

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

## News Literacy – JRN 101B/103G



### How Do You Know If You're Getting The Truth from the News Media?



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## While You Were Away...



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## How Do We Know What's Reliable?

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## What Is News Literacy And Why Does It Matter?

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**News Literacy is the ability to use critical thinking skills to judge the reliability and credibility of news reports, whether they come via print, television or the Internet.**

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**Reliable information is actionable.**

**It allows news consumers to make a decision, take action or make a judgment.**

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## An Informed Electorate Picks a New Congress...

- Is the economy growing?
- Have your federal taxes gone up?
- Is the climate changing?

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## Why News Literacy Matters:

In the Information Age, YOU the consumer are now in charge of deciding what is true and what is not.

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## How to Succeed in News Lit

This is a course about *NEWS* literacy.





Watch, listen, read every day.

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## News Literacy – JRN 101B/103G


This course satisfies *either* DEC B or G.  
**NOT BOTH**

You have until the add/drop deadline to decide which DEC applies

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## Classroom Etiquette



- No Cellphones
- No Smartphones
- No Texting
- No Talking
- No Sleeping
- Be on Time

Violators will be asked to leave class

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## Win One Semester's Tuition



ANNOUNCING THE NEW YORK COMMUNITY BANK NEWS LITERACY SCHOLARSHIP

• Open to all Fall 2010 News Literacy students, regardless of major.  
• Students who enroll on or after the start date of this fall must be automatically eligible.  
• The winning student will be selected by a committee composed of School of Journalism faculty.  
• Scholarship will equal one semester's tuition.

To find out more, call the Center for News Literacy at (516) 632-2020. We will respond to your questions.  
For a complete list of restrictions, visit [www.stonybrook.edu/news-literacy](http://www.stonybrook.edu/news-literacy).

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THE STATE UNIVERSITY OF NEW YORK

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# BLACKBOARD

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My Institution Teaching, Learning & Technology Courses Community Library Info for Instructors What's Happening at SBU SBU Services

My Institution Notifications Dashboard

Add Module

Upcoming Outages  
Friday, January 28 7:10AM - 7:10AM AND Saturday, January 29 7:10 AM: Blackboard will be down for maintenance. Thank you for your patience!

Blackboard 9.1 is here!  
We upgraded to Blackboard 9.1 on December 28, 2010. Not sure where to begin? Check out our [guidance](#) (in progress), or click the Help icon at the top of the screen.

Tools

- Account/Accounts
- Calendar
- Class
- Class Grades
- User Directory
- Address Book
- Personal Information

Hot Links

- SOLAS
- Blackboard
- NetID Information
- Technology Center
- Student Life Services

My Announcements

No institution announcements have been posted in the last 7 days.

- JRN 191.62 / JRN 191.62 (084-813) News Literacy - Spring 2011: Tuesday Lecture with Prof. Schneider
- Welcome
- JRN 191.62 (Sections 1-6) - News Literacy - Lectures - Fall 2010
- News Literacy clip on YouTube and the Digital Textbook is in progress
- No organization announcements have been posted in the last 7 days

Blackboard Help Desk for Faculty & Staff

Winter & Spring 2011 courses are set  
Winter & Spring 2011 courses have been created in Blackboard.

My Courses

Click here to see all loadings.

- JRN 191.61 / JRN 191.61 (081-806) News Literacy - Spring 2011: Monday Lecture with Prof. Miller (unavailable)
- JRN 191.62 / JRN 191.62 (088-813) News Literacy - Spring 2011: Tuesday Lecture with Prof. Schneider
- Announcements
- Welcome
- JRN 191.62 / JRN 191.62 (088-813) News Literacy - Spring 2011: Tuesday/Thursday Lecture with Prof. Skutumpah (unavailable)
- JRN 191.67 News Literacy - Fall 2010 - Honk Lecture
- JRN 191.62 (Sections 1-6) - News Literacy - Lectures - Fall 2010
- Announcements
- News Literacy clip on YouTube and the Digital Textbook is in progress

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# Safe Assign

Technology Courses Community Library Info for Instructors What's Happening at SBU SBU Services Scholar

Enabled: Statistics Tracking

Name: Rec. Instructor and #

Censorship Homework

Must upload before recitation

What you're doing: In your recitation home page on Blackboard, complete all the readings in your assignment folder for this week.

In a 300-400 word essay, you will take the position of Google's chief executive officer. Explain why your company would or would not remain in China, considering the conflicts of the past six months and the ideological differences between China's ruling party and Google's corporate mission. What are the benefits and disadvantages for the company and for Google users? Provide five or more detailed examples from the readings to prove your point. You must correctly cite your sources. In addition to the readings provided to you, you may choose to do additional research to strengthen your argument.

Why you're doing this: This week's lecture addressed the inherent need for information, the relative value of news compared to other kinds of information and how controlling information controls society. By planting you in the shoes of an information provider, this assignment offers a chance to consider the pros, cons, and consequences of cooperating with or acting against censorship. It will also prepare you for a related discussion and quiz at the next recitation. Completing all the readings is essential.

What you should aim to get out of it: As with the previous assignment, a greater understanding of the real-world obstacles to the dissemination of news and other forms of useful information. And up to 3 homework points for satisfactory work, or 4 points for additional research.

Upload Censorship Homework Here

Enabled: Statistics Tracking

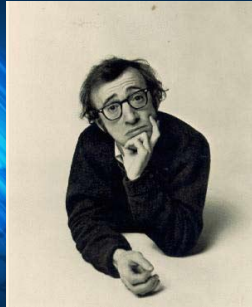
NOTE: You are using SafeAssign. Make sure it's set to always accept cookies before submitting your assignment. NOTE: Do not type your assignment into the Comments box. Upload it as a file.

When your homework is complete, save it to your computer and click VIEW COMPLETE to update to SafeAssignment.

View Complete

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# How to Succeed in News Lit



"Eighty percent of success is showing up."  
-Woody Allen

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# News Literacy Matters

(Or, What Happened During Break and What It Has to Do With News Literacy)

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# News Literacy Matters



Journalism...Opinion...  
Entertainment, or Propaganda?


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Stew911.wmv

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# News Literacy Matters



Whom do you believe?

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# News Literacy Matters



Should news organizations publish the contents of classified documents from Wikileaks and other sources?

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# News Literacy Matters




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# News Literacy Matters

SNL.wmv

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# News Literacy Matters



Why should you pay attention to what this man says and does? How can he, 136 miles away, affect you?

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# News Literacy Matters



What makes this train wreck newsworthy?

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# News Literacy Matters

NPR Editor calls Reporting of Rep. Gabrielle Giffords' Death 'a serious and grave error'

By Chris Atkins on January 9, 2011 2:08 PM

In the first hour following the gunfire in an Tucson parking lot, there was much misinformation about condition of those wounded. Fox News, CNN and MSNBC had all reported that Rep. **Gabrielle Giffords** had died. The TV networks got these first report from — and therefore sourced — NPR. This morning, NPR News's executive editor **Dick Meyer** apologized for the "serious and grave error."




On behalf of NPR News, I apologize for this mistake to the family of Rep. Giffords, to the families of everyone affected by the shootings, to our listeners and to our readers.

If they know the truth, why can't the news media get it right?

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# News Literacy In High Places



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# News Literacy Matters

Obamanewslit.wmv

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# From One "Berg" to Another




A Revolution in Communications


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# 986 A.D.: Viking Explorers Discover North America




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# The Dark Ages



A Monk Spent Months to Produce a Single Book


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Gutenberg's Printing Press Changes the World

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## The First Mass-Produced Book



The Gutenberg Bible

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## Within 50 Years



From a Few Books to Six Million

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## Books That Changed the World and Challenged Authority



1534 – Martin Luther and His Bible

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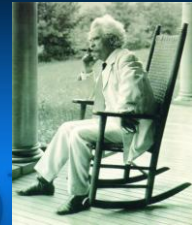
## Books That Changed the World and Challenged Authority



1776 – Tom Paine's Revolutionary "Common Sense"

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## Mark Twain on the Printing Press



"It found truth astir on earth and gave it wings; but untruth was also abroad, and it was supplied with a double pair of wings."

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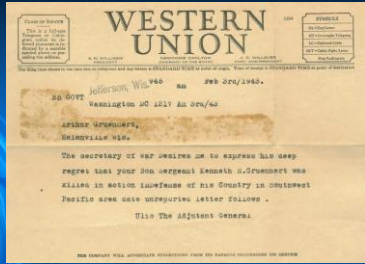
## 1815 – The Battle of New Orleans



Almost 2,000 Soldiers Died 15 Days After the End of the War of 1812

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## Accuracy and Speed Tradeoff



1838 – Samuel Morse Sends First Public Telegram in America

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## And Then You Were There...



1920 – First News Broadcast of Presidential Election Results

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## Radio Covers the World Live



1937 – The Voyage of the Hindenburg

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Hindenburg.wmv

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## And Then There Was Television...



1941 – First TV Broadcast to a Tiny Audience in New York City

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## For Comparison, Consider This...



It Took Five Months for Word of Columbus' Arrival to Reach Europe

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## And This...




1969 – Half a Billion People Saw the Moon Landing Live

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Moon\_Landing.wmv

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## 1969: The Information Revolution 2.0



While we were marveling over live TV from the moon...  
The Internet was born: ARPANET

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## The Information Revolution 2.0



*"Every Two Days We Create As Much Information As We Did Up To 2003,"*  
Google CEO Eric Schmidt

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## The Information Revolution 2.0



Between the end of Bush's first term, and the beginning of Obama's first term, Web 2.0 changed the rules.



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# Challenges for Consumers

- Challenge #1: Information Overload
- Challenge #2: The Blurring of the Lines
- Challenge #3: Overcoming Your Own Bias
- Challenge #4: A Crisis of Authenticity

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# Challenges for Consumers

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**Users are now uploading 35 hours of video to YouTube every minute.**



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# Challenges for Consumers

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# Challenges for the News Consumer



Is everyone a "journalist"?

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# The Blurring of the Lines



News or Entertainment?


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JohnScip.wmv

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## Challenges for the News Consumer

### Challenge #2: The Blurring of the Lines



What Is and Isn't Journalism?

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### One way to un-blur the lines: "The Media" vs. "The News Media"

The Media: Encompasses the universe of entertainment and information, created and distributed in any format.

The News Media: A subset of the media that delivers *news*.

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## Challenges for Consumers

Challenge #1: Information Overload

Challenge #2: The Blurring of the Lines

Challenge #3: Overcoming Your Own Bias

Challenge #4: A Crisis of Authenticity

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## Challenges for the News Consumer

### Challenge #3: Overcoming Your Own Bias



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## An Informed Electorate Picks a New Congress...

- Is the economy growing?
- Have your federal taxes gone up?
- Is the climate changing?

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### White House says Obama is Christian, prays daily

Remarks come after poll finds nearly 1 in 5 believe president is a Muslim



## Cognitive Dissonance:

Nearly one in five people, or 18 percent, said they think Obama is Muslim. That was up from 11 percent who said so in March 2009.

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## How Do We Know What's Reliable?

Do you think Barack Obama was definitely born in the United States, probably born in the United States, probably born in another country, or definitely born in another country?

July 16-21, 2010

	All Americans	Democrats	Independents	Republicans
Definitely born in U.S.	42%	64%	37%	23%
Probably born in the U.S.	29%	21%	31%	34%
Probably born in another country	16%	7%	17%	27%
Definitely born in another country	11%	8%	12%	14%
No opinion	2%	1%	2%	3%

CNN/ORC Poll

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## Challenges for Consumers

- Challenge #1: Information Overload
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## Challenges for the News Consumer

### Challenge #4: Crisis of authenticity



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## Challenges for the News Consumer

### Challenge #4: Crisis of authenticity



**A Year in Review – by County Executive Ed Mangano**

Putting Politics Aside: A Year in Review

Before taking office one year ago, I knew Nassau County was in bad shape. I just didn't know how bad things actually were until I became County Executive in January 2010.

Our residents were paying the second highest property taxes in the nation, funding unaffordable union contracts, all while the County's infrastructure crumbled in our parks, sewage treatment facilities and even at our 911 call center. Clearly, these problems were not created overnight. Although I would march rather than politics aside, I must respond to the denunciations and misleading information spread by Democratic Legislature Diane Vitaleano.

**Ed Mangano's Twitter**

- I will raise the necessary bond issue to protect our residents from property tax increases.
- 14 retweets ago
- Today's article is outstanding. Does not do a disservice to County Executive as it is in compliance with the law per the spirit of the law.
- 14 retweets ago
- Transparency should be increased over all it's a requirement to take property taxes. 15 retweets ago

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## Challenges for the News Consumer

How many share information.. How do you know it's true?

