

STONY BROOK UNIVERSITY School of Journalism • News Literacy "News Literacy and Why It's Important"

What is News



and Who Decides?

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Morningjoe.wmv

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News Matters

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News Matters

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Just back from Tahrir Square Foreign Correspondent Iason Athanasiadis

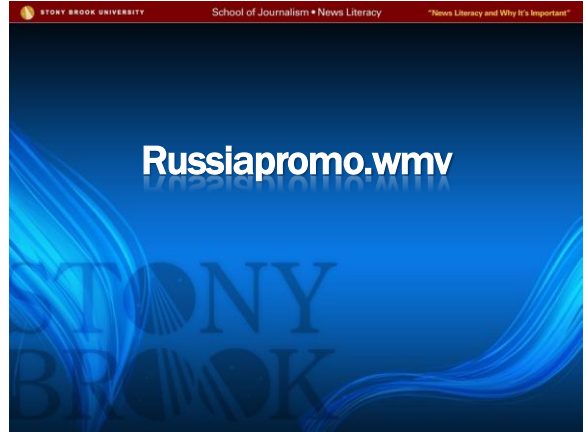


Wednesday, March 2, 2011 7:30pm
SAC Auditorium
Two Points Extra Credit for Attendance

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TEST REMINDER

- You will have a test in week 6
- Chuck Norris took the test. He wrote "violence" for every answer. He scored 100, because Chuck Norris solves EVERY problem with Violence.
- Don't be like Chuck. You won't get his grades.



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Definitions of News



Health Care SS School
Jingles SS Retirement New Shoes
Jokes Mow Lawn Wash Clothes
Fly Roof SS Clean House TV Program
Parents Job Brother in Law SS Gas
Husband Boyfriend Mammogram
Nurse Book Insurance Car Payment
SS Grades Septic Tank Vet Bills?

News is What's On Society's Mind

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Definitions of News



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

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Definitions of News



MAIL FOR NYA
UH, THANKS ...
SINEMOUR BRING THAT IN THESE AND OPEN IT! MAYBE THAT LAZY TERK FEINBERG MANAGED TO GET HIS EDITORIAL CARTOON IN ON TIME

I MEAN, RED HOLOGRAPHIST ABOUT TO BREAK EVERYTHING HAPPENING AT ONCE, AM I SUPPOSED TO HANDLE THINGS BY MYSELF?

UH THIS PART'S SOME JOURNAL

"DEAD DOGS IN ALLEY THIS MORNING TIRE TREAD ON BUST STOMACH"

News is What an Editor Thinks is News

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Definitions of News



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

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Definitions of News



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


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Definitions of News



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Definitions of News



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

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Definitions of News



News is What "We" think is fit and proper

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Definitions of News



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

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Four Factors That Determine News

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

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Factor 1: Universal News Drivers

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

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Universal News Drivers



Cuomo's Proposed Budget Calls for More Cuts to SUNY
David O'Connor | Feb 07, 2011 | Comments 0



Importance

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Universal News Drivers

The Washington Times
Gadhafi blames al Qaeda for uprising in Libya



Timeliness

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Universal News Drivers

Local Scoutmaster receives coveted Cross & Flame Award



BRAXTON CITIZENS' NEWS

Devoted to Braxton County -- Responsive to its citizens' needs


Proximity

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Universal News Drivers

ThreeVillagePatch with 31"
Covering Stony Brook, Old Field, the Getalukts, Poquott and Stony Brook University

Stony Brook Student Killed in Shirley Crash
Jeanine Rescigno, a West Sayville native, was studying journalism.
By Christine Sampson | Email the author | January 25, 2011




Proximity

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Universal News Drivers

BBC NEWS ASIA-PACIFIC 22 February 2011 Last updated at 06:56 ET
New Zealand earthquake: 65 dead in Christchurch




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Universal News Drivers

Quake.wmv

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Universal News Drivers



Prominence

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Universal News Drivers

THE HUFFINGTON POST
FEBRUARY 12, 2011

Wisconsin Assembly Pushes Anti-Union Bill Forward; Police Pursue Fleeing Senators



AP/The Huffington Post | TODD RICHMOND and SCOTT BAUER | First Posted: 02/04/11 08:13 AM | Updated: 02/04/11 12:36 PM

Conflict

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Universal News Drivers

Duck Teaches Disabled Boy To Walk

REUTERS



Human Interest

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Duckboy.wmv

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Universal News Drivers



Human³ Interest

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Universal News Drivers

STONY BROOK INDEPENDENT

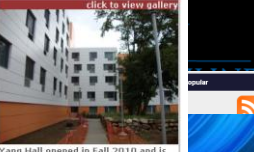
Home | about | contact | events | join us | links | search

New Dorm Ch-Ch-Ch-Changes: Stony Brook Edition

Posted on 21 April 2011
By Carol Moran

News | Campus News | Campus Life
Submitted by Joann Fan on Thu, 02/09/2011 - 22:22
By Joann Fan

Winston Churchill once said, "There is nothing wrong with change, if it is in the right direction." Whether or not these changes are in the right direction is up to you, but here are 10 things to look out for while you acquaint (or reacquaint) yourself with the campus.



Two new residence halls, Yang and Lauterbur, are now open and operational.

Change

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Universal News Drivers

The Washington Post

Breast-cancer study questions lymph node removal

By Rob Stein
Wednesday, February 9, 2011



Change

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Universal News Drivers

The New York Times N.Y. / Region

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPIN

At a Food Co-op, a Discordant Thought: Nannies Covering Shifts

By ANEMONA HARTOCOLLIS and JULIET UNDERMAN
Published: February 17, 2011

(Ir)Relevance

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Universal News Drivers

THE STATESMAN
Cuomo's Proposed Budget Calls for More Cuts to SUNY
David O'Connor | Feb 07, 2011 | Comments 0

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Ch-Ch-Ch-Changes: Stony Brook Edition
News | Campus News | Campus Life
By Jason Fan

Relevance

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THE HUFFINGTON POST
Darth Vader Robs Bank: Setauket Chase Bank Robbed By Star Wars Character (PHOTOS)
First Posted: 07-22-10 00:34 PM | Updated: 07-22-10 07:08 PM



Unusualness

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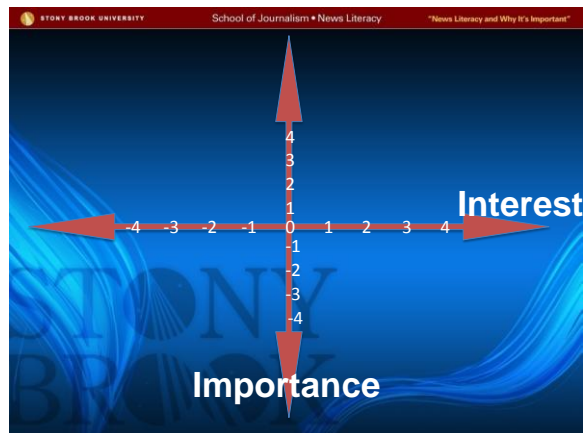
Factor 2: Editorial Judgment



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

Place Each Story on the Matrix



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Place the Story on the Matrix

Anthony's debut is highest-rated Knicks game on MSG since Jordan's return in '95

By The Associated Press (CP) - 23 hours ago



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Place the Story on the Matrix

The New York Times Business Day

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS

Gen...
By ANDR...
Published...
The Fo...
to appl...
eat - s...



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Place the Story on the Matrix

CNN World

Report: Libyan aircraft crashes after troops refuse bombing orders

February 23, 2011 | By the CNN Wire Staff

Share | Mixx | Twitter | Email



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Place the Story on the Matrix

CNNMoney.com

Oil briefly hits \$100 - highest since 2008

Crude Oil




Click the chart for more oil and commodity prices.

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Universal News Drivers

GIZMODO 75 comments, Feb 20, 2011 1:00 PM



SCIENCE
HIV As You've Never Seen It Before

Like 131

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Aids.wmv

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Factor 3, Audience

What It "Needs"
vs.
What It Wants

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Audience-Driven

The Economist: "The awakening" - A SPECIAL WRITING ON THE ARAB WORLD BY FETTER HUSSAIN

People: "NEW DAD CLAY AIKEN" "YES, I'M GAY" "EXCLUSIVE! HOW THEY SURVIVED" "PEOPLE'S PLEAS: TEACH US HOW THEY SURVIVED"

The Importance of the Customer in Making Decisions

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Audiences Dictate (That's You)

DANA TYLER

abc HD

ON THE BRINK

Local and National News Broadcasts

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worldnews.wmv

STONY BROOK UNIVERSITY School of Journalism • News Literacy "News Literacy and Why It's Important"

Eyeon.wmv

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Audience-Driven?

DAILY NEWS: "Cynical, surly, snide, arrogant and dodging every crucial question..."

Herald American: "Californian felled by strychnine-laced dose" "FEAR 2d TYLENOL"

NEW YORK POST: "SURRENDER MONKEYS" "WATER ON MARS - AMAZING PHOTOS"

Authorities caution against public hysteria Page 3

What is Sensationalism?

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How the Internet Redefines "News Judgment"

Friday, February 25, 2011

Most Popular Movies »

Most popular movies among NYTimes.com readers.

1. Of Gods and Men
2. Hall Pass
3. Unknown
4. Black Swan
5. I Am Number Four
6. Even the Rain
7. Heartbeats
8. The King's Speech
9. Vanishing on 7th Street
10. Big Mommas: Like Father, Like Son

Power s... consumer

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Why News Media Couldn't Resist This Story

Factor 4: Competition & Profit

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

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Assignments: The News Drivers Homework

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Assignments:

- Media Debates Chapter 10 and News Drivers Homework**
 Cue: Cue #10
 Must be uploaded through SubAssignment prior to your class meeting. Your instructor may require a hard copy.
- You Be the Editor**
 Cue: Cue #11
 Inside this folder you will find:
 1. A "budget" in that of course the editors go over at a news meeting in order to decide what should or shouldn't run in the front page.
 2. A mock front page of the "Stony Brook Victor," a newspaper that you and your classmates will be working on in rotation.
 3. You may wish to bring more photos, images or illustrations to use in your mock-up.
 Print out our scenarios, bring them copies to class. Read the budget before you get to class.
 As an editor, you will be making some tough choices about what goes on the front page and you'll have to explain to your colleagues why you made those choices. Prepare to back up your picks.
- What is Good News? Homework**
 Cue: Cue #12
 This must be uploaded through SubAssignment prior to L8 meeting time. Instructor may require a hard copy.

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Is There Too Much Bad News?

