

LECTURERS' ALERT 8 MINUTES OF VIDEO Plus extra BP cleanup Ad



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:

Here is a lecture- related game on prejudice, propoganda and hate speech. It's aimed at middle-school students

<http://mediasmarts.ca/game/allies-and-aliens-mission-critical-thinking>



To increase student understanding of advertising tactics, here is a link to a slideshow and other materials about the basic types of tv advertising
<http://tv4me.edublogs.org/12-master-formats-of-advertising/>

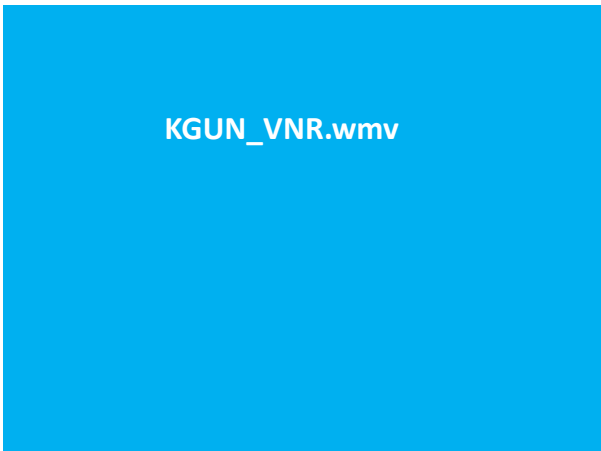
After this lecture, students will be able to:

1. Use a standard taxonomy to precisely distinguish between information neighborhoods.
2. Articulate how three traits define journalism as a source of reliable information.
3. Use specific events and examples to illustrate clear understanding of independence and accountability.
4. Make preliminary inquiries that reveal the reliability of a piece of information.

These skills relate to course outcomes 1, 2 & 4

Can You Trust The Daily Show to Give You the News?





Key Lesson Of News Literacy
Number One

**KNOW
YOUR
NEIGHBORHOOD**
It's *Easy* to Get Lost

How Is News Different?



Taxonomy: a classification system

How Is News Different?

A TAXONOMY OF INFORMATION NEIGHBORHOODS						
	GENERAL	PROFESSION	RELIGION	SPORT	ENTERTAINMENT	NOT SPECIFIED
FORM						
METHOD						
PRACTITIONER						
OFFICE						

Taxonomy = Clarity about differences among similar things

How Is News Different?

A TAXONOMY OF INFORMATION NEIGHBORHOODS						
	GENERAL	PROFESSION	RELIGION	SPORT	ENTERTAINMENT	NOT SPECIFIED
FORM	To Inform	To Advise or persuade using any word that is not clearly an advertisement	To Sell goods or services or to raise money for charity	To Entertain	To Build Mass Support for an issue or to bring to attention a problem	To Business and/or entertainment and/or other commercial purposes
METHOD						
PRACTITIONER						
OFFICE						


Taxonomy = Clarity about differences among similar things



Housekeeping, Announcements & Notes

No Prior Restraint Means Government Can't Stop Publication*

"Every man has a right to publish what he wishes, and if it be defamatory or libelous suffer the consequences later."




*Except in cases of...

Extra Credit Event #2

Sandra Peddie

Pulitzer Prize Winning Investigative Reporter



8 p.m., March 6

SAC Auditorium

Tickets not required

News Matters!

*Which Matters Made
News on Your Homepage
TODAY?*

And

*What Course Concepts
Were on Display This Week?*

Taxonomy: Advertising

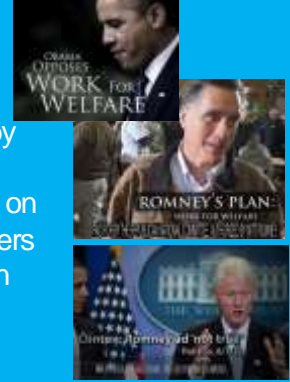
Attracting attention by paying to have advertisements placed on billboards, in newspapers and broadcasts or on websites.



Taxonomy: Advertising

\$1 Billion in 2012

Attracting attention by paying to have advertisements placed on billboards, in newspapers and broadcasts or on websites.



Taxonomy: Advertising

Attracting attention by paying to have advertisements placed on billboards, in newspapers and broadcasts or on websites.



Taxonomy: Publicity



Taxonomy: Publicity



Taxonomy: Publicity



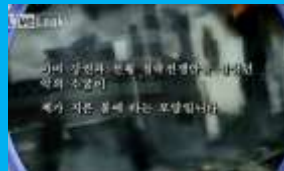
The measures, process or business of securing public notice. Information designed to enhance the image of a person, product or organization.

Taxonomy: 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.

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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.

Taxonomy: Entertainment



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

Taxonomy: Raw Information



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

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Raw Information

Los Angeles Times

Cardinal Mahony relieved of duties over handling of abuse

L.A. Archbishop Jose Gomez takes action against his predecessor for his role in the priest sex scandal, another top church official resigns from his post

11/14/12 11:00 AM



Archdiocese of Los Angeles (L.A.) Archbishop Jose Gomez takes action against his predecessor for his role in the priest sex scandal, another top church official resigns from his post.

Blurred Lines



History, Hollywood-style

News vs. Entertainment

'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*.

Then There is News About Entertainment



Is it News?
Entertainment?



The Blurring of the Lines: "Exclusives"



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

What is News?

Information of some public interest that is shared and subject to a journalistic process of verification, and for which an independent individual or organization is directly accountable.



Who is a Journalist?



So Who is a Journalist?

- Primary Mission is to **Inform the Public**
- Employs Journalistic **Methods and Values**

So Who is a Journalist?

- Subjects work to verification
- Makes a conscious effort to maintain independence
- Accountable: Stands behind work

**WHAT
WOULD IT
TAKE?**

(TO MAKE IT JOURNALISM)

WHAT IS IT?

iPadintro.wmv

**HOW D'YA
KNOW?**



WHAT WOULD IT TAKE?

(TO MAKE IT JOURNALISM)



WHAT IS IT?



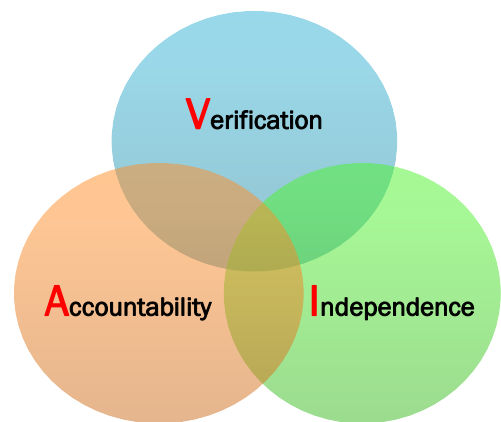
HOW D'YA KNOW?





**WHAT
WOULD IT
TAKE?**
(TO MAKE IT JOURNALISM)

Verification
Independence
Accountability
(Mnemonic device: "Via")



What Methods Make Journalism Different?

Verification
Independence
Accountability

(Mnemonic device: "Via")

What Makes News Different?

Verification

Process that establishes or confirms the accuracy or truth of something

Verification

Millions in U.S. Drink Dirty Water, Records Show



More than 20 percent of the nation's water treatment systems have violated key provisions of the Safe Drinking Water Act over the last five years, according to a New York Times analysis of federal data.

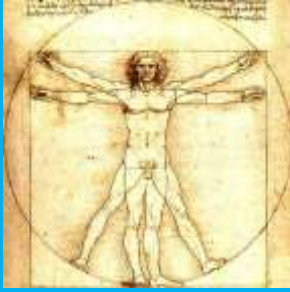
The New York Times has compiled and analyzed millions of records from water systems and regulators around the nation, as part of a series of articles about screening pollution in American waters, and regulators' responses.

What Makes News Different?

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.

Challenges to Personal Independence



Independence... or at least transparency



Taxonomy helps sort News from Promotion
Reliable bloggers give their name, credentials and affiliations

Independence vs. Self-interest

Deseret News

West Valley City mayor admits using false identity to write news stories

Using the name Richard Burwash, the West Valley mayor had more than a dozen stories published over a two-year period. His stories first appeared in the Oquirrh Times beginning in September of 2010. He later submitted three stories that were published in the Deseret News, and one that was posted on KSL.com. A photo taken by Winder also appeared in the Salt Lake Tribune, credited to R. Burwash, in October 2010.

Challenges to Organizational Independence

Owners

Customers

Suppliers



Competitors

What Makes News Different?

Accountability

Responsible or answerable
for your work.



Accountability

THE
HUFFINGTON
POST

Media Outlets Apologize After
Falsely Reporting Giffords' Death



Corrections are one way journalists
are accountable for their work.

KGUN_VNR.wmv

“Tech Expert” Robin Raskin on Her Role in VNRs



“I actually joked with my
colleagues that, ‘Hey,
I’m off to go do Whore TV.’”
I was fully aware that that’s
what it was.”

-Excerpted from “True Enough,”
by journalist Farhad Manjoo

News or Advertising?



How to Spot VNRs:

- Sign Offs
- Credentials or affiliations
- Single source
- Verified information

A TAXONOMY OF INFORMATION NEIGHBORHOODS

	COMMERCIAL	INFORMED	INFORMED	INFORMED	INFORMED	INFORMED
COMMERCIAL						
INFORMED						
INFORMED						
INFORMED						

Taxonomy: a classification system

What Methods Make Journalism Different?

Verification
Independence
Accountability

(Mnemonic device: "Via")

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To Summarize, you should now able to:

1. Use a standard taxonomy to precisely distinguish between information neighborhoods.
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