emphasizes evidence-based conclusions, Bloviation 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 the truth 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.

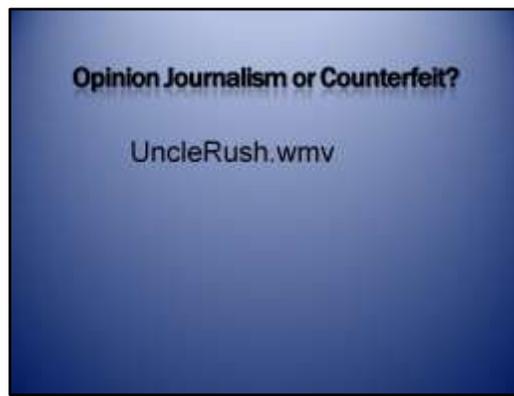
Circling back to the Geraldo commentary, what do you observe about the evidence he offers and the logic he has assembled.



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?

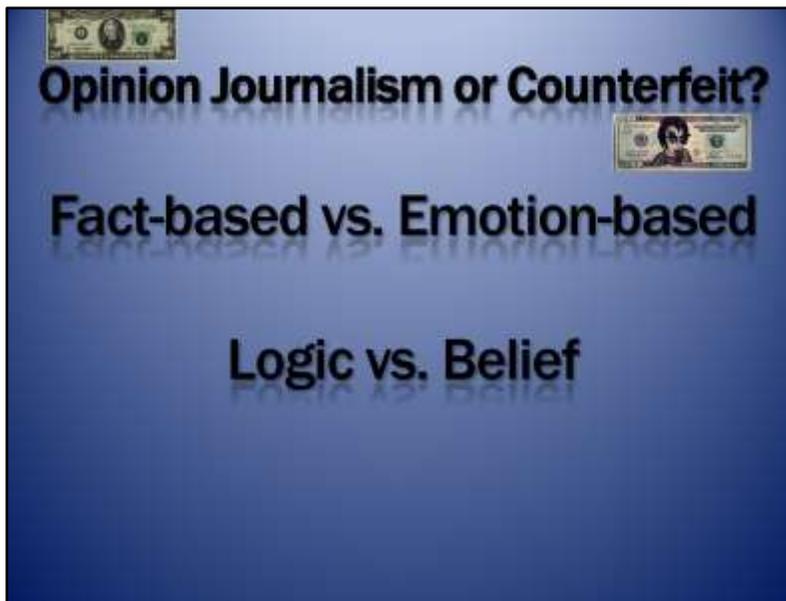


NEWS FELLOW: LINK (INSERT) VIDEO TO THIS SLIDE AND SELECT "START AUTOMATICALLY"

The reigning king of Bloviation is Rush Limbaugh, whose show is all about current events and highly entertaining. He's a fund-raiser for his causes and an ally to politicians, which sacrifices his independence. And while he has a significant research staff like The Daily Show does, 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 in the near future.



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

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)

After this lecture, students will be able to:

- 1. Identify and distinguish between journalism and its subset: opinion journalism and their illegitimate child: bloviation.**
- 2. Use specific events and examples to illustrate the value of opinion journalism.**
- 3. Use historical context to analyze the role of modern opinion journalism and the explosion of bloviation.**
- 4. Evaluate the reliability – or value – of opinion journalism and bloviation by examining the evidence offered and the logic underlying arguments being made.**

These skills relate to course outcomes 5, 4 & 2

This slide intended for instructors as a focusing tool, but can be shared with students to prime them. Each lecture will include a slide like this with specific lecture outcomes that refer to course outcomes.

Here is what the syllabus declares students will be able to do if they successfully complete the course:

1. Analyze key elements of news reports - weighing evidence, evaluating sources, noting context and transparency - to judge reliability.
2. Distinguish between journalism, opinion journalism and un-supported bloviation.
3. Identify and distinguish between news media bias and audience bias.
4. Blend personal scholarship and course materials to write forcefully about journalism standards and practices, fairness and bias, First Amendment issues and their individual Fourth Estate rights and responsibilities.
5. Use examples from each day's news to demonstrate critical thinking about civic engagement.
6. Place the impact of social media and digital technologies in their historical context.

Assignments:

1. Study for Test #1
2. View & Read material below
3. Write "News vs. Opinion" (check due date with instructor,)

Read (Watch):

Two videos on critical thinking

- <http://youtu.be/6OLPL5p0fMg>
- http://youtu.be/_9BMvafIZ1A

Read:

- Elements of Journalism:
Ch. 5 *Independence from Faction*

Write:

- News vs. Opinion

Assignments:



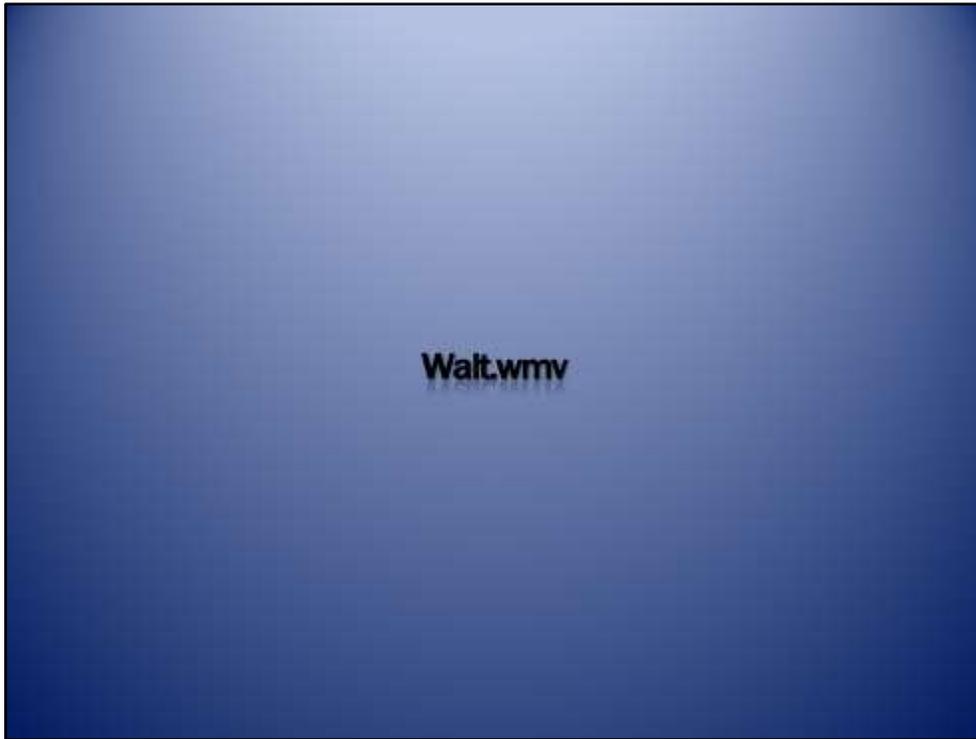
hus endeth the Lesson...



http://www.nytimes.com/2012/08/20/opinion/krugman-an-unserious-man.html?_r=1&partner=rssnyt&emc=rss

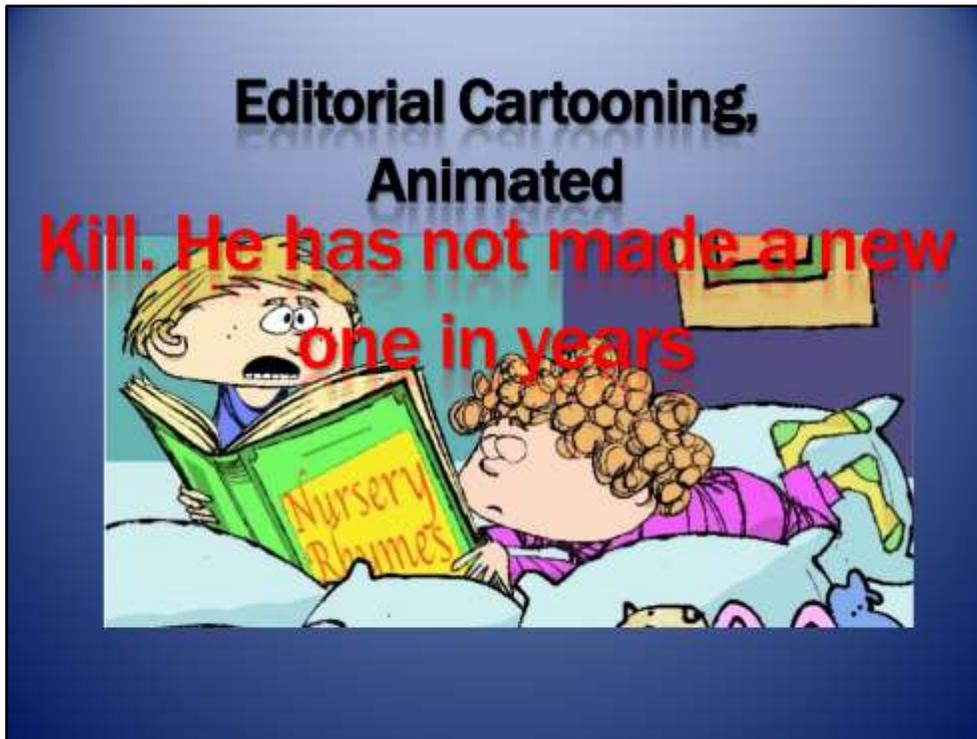
The above link leads to a Paul Krugman column in which he criticizes Republican VP candidate Paul Ryan. In the link below, Krugman explains that he provided the NY Times fact-checkers with a list of sources.

<http://krugman.blogs.nytimes.com/2012/08/21/kinds-of-wrong/>



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: 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.



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

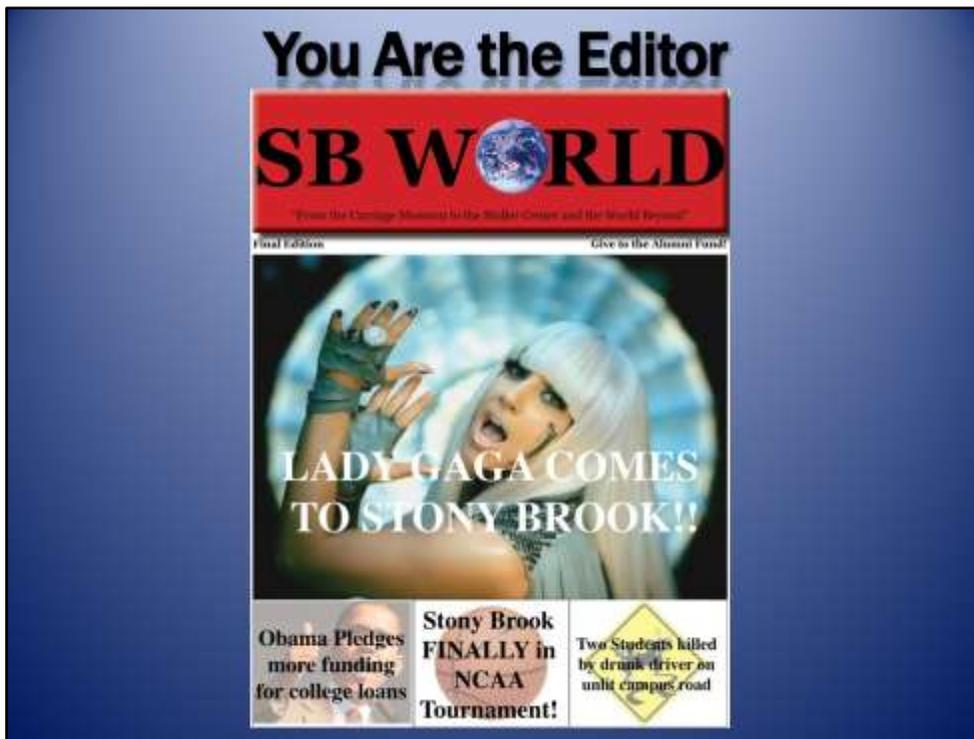
The latest journalists killed in the line of duty. A good follow-up to lecture #2, Power of Information.



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.



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

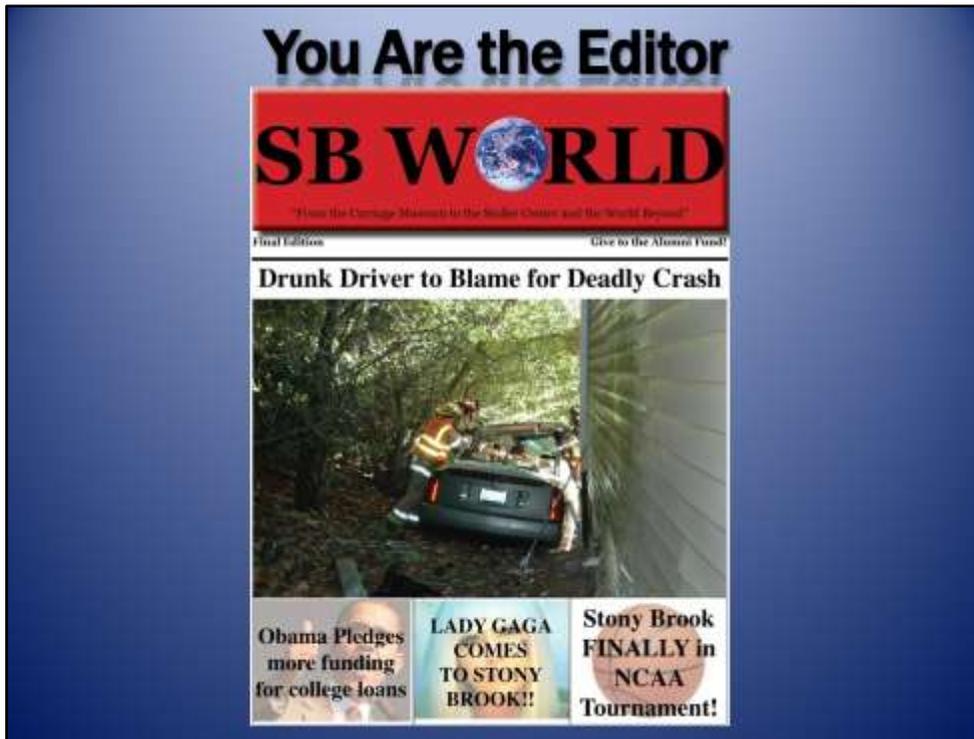


ANIMATION: IMAGE FADES IN

EXAMPLES OF STUDENTS' SB WORLD
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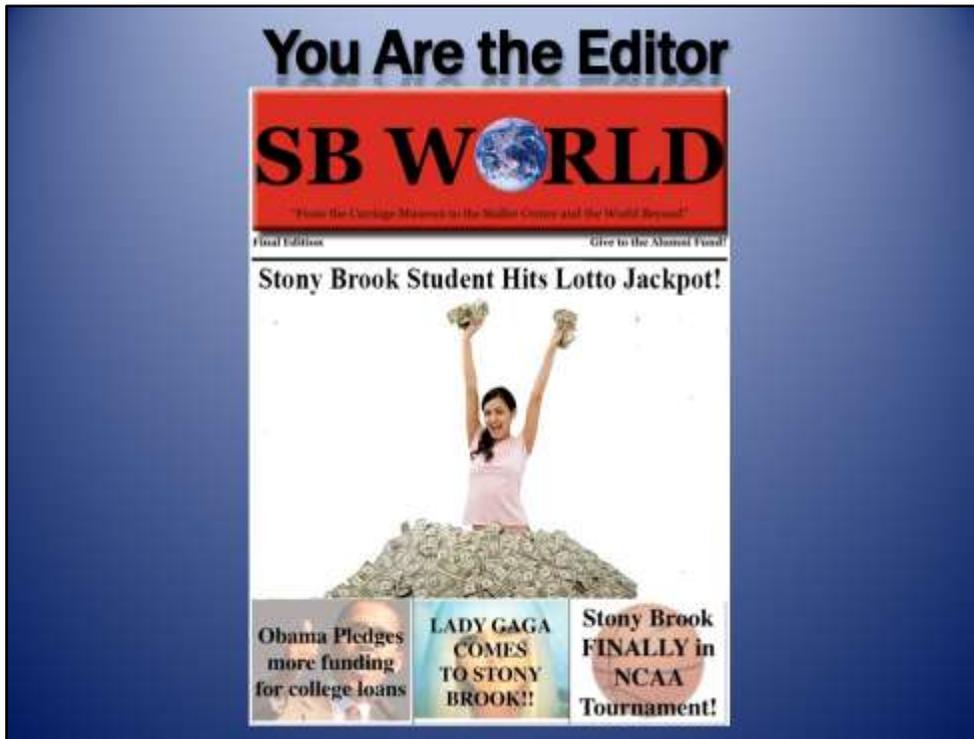


ANIMATION: IMAGE FADES IN

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

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- 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