

## Quick Guide – Lecture 3 – Know Your Neighborhood

**Leading Questions:** What is journalism? Who is a journalist?

**Neighborhoods:** Journalism, Entertainment, Promotion, Propaganda, Raw Information

**Promotion** - the marketing of goods, services and personalities designed to increase their appeal to consumers

**Publicity** - The measures, process or business of securing public notice. Information designed to enhance an image. (Subset of Promotion)

**Advertising** - Attracting attention by paying to have advertisements placed on billboards, in newspapers and broadcasts or on websites. (Subset of Promotion)

**Propaganda** - Information, ideas or rumors deliberately spread widely to help or harm a person, group, movement, institution or nation. It is often biased or misleading, in order to promote an ideology or political point of view.

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

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

**News** - Information of some public interest that is shared and subject to a journalistic process of verification.

**The Methods of Journalism – Verification, Independence, Accountability (VIA)**

**Verification** - Process that establishes or confirms the accuracy or truth of something

**Independence** - Freedom from the control, influence, or support of interested parties, coupled with a conscious effort to set aside any preexisting beliefs and a system of checks and balances.

**Accountability** - Responsible or answerable for your work.

**Who is a Journalist?**

- Primary Mission is to Inform the Public
- Employs Journalistic Methods and Values
- Makes a conscious effort to maintain independence
- Accountable: Stands behind work
- Subjects work to verification

**First Rule of News Literacy – Know Your Neighborhood**

## The Blurring of Lines

### VNR – Video News Release

#### How to Spot VNRs:

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

### News vs. Entertainment

Example – ABC’s “The Path to 9-11”

“Based on Fact”, “Inspired By a True Story,” If it has actors, if it has the word “drama” in its description, if it is produced by the entertainment division –it’s not news, it’s entertainment.

Entertainment News – Is TMZ news?

### News vs. Promotion

Exclusives – When a famous person chooses one outlet to tell a high-demand story, what happens to verification and independence?

Example - NFL news from NFL.com

Blogging - “...some bloggers have posted information from Wal-Mart, at times word for word, without revealing where it came from.”

Reliable bloggers give their name, credentials and affiliations

Bloggers vs. Consumer Reports

- Is There a Journalistic Rationale for the Story?
- Are You Getting Independent, verified, Information?
- Look for a byline or sign-off

### News vs. Promotion-PR

- Is There a Journalistic Rationale for the Story?
- Look for the phrases “press release” or “PR.”

### News vs Promotion-Publicity

- Who paid to organize the event?
- Are you getting independent information from multiple sources, or only self-interested information?
- Look for the phrase “press release”

### News vs. Propoganda

Example - Armstrong Williams

- Is the message one-sided?
- Does it manipulate emotions?
- Is it coming from an independent messenger?

### One story – Many Neighborhoods

Example – Gulf Oil Spill

### Who is a journalist?

Sarah Palin? George Stephanopoulos? Julian Assange?  
Glenn Beck? Arianna Huffington?

Jon Stewart?