



(Animation: This is animated to be a mad jumble of fading in and out iconic images, intended to run while students are filing in and getting settled. It keeps repeating automatically until you click, which brings up the next slide.)



(Animation: The jumble automatically fades, leaving the hackneyed phrase.)

A picture can be an essential tool in your intellectual search for reliable information.

The very same picture can arouse strong emotions that overwhelm your intellect.

Today we explore that irony and direct your attention to the power of visual journalism, which is the work of photographers and videographers and their behind-the-scenes partners: photo editors and tv producers who approve, select and trim the images before you see them.

Today, we think about the power of images to inform and to manipulate and how you as a news consumer can find reliable images and make sense of the visual culture in which we live.



ASK: What's this photo? Does it illustrate or does it manipulate?

In lecture 4, we discussed the process by which editors decide what to publish or broadcast: interest vs. importance, News Drivers, Market vs. Mission.

The discussion starts with whether to use the photo at all, knowing it would offend the sensibilities of some readers and even potentially identify the jumpers. Would it amplify their families' pain, or alert their communities to come to the aid and comfort of the grieving?

And if it was to be published, How to present it? Remember we talked about proportionality, about tone and weight...Does it belong on the front page or an inside page? Should it run large or small?

That was the debate in American newsrooms on September 11, 2001: did this image have the power to illustrate accurately the choices people faced in the Twin Towers that day? Or would it merely titillate and enrage?

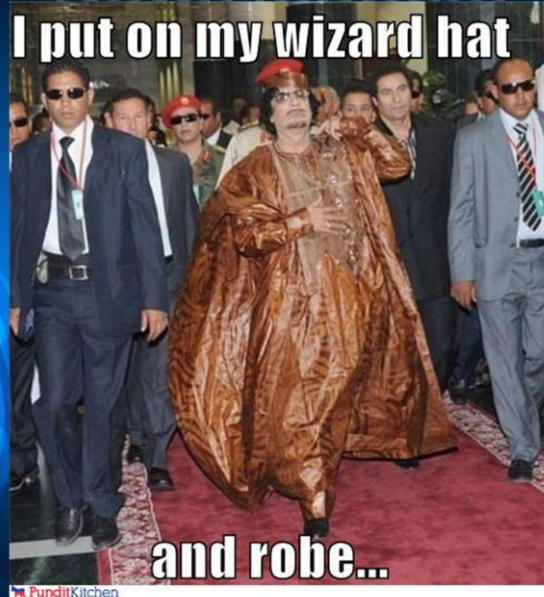
Today we explore that irony, push you to reflect on the power of visual journalism and alert you to the special challenges and potential visual journalism offers you as a news consumer, particularly with television and video news.

(history: Alerted by cell phone, AP photographer Richard Drew left a fashion week assignment in midtown Manhattan to race downtown, where he and rescue workers watched as the North Tower burned and people began jumping out of the burning building. His photo, taken at 9:41:15 a.m according to digital image metadata . The Associated Press, the world's biggest news organization, supplies photos electronically and sent this one out shortly after it was taken. Around the world, newspaper staff began debating which photos to use. This one is probably the most controversial of the thousands of digital photos of 9/11.The subject of the image — whose identity remains uncertain, was one of hundreds of people trapped on the upper floors of the skyscraper who apparently chose to jump rather than die from the fire and smoke. In other photographs, by the way, it is evident that he is tumbling through the air, not serenely dropping.)

Housekeeping



News Matters





STONY BROOK UNIVERSITY JUNIOR YASEEN ELDIK WINS PRESTIGIOUS TRUMAN SCHOLARSHIP

Psychology/ Sociology Major from Kings Park is Stony Brook University's First Truman Scholar

STONY BROOK, N.Y., April 4, 2011—Yaseen Eldik, a Stony Brook University student from Kings Park, has been named a 2011 Truman Scholar. This prestigious award is given each year by the Harry S. Truman Scholarship Foundation to college juniors with “exceptional leadership potential who are committed to careers in government, nonprofit or advocacy sectors, education or elsewhere in the public service and to provide them with financial support for graduate study, leadership training and fellowship with other students who are committed to making a difference through public service.”

"The Truman award speaks to Yaseen's numerous and wide-ranging accomplishments and to his commitment to being an agent of change," said Samuel L. Stanley, Jr., M.D., President of Stony Brook University, who invited Yaseen to his office presumably to congratulate him in person as a Truman Scholar finalist, which in itself is a high honor. Dr. Stanley then surprised Yaseen by bringing him into a room filled with his family and mentors, and told him that, "It's obviously great for Stony Brook that Yaseen is a Truman Scholar finalist and that's fantastic, but actually something even better than being a finalist is being one of the winners, so Yaseen, allow me to congratulate you."

The Truman Scholarship will provide Eldik up to \$30,000 for graduate study toward a public service-related degree following his graduation from Stony Brook University in 2012. Eldik hopes to use the assistance from the Truman foundation to pursue a joint degree in Law and Public Policy. "While the JD will provide fundamental understanding of laws governing civil rights, the Masters in Public Policy will give me the quantitative analytical tools that will enable me to develop and implement social policy," notes Eldik. "My ultimate goal is to be someone who not only practices law but shapes it."

Ultimately, Eldik hopes to become an attorney for the U.S. Department of Justice, focusing on promoting tolerance and defending the civil rights of those affected by discrimination.

Each year hundreds of college juniors compete for roughly 60 awards. The rigorous selection process requires that good candidates have a strong record of public service, as well as a policy proposal that addresses a particular issue in society. Firmly rooted in President Truman's belief that education promotes the general welfare of our country, the Truman Scholarship remains committed to encouraging future "change-agents" of America. Many of those chosen as scholars go on to serve in public office, as public defenders, leaders of non-profit organizations and educators.

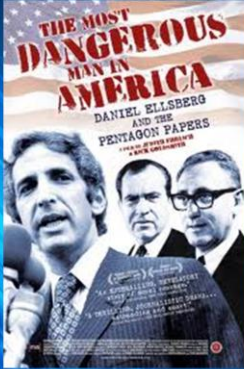
Truman Scholars Leadership Week, held at William Jewell College in Liberty, Missouri, introduces new Scholars to the services provided by the Foundation and the many pathways to public service. Scholars participate in seminars and workshops with distinguished Truman alumni and other public service leaders. Immediately after college graduation, scholars have the opportunity to participate in a ten-week Summer Institute in Washington, DC. The Foundation arranges internships with government agencies and nonprofit organizations, seminars and workshops, meetings with Washington policymakers and Truman alumni, and opportunities for community building among Scholars. After Summer Institute, Scholars may elect to stay on in Washington, DC for a full year in the Truman Fellows Program. Scholars are placed in public service jobs – most with the federal government – while participating in a graduate level public policy course, mentoring opportunities, and a community service program.

http://commcgi.cc.stonybrook.edu/am2/publish/General_University_News_2/Stony_Brook_University_Junior_Yaseen_Eldik_Wins_Prestigious_Truman_Scholarship.shtml



(Animation: Hourglass automatically dissolves)

Daniel Ellsberg Pentagon Papers Leaker



A block of free tickets will be reserved for News Literacy students.

To earn credit, students can write a paper about Ellsberg's talk.

To double that credit, students can attend the talk AND watch "*The Most Dangerous Man in America*" and write about both.



April 26, 8 p.m. SAC Aud

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

My Life As...

An Investigative Reporter and Author: Scott Higham '82

Monday, May 2, 7:30 p.m., Javits



Our next My Life As speaker is Scott Higham, a 1982 graduate of Stony Brook whose latest book dissects spectacular news media mistakes in the reporting on the death of congressional intern Chandra Levy. His day job is investigative reporter at The Washington Post.

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Change Your Home Page

The screenshot shows the NPR website interface. At the top, there is a navigation bar with the NPR logo and a search box. Below the navigation bar, there are several news articles. The main article on the left is titled "Yemeni Security Forces Open Fire On Protesters" and features a photograph of protesters. To the right of this article are two smaller articles: "Military Panel To Try Alleged Sept. 11 Mastermind" and "Radioactive Water To Be Released From Japan Plant". Further right, there is a section for "SHOTS" and a Facebook follow button. At the bottom, there is a "more news" section with a list of headlines.

home news arts & life music programs ▾ listen ▾ HOURLY NEWS

npr FIND A STATION SEARCH

Yemeni Security Forces Open Fire On Protesters
 As many as a dozen people were killed when police and plainclothes gunmen shot into crowds of Yemenis marching through the southern city of Taiz. The violence further stoked a nearly 2-month-old uprising against President Ali Abdullah Saleh.

Military Panel To Try Alleged Sept. 11 Mastermind
 Khalid Sheikh Mohammed will be tried before a panel at Guantanamo Bay, sources told NPR.

Radioactive Water To Be Released From Japan Plant
 TEPCO says the release is necessary to bring the plant's nuclear reactors fully under control.

Obama Lets Supporters Make Case For Re-Election
 The president's video hit key states and demographic groups vital to winning a second term.

more news

- In Libya's West, Gadhafi Reasserts Control
- After W. Va. Mine Blast, Confusion Impeded Search

from npr's health blog

SHOTS

follow npr on facebook
 Like 1,595,526 people like this

most popular

Viewed Recommended

1. First Listen: Panda Bear, Tomlinson

At this point in the semester, we base the weekly news quiz on a new outlet: NPR

Test #2

In recitation, week after Spring Break

Same format as Test #1:
10 questions
1 hour
100 points possible.

Two questions will be drawn from
"The Message Machine" reading,
which you'll be allowed to bring to
the test...and you can use it to
illustrate other test answers.



(Animation: Hourglass automatically dissolves)

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Short, Required Video

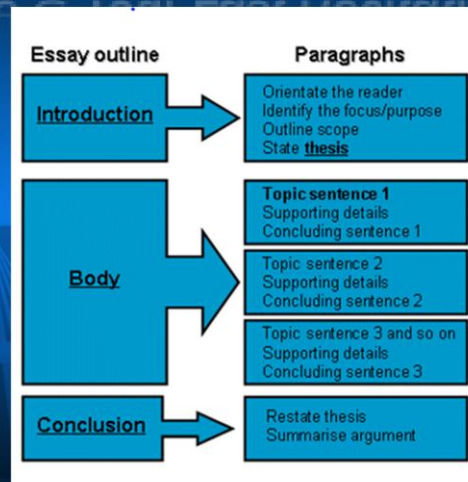
This week, you must go to Blackboard and watch
"TV News By The Numbers"



A 25-minute video/slideshow that accompanies this lecture
You will be tested on this material

Here's where you tell students that after lecture, they need to go to Blackboard to watch **"TV News By The Numbers,"** a 25-minute extension of this lecture. It covers some of the economic aspects of TV that news consumers need to understand.

A Persuasive Letter Due @ Your Last Recitation



We'll hand out the prompt in a week or so. For now, it would benefit you to review the lessons from Writing 101 and to budget time to write a scholarship-winning essay. Because, as Professor Miller will tiresomely repeat and repeat: "There is no such thing as good writing. Only good rewriting." (Twain)



ASK:

Who would print a description of the bodies falling?

Who would print a photo?

Who would run Video?

Why is each one different?

(Insert Examples, such as: The decision for editors at Newsday was how and where to publish it. Newsday decided to publish it the entire length of the page inside the paper. The New York Times ran it on page 7. Two thousand miles away, Idaho Falls, Idaho newspaper published it as one of several images in a photo essay/photo page inside the paper. Distant papers like *Fort Worth Star-Telegram*, *Memphis Commercial Appeal* and *The Denver Post* were criticized for accused of exploiting the man's death, stealing his dignity, turning tragedy into what sociologists call "the pornography of violence." those who advocated running the photo thought it captured the story by telling of the decisions that people had to make that day of whether to jump, fall or wait. Australian theologian Mark Thompson (Moore Theological College, Sydney) calls it the most powerful image of despair at the beginning of the twenty-first century.)

Journalistic judgment and ethical decisions are not limited to words, but to photos and video, as well.

Today, we think about the power of images to inform and to manipulate...and we begin looking at the work of photographers and videographers and their behind-the-scenes partners: photo editors and tv producers who judge, select and trim news photos and decide how to present them to you.



(Lecturer: remember you need to move briskly through this next run of stills)

Our current fascination with each new Web tool or app obscures this fact: We are a culture in thrall to images, not words.

While the internet has passed radio and print as Americans' source of news, it still trails television, that most visual of all news mediums.

You may recall this from the first-week readings about the Pew Center's study: 78 percent of Americans watch local and national news, compared to 61 percent who rely on internet news outlets.

Visual journalism dominates newspapers and news magazines, too.

Researchers at the Poynter Institute, using eye-tracking technology, have repeatedly shown that the first place your eye goes on a page is the biggest photo.

Then the little caption that gives people's names and other non-evident facts, then the eye moves on to next biggest photo, then the headlines, and last of all to the text of the article...

Adding even a tiny mugshot beside a story increases the number of readers by 30%...

And when newspaper readers' memories are tested, they retained far more facts and figures if those data are presented in a graphic or chart than if presented in a paragraph (or six) of plain text.

Here's a fact we'll circle back to...A story without strong visual elements rarely if ever makes it on the air...so if TV is your only news source, what news might you be missing?

We've assembled a slide show to drive home the power of images by reminding you how much of history you remember in pictures instead of words.

The AP's Joe Rosenthal took this iconic photo in 1945 of the American flag being raised on the island of Iwo Jima by American soldiers in World War II. This image was and still is a symbol of American determination and victory in World War II.

(There has always been some controversy because while Joe did not set up the photo, he did not think that he captured the image on film so he asked the soldiers to recreate the scene. However, the original photo was the one that was published, not the recreated photo.)



Holocaust Survivors



Civil Rights Protest in Birmingham, Bill Hudson, 1963

James Meredith's Welcome to Mississippi by Jack Thornell, Associated Press, 1966

Civil rights demonstrator attacked by a police dog on May 3, 1963, in Birmingham, Alabama. Images like this helped the rest of the country see what was happening in the South.— Associated Press



Kent State University (Four Students Killed by National Guard Bullets), by John Filo, 1970

– Anti-Vietnam war sentiment was very strong across the United States in 1970. At Kent State University in Ohio, National Guardsmen opened fire on students and shot and killed four students. Here Mary Ann Vecchio, 14, leans over the body of Jeffrey Miller of Plainview and screams in horror. Photographer was John Filo, a Journalism student at Kent State. He won the Pulitzer Prize for this shot.

(If it's a journalist-heavy class. Opportune time to talk about "*F:8 and be there.*")



The **Space Shuttle *Challenger* disaster** occurred on January 28, 1986, 73 seconds into its flight, leading to the deaths of its seven crew members off the coast of central Florida. Many viewed the launch live due to the presence on the crew of Christa McAuliffe, first member of the Teacher in Space project. : one study reported that 85 percent of Americans surveyed had heard the news within an hour of the accident.



Tiananmen Square Standoff, Stuart Franklin, 1989

Tiananmen Square Standoff by Stuart Franklin, 1989

A democracy movement was building in Beijing in 1989 and thousands of young people had camped in Tiananmen Square opposite the Forbidden City. After several days of protests, the Chinese government moved in soldiers and tanks to crush the gathering. Estimates are that up to 800 people were killed. This photo from the roof of a nearby hotel, shows one lone Chinese man stopping a line of tanks heading for the square. The photo was published all over the world as a sign of how a single person can make a difference. No one knows what happened to the man. The photo is still very controversial in China and has NEVER been published there.

Tiananmen 'Tank Man' photo was made available on Google China in January (2010) when Google was protesting cyber spy attacks and web censorship.

It was the first time the photo had been available on the web in China.

China blocks Web content it deems politically objectionable in a vast censorship system dubbed the "Great Firewall of China."



Abu Ghraib Prison, 2003

This photograph of an Iraqi prisoner being held captive by the US Military at Abu Ghraib Prison in Iraq was one of dozens to surface in the spring of 2004 when CBS News' 60 Minutes II broadcast a report on the mistreatment of Iraqi prisoners of war. Images such as this ignited a firestorm of outrage around the world and fueled anti-war sentiment in the United States.



Images like these, broadcast and published at the same time U.S. officials were saying all was going well after the Hurricane, galvanized an outpouring of private donations for rescue and recovery.



The Obama Fist Bump, 2009

Taking the stage to accept his party's nomination for President, Barack Obama fist-bumps his wife.

On the June 6 edition of Fox News' America's Pulse, host E.D. Hill introduced an upcoming discussion by saying "*A fist bump? A pound? A terrorist fist jab? The gesture everyone seems to interpret differently.*"



Pelican, Gulf of Mexico, 2010

According to an October report by Audubon: To calculate the estimated loss, scientists will try to understand what proportion of the actual death toll the collected birds represent. For the *Exxon Valdez* spill, they estimated that the collected dead birds represented somewhere between 10 and 30 percent of the actual number of birds killed. If those numbers held true for the Deepwater Horizon, the estimate would be somewhere between 7,000 and 23,000 birds killed, but the methods and terrain are different in each case.



Time Magazine, July 29, 2010

“Our cover image this week is powerful, shocking and disturbing. It is a portrait of Aisha, a shy 18-year-old Afghan woman who was sentenced by a Taliban commander to have her nose and ears cut off for fleeing her abusive in-laws. Aisha posed for the picture and says she wants the world to see the effect a Taliban resurgence would have on the women of Afghanistan, many of whom have flourished in the past few years. Her picture is accompanied by a powerful story by our own Aryn Baker on how Afghan women have embraced the freedoms that have come from the defeat of the Taliban — and how they fear a Taliban revival. “

Read more:

<http://www.time.com/time/world/article/0,8599,2007269,00.html#ixzz14R5Bm000>

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The Ethics of Photojournalism



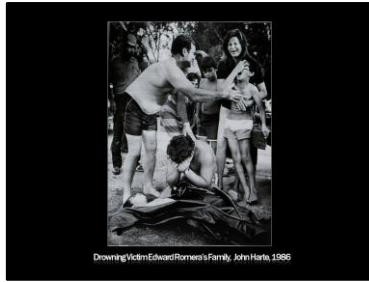
Graphic Photos Prompt Difficult Decisions

Transition slide:

As mentioned in the beginning of this lecture, we have already discussed the process by which editors decide what to publish or broadcast: interest vs. importance...News Drivers....Market vs. Mission

Some photos are harder than others.

Warning:
Some of the Following Images are Disturbing



Drowning Victim Edward Romero's Family, John Harte, 1986

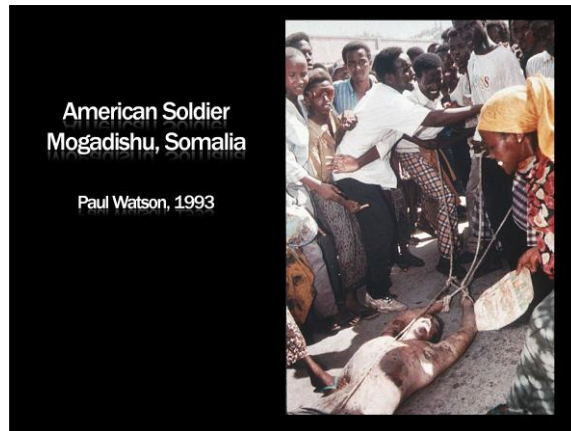
In 1986, the editors of the Bakersfield Californian, an 80,000-circulation newspaper ran this photo on an inside page and received 500 letters, 400 phone calls, 80 subscription cancellations, and one bomb threat. It shows a family's grief upon seeing 5-year-old Edward Romera in a body bag.

Photographer John Harte ducked the outstretched arms and objections of a deputy to snap it from about 5 feet away. The managing editor, Robert Bentley, ran the picture on an inside page. Another young boy had drowned on the same day. The swimming area was dangerous spot and the photo would be hard to ignore. In response to the storm, the editor apologized and declared it a mistake.

But not all readers objected. As one letter said, *"...my own 21/2-year-old son drowned. . . . If maybe just one parent saw that picture of the grieving family and drowning victim and has taken more precautions around pool and beach areas because of it, then that picture may have saved another child's life."*

A subsequent report said in the 2 months prior to the boy's death, 14 people had drowned. In the month following the controversy, 2 drowned.

"The newspaper and the photographer had to take the wrath of an angry readership who either did not want to be faced with a real tragedy of life or they sincerely were concerned about the rights to privacy for the Romero family. Whatever the rationale, lives were probably saved by the newspaper's coverage."-PhotoJournalism: An ethical approach, by Paul Martin Lester, 1999

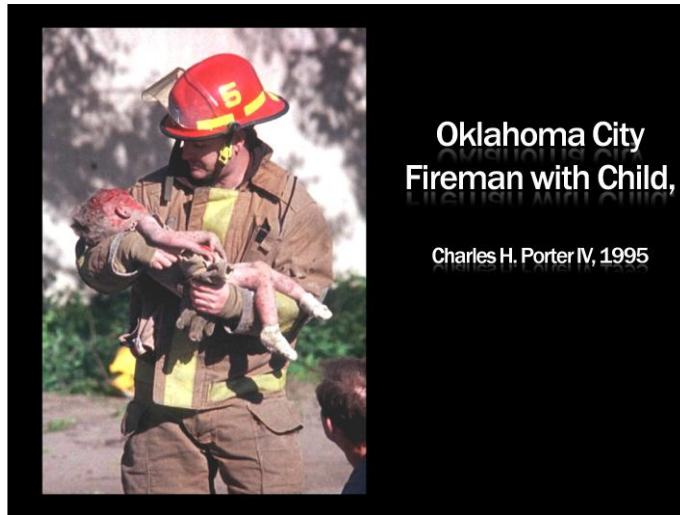


1993, a dead American soldier is dragged through the streets of Mogadishu. Public opinion swiftly turned against the peace-keeping mission there and President Clinton immediately cancelled the mission and US troops quickly withdrew from Somalia.

Here is a photo that influenced public opinion and policy, did offend sensibilities and normal standards (showing graphic violence or dead bodies).

Did soldier's parents know of his death at the time – or were they learning about on the nightly news? To what extent should journalists care about these issues?

The standard rule is that news outlets are not to release names or photos until the military has notified next of kin.



Oklahoma City Fireman and Child by Charles H. Porter IV, 1995

- 1995 BOMBING OF Oklahoma City Federal Building was bombed. 168 killed and many more injured.
- Most papers published this photo of an Oklahoma City fireman carrying a badly injured baby.
- Newsday policy was not to publish photos of dead people. The newspaper determined that when the photo was taken, the baby was alive. The child later died.
- Much discussion among the editors about whether to publish the photo and if so where. It was published on Page One.



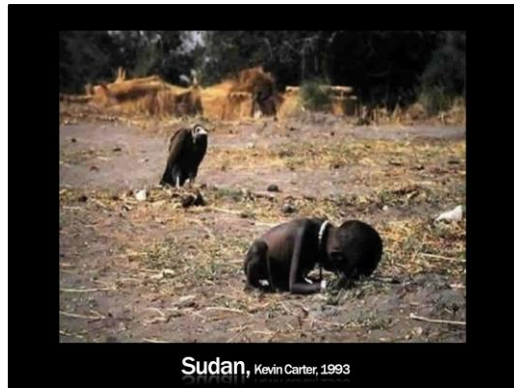
Children Fleeing an American Napalm Strike, Nick Ut, 1972

– Vietnam war produced thousands of strong and graphic images.

– This picture taken June 8, 1972 by AP photographer Nick Ut shows children running in horror after being burned by US napalm bombs.

The controversy about this image was the fact that the young girl, 9-year-old Kim Phuc (“Fook”) is naked, clothes burned off.

(Years later the girl and the photographer met and have remained friends until this day. They did a book together. She feels that the photo did a great deal to show the tragedy of war.)



Sudan, Kevin Carter, 1993

– Photographer Kevin Carter was covering the famine and hunger in the Sudan in 1993 when he saw this child crawling toward a feeding station. In the background is a vulture.

He said that he waited about 20 minutes, hoping that the vulture would spread its wings. It didn't. Carter snapped the haunting photograph and chased the vulture away . However, he also came under heavy criticism for just photographing — and not helping — the little girl:

The St. Petersburg Times in Florida said this of Carter: "The man adjusting his lens to take just the right frame of her suffering, might just as well be a predator, another vulture on the scene."

The photograph was sold to *The New York Times* where it appeared for the first time on March 26, 1993. Practically overnight hundreds of people contacted the newspaper to ask whether the child had survived, leading the newspaper to run a special editor's note saying the girl had enough strength to walk away from the vulture, but that her ultimate fate was unknown.



On 27 July 1994 , about three months after winning the Pulitzer Prize for photography, Carter drove to an area where he used to play as a child, and took his own life by taping one end of a hose to his pickup truck's exhaust pipe and running the other end to the passenger-side window. He died of CO poisoning at the age of 33. According to Time Magazine, portions of Carter's suicide note read:

"I am depressed ... without phone ... money for rent ... money for child support ... money for debts ... money!!! ... I am haunted by the vivid memories of killings and corpses and anger and pain ... of starving or wounded children, of trigger-happy madmen, often police, of killer executioners...I have gone to join Ken if I am that lucky."

A Bosnian Rape Victim's Suicide

1990s



Newsday ran this photo of a rape victim's suicide with Roy Gutman's accounts of atrocities in Bosnia. This, and the stories of rape being used as a weapon in the civil war, contributed to the public pressure for America to intercede.

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Manipulation of Photos



Dead Soldiers, moved, at Gettysburg, Timothy O'Sullivan, 1863

The first news photographs from war were taken during the American Civil War.

Researchers digging into photo archives found multiple arrangements of the same scenes, indicating bodies had been moved for dramatic effect.

In this battlefield scene at Gettysburg, bodies were moved to fill the frame.



Prof. Rick Hornik at Stony Brook wrung this admission from the New York Times, whose reporter moved live bodies instead of dead ones.

From: **rick hornik** <richardhornik@gmail.com>

Date: Thu, Oct 7, 2010 at 4:15 PM

Subject: Fwd: Staged photographs

To the Public Editor (New York Times)

On page C32 of today's paper, the photograph of a MOMA exhibition has three perfectly placed individuals gazing at the art. As a former editor at Time, the composition strikes me as too-good-to-be-true to be accidental. Does the Times have a policy on staged photographs?

Richard Hornik

Mr. Hornik:

Thank you for writing us and bringing this to our attention. I wanted to bring your attention to the Editor's Note on A2 of today's paper, which confirms that the photo you alerted us to was a staged photo and that staged photos are against Times policy.

The link below is to view the Editor's Note on The Times Web site.

<http://www.nytimes.com/2010/10/07/pageoneplus/corrections.html>

Once again, thanks for bringing this to our attention. It is greatly appreciated.

Best,

Joseph Burgess

Office of the Public Editor

The New York Times

The prohibition on posed photos is nearly universal. Here's the **National Press Photographers Association's language, in part:**

Code of Ethics: http://www.nppa.org/professional_development/business_practices/ethics.html

July 10, 2004

Photojournalists and those who manage visual news productions are accountable for upholding the following standards in their daily work:

1. Be accurate and comprehensive in the representation of subjects.

2. Resist being manipulated by staged photo opportunities.

3. Be complete and provide context when photographing or recording subjects. Avoid stereotyping individuals and groups. Recognize and work to avoid presenting one's own biases in the work.

5. While photographing subjects do not intentionally contribute to, alter, or seek to alter or influence events.



Transparency, in the case of doctored photos, means carefully labelling a picture. What does the term “Photo Composite” mean? In this case, all these famous women, who NEVER posed together, are all on the same page.



What does the term “Photo Illustration” mean?

In this case it means Oprah Winfrey’s head on the body of Dancer Ann-Margaret’s body.

Photos Found in Libya Show Abuses Under Qaddafi



Photographs at a police station in Zawiyah, Libya, depicted dead people and scenes of torture.

Moses Suman for The New York Times

By DAVID D. KIRKPATRICK and C. J. CHIVERS

Published: April 5, 2011

Caption

Credit

Just to make sure you have the terminology...

Here's the caption. (highlighted in yellow.)

Here's the credit. (highlighted in red)

That's where you watch for the weasel words like: "enhancement, manipulation, composite, illustration."

Look at Photos and Captions Carefully

- Check Photo Credits
- Check Photo Captions
- Note: File footage, photo archive
- Look for these words:
 - "Photo enhancement"
 - "Digital photo manipulation"
 - "Photo composite/ illustration"

In the era of digital imagery, it is often misleading to take a photograph, particularly an unusual one, at face value. Make certain to:

- Check photo credits -Check photo captions
- Note designations File Footage, Photo Archive

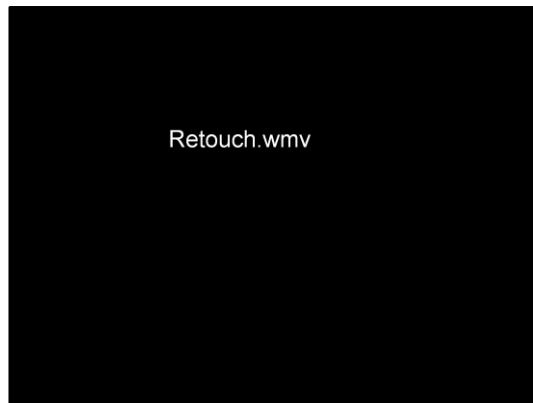
Be on guard if you see:

- Photo enhancement
- Photo illustration
- Digital photo manipulation
- Photo composite



The advent of digital technology has made an array of sophisticated techniques available to alter the photographic record, and therefore to alter reality—often quite convincingly. The CBS Morning News offered this overview. Take a look.

CBS VIDEO (Roughly 8 minutes...and worth it)



News Fellow: Please insert CBS-Photo-Retouch.wmv here)

CBS VIDEO (7:32)



News photos have an undeniable, enormous power to stick in our memories, to verify and even bear witness to events...

Pause

Then there are news images on steroids...MOVING images...With Sound.

The 1937 crash of the Hindenburg, an experimental aircraft, was broadcast live on radio.

At the same time, it was filmed.

We start with just the radio report and then bring in the film reel.

It was never broadcast in this way, but we use this as a dramatic example of the power of sound married to moving images.

Note the difference when you see what you are hearing.



"It (the World Wide Web) is going to be important...but it's certainly not going to be like the first time somebody saw a television...It's not going to be that profound."

– Steve Jobs, Wired Magazine, February 1996

Hindenburg.wmv

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

Runtime 52 seconds

(This is the same clip as from lecture 1)

Was Steve Jobs right? Imagine you're living in Nebraska and it's the first time you have seen and heard a movie of real, and traumatic, events that occurred far away.

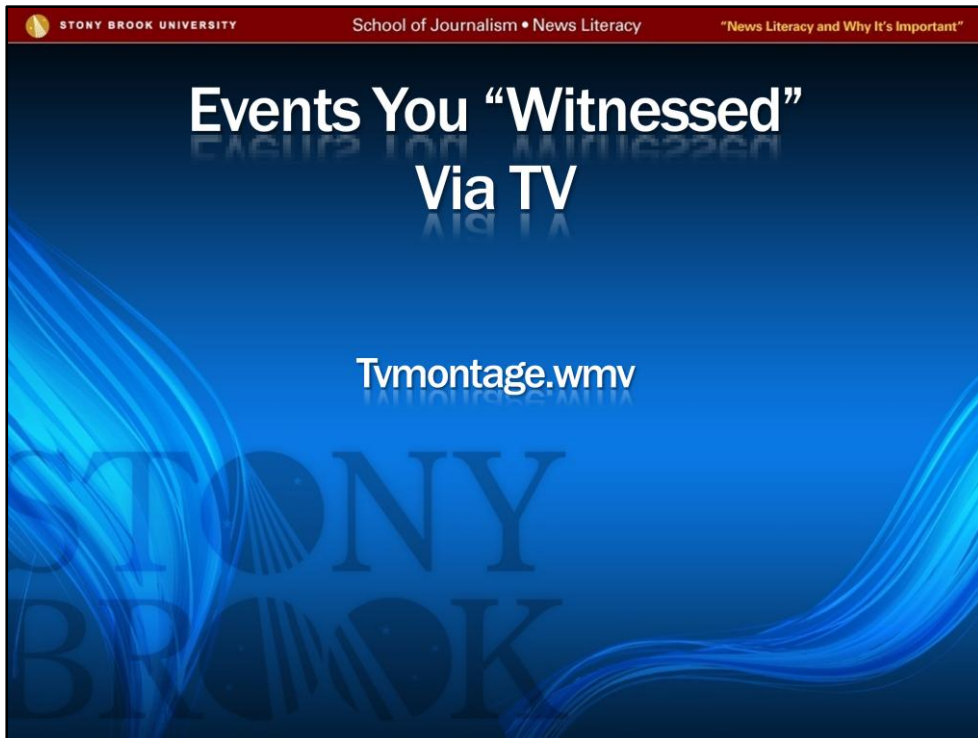


The Power of Video



TV Makes You an Eyewitness to Important Events in Real Time

By 1947, Philo Farnsworth's invention, the radio wave transmission of film, was being broadcast from a little studio above Grand Central Terminal.



TV Makes You an Eyewitness to Important Events in Real Times:

Montage runs 1:41



Here’s a case where Americans perhaps first noted the new power of moving images with sound: TV.

During the 1960 Presidential campaign, people who listened to the debate on radio reported they thought Richard M. Nixon won the 1960 debate against his younger opponent, John F. Kennedy.

But those who watched the debate thought Nixon looked sweaty and ill-at-ease, while Kennedy appeared confident and vigorous.

Appearance and “likeability” suddenly mattered, although we later learned that in addition to working on his tan before the event, Kennedy accepted make-up, while Nixon refused it.

Ironically, Kennedy looked vibrant and strong, but had chronic back problems, for which he was heavily medicated.

And Nixon...narrowly missed going to jail after he finally won the White House.

Suddenly, this added layer of content appeared to be more than a novelty. It could change the course of history.



Nixondebate.wmv

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

runtime 20 seconds



Here's the iconic photo taken by Jeff Widener of the Associate Press during the pro-democracy protests in Tiananmen Square in 1989. Tell me about that man. Tell me about the person driving the tank.

Beginning April 15 of a year in which several communist governments in Europe would fall, students and intellectuals used mostly non-violent methods to call the protests occurred in the year that was to see the of communist governments in Eastern Europe. The movement lasted seven weeks. Premier Li Peng, a hardline conservative, declared martial law May 20 and on June 4, tanks and troops using live fire moved into the streets of Beijing to clear Tiananmen Square and the surrounding areas of protestors. The exact number of civilian deaths is not known, though estimates range as high as 3,000. Foreign press were expelled and banned and there was a crackdown on dissidents. The story was not added to official histories for 25 years.

- Tankman.wmv

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

Runtime 1:13

Video of that same moment. How does this change your view of the soldier driving the tank?

Of the man blocking the tank?



We started the semester talking about the primal human need for information that alerts, diverts and connects us.

Here's CBS News' Steve Hartman demonstrating how powerfully TV can connect us to someone we've never met.



Next SLIDE LAUNCHES STORY ABOUT HOOP PLAYER WHO IS AUTISTIC

Basketball.wmv

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

Runtime 2:54

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TV Verifies Powerfully



Seeing is Believing

Here's a painful example of how devastatingly vivid TV can be in documenting/verifying the truth.

-During the Democratic Presidential Primary campaign last year, Candidate Hillary Clinton's repeated assertions that she came under gunfire years when visiting Bosnia as First Lady prompted CBS News to conduct a reality check

HillaryBosnia.wmv

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

Runtime 2:12

That's evidence that is hard to argue with.



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

(lecturer: The video is a very slickly-produced Onion video about how the CIA invented Facebook as a cheap way to get people to give away all their private/secret information)

ASK:

How many of you think this is phony?

How many of you think it's real?

Why did you conclude that? (See if you can bring out the power of slick graphics, sound, etc)

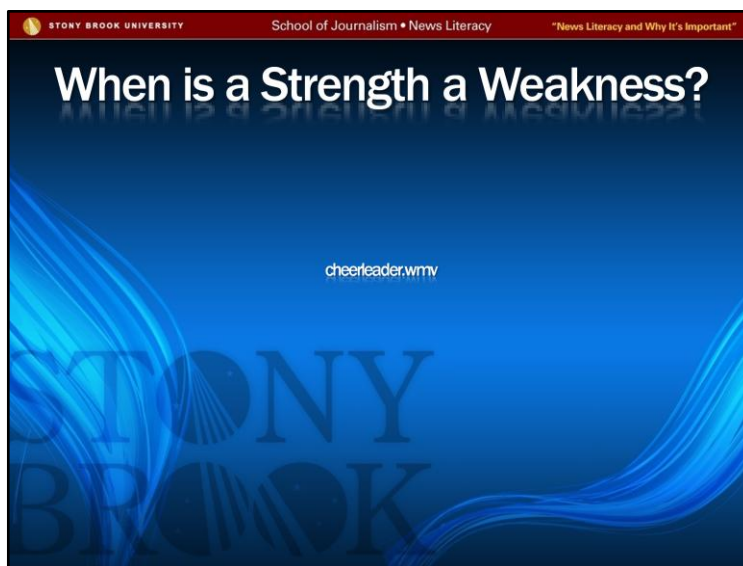
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Can TV's Strength Be A Weakness?



The image displays three screenshots from a news broadcast. The top-left screenshot shows two female anchors on a news set. The top-right screenshot shows a hand holding a syringe, with an "INSIDE edition" logo in the bottom left corner. The bottom-center screenshot shows a man and a woman on a street, with a red banner at the bottom that reads "DYSTONIA" and a "16" logo in the bottom right corner.

(Lecturer: give a limited set-up to increase odds students won't notice how weak the reporting is.)



(News Fellow insert FluShotCheerleader video here.)

Runtime 2:24

(After the video)

The image is unforgettable, a pretty young woman unable to speak well or even to walk.

You feel sympathy. You are alerted to the potential risk of a flu shot...

And maybe you don't notice they never spoke to an authoritative and informed-about-her-case medical professional. Or that it was the Seasonal and not H1N1 flu shot she got. (YouTube headline mis-stated that)

In fact, several months later the reporter followed up and surprised her driving, walking, talking, but claiming the flu shot was now making her speak with an English accent...Whether she's a fraud or not, several doctors have examined the evidence and concluded this cannot have been caused by a shot.



Television, by its very nature is NOT an information environment.

When you pick up reputable newspapers, weekly newsmagazines, or browse major news websites, you are ALREADY IN the News neighborhood.

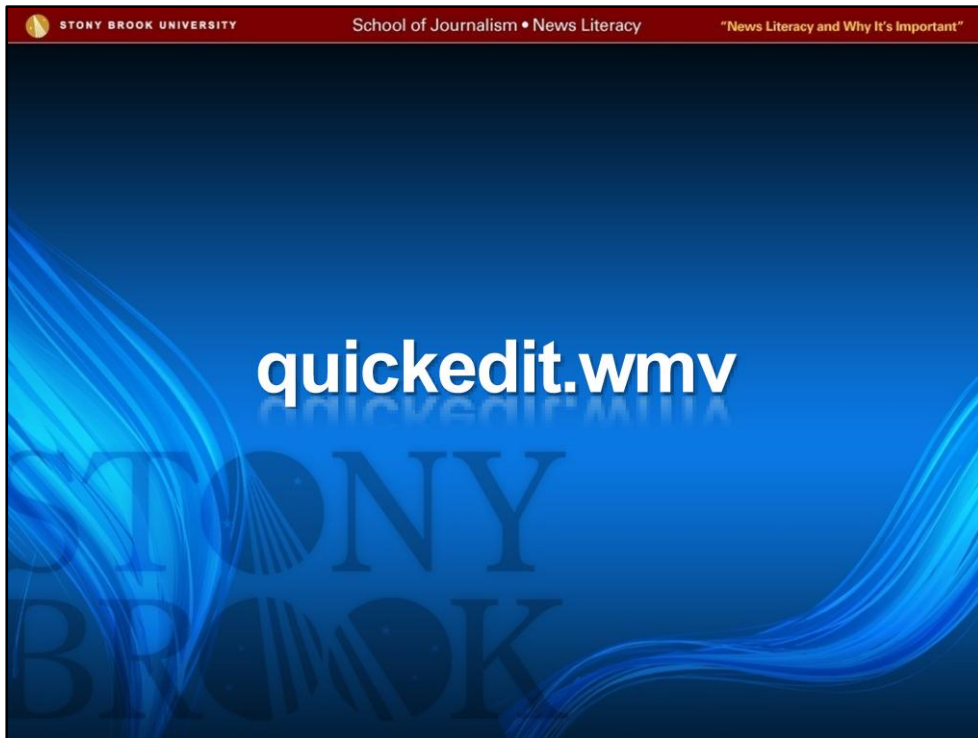
NOT SO when you turn on the TV. You are almost always in the Promotion or Entertainment neighborhoods.



News Producers, seeing what gets used in reality and other entertainment programming that wraps around the news, sometimes can't resist using these entertainment-program techniques in news shows.

- Scary details; loaded words
- Dramatic Music
- Quick Cuts
- Sound Effects
- Flashy or Gratuitous Graphics

What do you think, is this an appropriate way to edit this report on the shootings in Binghamton?
(Click to run the "BAM, BAM, BAM, BAM" editing example.)



(News Fellow insert video here.)



Ask: What is the risk when TV News adopts TV Drama editing effects like that?

Is it misleading, untruthful, disrespectful?

Did it make you watch?



Presentation: Tone, Weight Reflect Interesting-to-Importance Scale



Entertainment Techniques Target Valuable Audience Share

What about this next story?

Here is FOX News' Andrea Day with a report on Counterfeit Goods. Pay attention to presentation as well as to the evidence and sourcing. We'll discuss it.

(Runtime 3:31)



(News Fellow Insert style.wmv here)

AFTER IT RUNS

ASK: Is this a reliable report? Why or Why Not?

What might you conclude from this?

(While it is garish and over-produced, the basic reporting is reliable and the techniques are used less to obscure poor reporting than to hold the interest of younger viewers.)

ASK: Whose fault is it that such techniques are used?

So...what do you think about the
BAM!BAM!BAM!BAM! Editing now?



Poll students to see if they know about the Supreme Court WalMart case.

ASK:

What's the issue?

How many plaintiffs?

How much money?

(With 1.5million potential plaintiffs, it is the largest class-action suit in history and if the Court rules against Wal-Mart, the payout will be Billions. For now, the court is deciding whether all 1.5 million current and past female Wal-Mart employees can join in a class-action lawsuit over pay discrimination.)

Why have they heard so little about it?

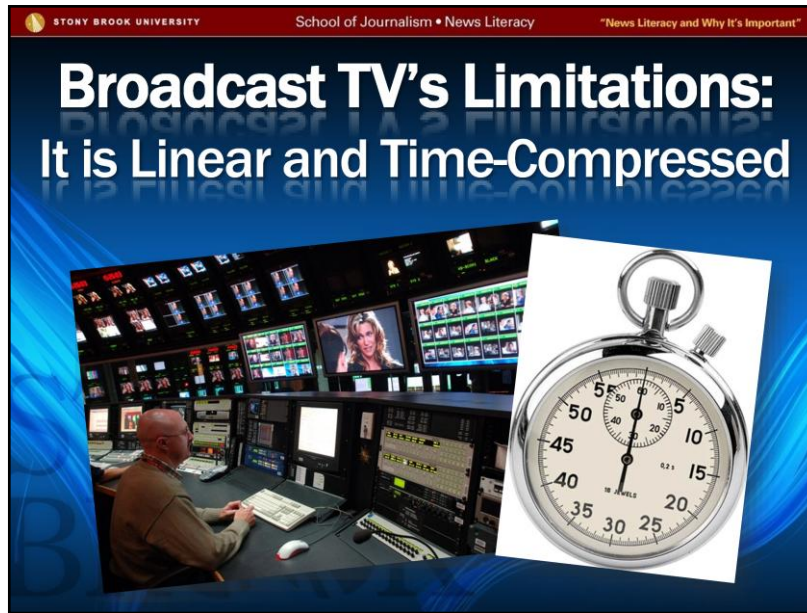
Television cameras are not allowed inside the Supreme Court, for instance. That's fine for print reporters, but video journalists need moving pictures.

Returning to an idea from the beginning of lecture, it's important for you to remember that some important stories are not strongly visual.

If a TV producer can't find interesting, visual ways to tell complex stories? TV may not tell them at all.

<http://www.nytimes.com/2011/03/30/business/30walmart.html> - class action

<http://www.nytimes.com/2008/11/29/business/29walmart.html> - black friday death



TV NEWS IS “LINEAR” AND MORE TIME COMPRESSED FEWER STORIES

--Though news can now be “sliced and diced” on the internet or recorded and replayed on TIVO or digital video recorders, a vast majority of viewers still watch news programs in the order they are broadcast.... And they get one pass at the information as it goes by them.

It is far easier to re-read a sentence or a paragraph than to “rewind” video.... Impossible on traditional television....often problematic even on TIVO or the Internet.

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Disadvantages of TV News

- It is limited by time
- It may rely on personalities, emotions, opinions, not facts
- It can shortchange complex stories or avoid them altogether

It CAN BE limited by time

It may rely too heavily on personalities, emotions, opinions...not facts

It can shortchange complex stories or avoid them altogether.

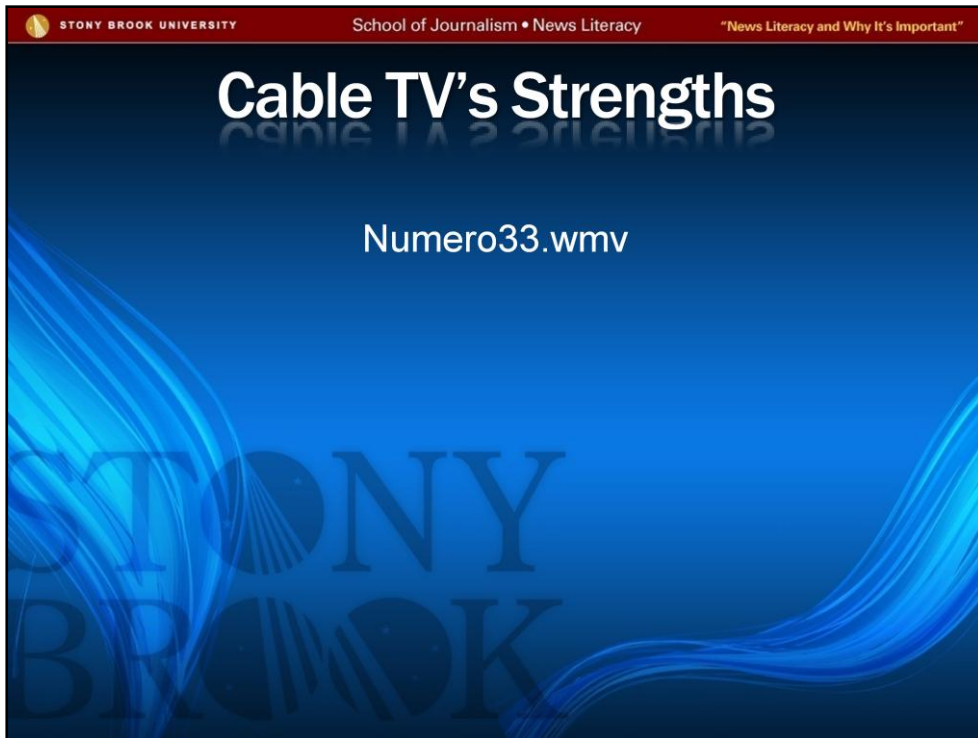
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Cable TV's Strengths: Breaking News and Continuous Coverage



Whether it is election night or the one-by-one recovery of the miners trapped underground, cable channels like Fox and CNN aren't limited to a news hour or half-hour and can bring you live coverage of an ongoing event.

(Next click launches Numero33 video of miner being rescued.)



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

Runtime 1:02

Whether it is election night or the one-by-one recovery of the miners trapped underground, cable channels like Fox and CNN aren't limited to a news hour or half-hour and can bring you live coverage of an ongoing event.



http://articles.cnn.com/2009-10-18/us/colorado.balloon.investigation_1_richard-heene-mayumi-heene-hoax?_s=PM:US

How long did cable stick with it and what else was news that day...



http://articles.cnn.com/2009-10-18/us/colorado.balloon.investigation_1_richard-heene-mayumi-heene-hoax?_s=PM:US



SLIDE 48: TODAY SCREENS ARE EVERYWHERE

The screen is no longer confined to the television.

There is an explosion of screens and an accompanying explosion of video...from desktop to laptop to cell phone....from taxicab to gas station. Images and the information they carry bombard us....and without noticing, we absorb the information, like sponges.

TELEVISION” AND TELEVISION NEWS IS CHANGING.....WHAT WILL “TV NEWS” BE IN THE FUTURE

WE DON'T KNOW!

-YOU TUBE...HULU...ETC

-NEWSPAPER WEBSITES

-BROADCAST AND CABLE NEWS WEBSITES.....AND MORE!!!

What we still call “Television” has fully migrated to the Internet.

Now you can “WATCH TV NEWS” ANY time of the day or night, in ANY order or sequence you choose

And...the proliferation of cell phones with cameras brings us full circle back to the still image: but web-published



In September of 2005, 140 passengers on a Jet Blue plane with broken landing gear watched their own life-and-death drama unfolding on live television on seat-back screens.

(From AP report) "It was very weird. It would've been so much calmer without" the televisions, Pia Varma of Los Angeles said after the plane skidded to a safe landing in a stream of sparks and burning tires. No one was hurt.

Varma, 23, and other passengers said the plane's monitors carried live DirectTV broadcasts on the plane's problems until just a few minutes before landing at Los Angeles International Airport.

The landing gear trouble — the front wheels were stuck in a sideways position — was discovered almost immediately after the plane departed Bob Hope Airport in Burbank at 3:17 p.m., en route to New York City.

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Advantages of TV News

- It makes you a witness to important events in real time
- It can be a powerful tool for verification
 - It gives you personal storytelling
 - It creates a national experience

ADVANTAGES OF "TV" NEWS

It makes you a witness to important events in real time

It can be a powerful tool for verification

It gives you personal storytelling: a strong connection to people in the news

It can create a shared national experience (Think Chile, Man on the Moon)

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Lessons for the TV News Consumer:

- **Be active, not passive.**
- **Supplement TV news with other forms.**
- **Understand TV's limitations; rely on its strengths.**

Understand TV's limitations....but also appreciate its strengths

-Use TV as one of many news sources, not your only news source.

BE actively involved—pay attention

And when there's a big event, turn to cable for non-stop reporting.



Don't Be a Sponge




Final lesson

Be an active news consumer

Not a couch potato or sponge, absorbing all the visual information around you without analyzing and evaluating it.

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25 minutes, Required and on Blackboard "TV News By The Numbers"



*Ratings determine ad rates/profit
Which makes TV highly competitive
Which can influence content decisions
Cable runs on ad dollars AND your fees
Cable news must fill 24 hours a day,
Broadcast News: morning, evening slots*

**This Material Be On The Quiz after
Spring Break**

(Lecturer: Here's where you tell students that after lecture, they need to go to Blackboard to watch "**TV News By The Numbers,**" a 25-minute extension of this lecture. It covers some of the economic aspects of TV that news consumers need to understand.)

Assignments:



[11. Student Assignments for the week of 4/11 to 4/15](#)

L11: The Power of Images and Sound

Deadlines:

All due before your recitation meets this week:

1. AP Photo Discussion Board Homework Assignment
2. View Video: TV By the Numbers
3. Read contents of Ethics Folder
4. View Video: Ethics in Perspective
5. Print out and bring to class: Ethical Choices

AFTER recitation:

1. You may begin working on your **Final Essay**. All information is in the Final Essay folder, which is located in the "My Assignments" link on your course homepage.
2. Extra Credit **Movie Project** due after Spring Break.
3. Read the **Message Machine** article. It is about 16 pages. Several Test 2 questions will be based on this article.
4. Prepare for **Test 2**, which will be given at the recitation following Spring Break.