

After this lecture, students will be able to:

1. Articulate the ethics of visual Journalism as elements of reliable reporting.
2. Use specific examples from the past and present to illustrate the evolution of these tools of reliable reporting and their impact on our culture.
3. Describe the kinds of stories to which visual reporting tools are best suited and ill-suited.
4. Explain the burden that difference places on news consumers seeking to harness the strengths and weaknesses of visual Journalism.
5. Demonstrate knowledge of ways to test the reliability of images to prepare for Deconstructing TV News exercises

These skills relate to course outcomes 1,3,4,6

What Is the Power and Peril of Images? Visual Culture And The Search for Direct Evidence



What Is the Power and Peril of Images? Visual Culture And The Search for Direct Evidence



"ONE LOOK IS WORTH A THOUSAND WORDS."



Printer's Ink (trade journal) 10, MARCH 1927 P. 114



The Birth of American Photojournalism



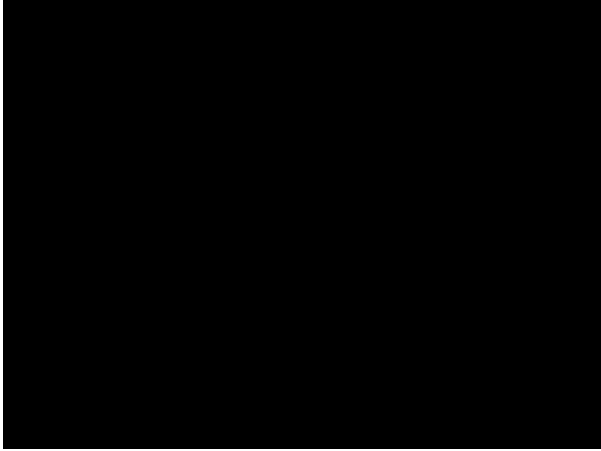
Gettysburg, Pennsylvania 1863

Timothy O'Sullivan

Photography Launches a Visual Culture



National Press Photographers Association: "Photographic and video images can reveal great truths, expose wrongdoing and neglect, inspire hope and understanding and connect people around the globe through the language of visual understanding."



American Soldiers, Iwo Jima, 1945





Civil Rights Protest in Birmingham, Bill Hudson, 1963



*"It took police dogs in Birmingham
To sell civil rights in Des Moines."*
-Allard Lowenstein



Kent State University, John Filo, 1970



Vietnamese Children Fleeing Napalm Strike, Nick Ut, 1972



Tiananmen Square Standoff, Stuart Franklin, 1989



Sudan, Kevin Carter, 1993



Abu Ghraib Prison, 2003

“One Look is Worth a Thousand Words”



Hurricane Katrina, 2005

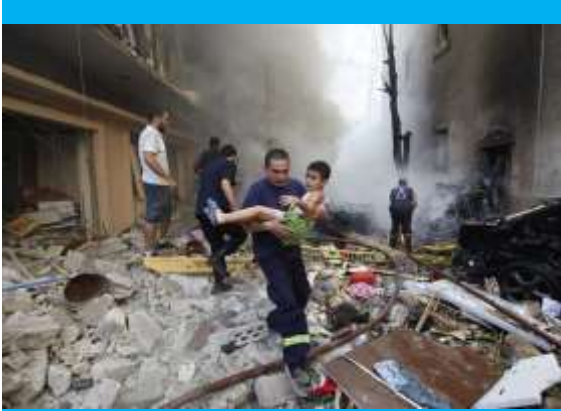


The Obama Fist Bump, 2009



Pelican, Gulf of Mexico, 2010





Beirut, 19 Oct 2012 Associated Press



Mantoloking, NJ, Nov. 1, 2012 by Bonnie Jo Mount



Malala Yousafzai, Rhoda Buchanan, Times of London



AP Photo/Pablo Martinez Monsivais



Professional Ethics (excerpt)

"...Our primary goal is the faithful and comprehensive depiction of the subject at hand"

- ✓ Be accurate, comprehensive (and) provide context
- ✓ Resist being manipulated by staged photo opportunities.
- ✓ Avoid stereotyping individuals and groups.
- ✓ Show private grief if the public has justifiable need to see.
- ✓ Do not intentionally alter or influence events you record.
- ✓ Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.
- ✓ Do not pay sources or subjects.
- ✓ Seek diversity by including unpopular, unnoticed points of view.
- ✓ Respect the integrity of the photographic moment.



Housekeeping, Announcements & Notes

Countdown To Test #2

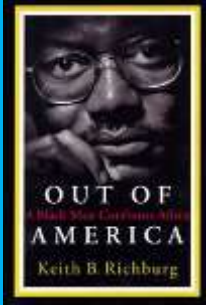
Held in Recitation AFTER Lecture
12
Emphasizes Lectures 7-12,

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



Extra Credit Event #3

May 1: The Power of Social Media in China



Keith Richburg

Veteran bureau chief for The Washington Post: 20 years in Beijing, Paris, Hong Kong, Jakarta, Nairobi and Manila and New York.

SAC Auditorium, 8 p.m., Tickets not required, but early arrival is. Doors open at 7:45

Review: Deconstructing Social



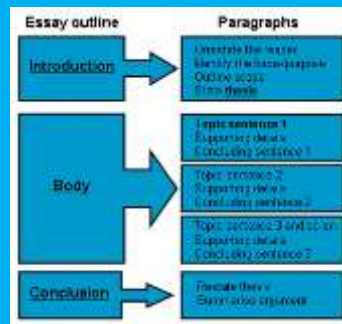
- ✓ Stop to Think Twice: Don't Let Volume and Speed of Information Wash You Away
- ✓ Anonymity Undermines Authenticity
- ✓ Don't Confuse Rank With Reliability
- ✓ Publish to be Proud: What you Post Defines You

The End is Near

Get caught up on homework
Start early on your essay
Review the syllabus



Final Essay Due @ Your Last Recitation



**Fall Semester 2012 Scholarship winner
One Semester's in-state tuition, paid by NYCB
Foundation
Nafaul Sanaullah**



Will you be the next winner?

News Matters!

***Which Matters Made
News on Your Homepage
TODAY?***

And

***What Course Concepts
Were on DisplayThis Week?***

**ONLINE
COURSE
EVALUATIONS** .COM

Evaluation System

- Course Evaluations start early to give you plenty of time to complete them
- PLEASE DO give us your thoughts.



Can You Trust Photos?

History of Photo Manipulation



When soviet dictator Josef Stalin ordered the death of the head his secret police, N. Ezhov, he had his photo-retouchers "airbrush" the man out of existence.

Ps Photoshop version 0.1855



Roger Fenton, "Valley of the Shadow of Death" with cannonballs. 1855.





Roger Fenton, "Valley of the Shadow of Death" with cannonballs. 1855.



**Pictured vs. Posed
Context explains symmetry/framing**

The Space Shuttle Challenger Explodes, 1986

**Ethical, Squeamish or Fraudulent?
NY Daily News Doctored Marathon Bomb Aftermath Photo**



Code of Ethics
Preamble: "...Photographs can also cause great harm if they are callously intrusive or are manipulated."

By Timothy O'Sullivan
Bodies of the dead have not yet been buried after the three-day battle at Gettysburg, PA July 1-3, 1863 between the U.S. army led by George Meade and the rebel army led by Gen. Robert E. Lee.

"Credit" should identify the accountable photojournalist

"Caption" should provide 5ws and relevant context and transparency.

Spanish newspaper prints, retracts fake photo of ailing Hugo Chavez

By Catherine E. Shochet and Al Goodson, CNN
Updated 10:07 PM EDT The January 24, 2012



Too good to be true?



Is This North Korean Hovercraft-Landing Photo Faked?



Retouch.wmv

As With Twitter: Fakery Plagues Big News



NY Post, Monday, May 2, 2011



BBC News uses 'Iraq photo to illustrate Syrian massacre'



Crowd-sourcing
Via
Social Media
Means
Organizations Like
BBC, CNN, Reuters
Hire Information
Forensics Experts

Inside the BBC's Verification Hub:
'What everyone wanted to know, on Twitter and in the newsroom, was this: Was the video real or fake? That is the kind of question the [User-Generated Content] Hub is there to investigate.'

You Must 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"



Marah, Ganesha/Associated Press

Jampa Yeshi, a Tibetan protester, self-immolated in New Delhi, ahead of Chinese President Hu Jintao's visit to India, March 26, 2012.

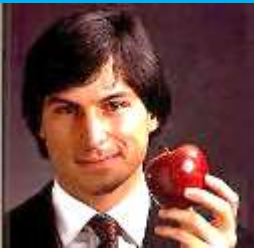
Ethical News Consumers Seek (and Share) Faithful Depictions

Blow Your Whistle when:

- Editing alters faithful depiction
- Addition of sounds alters reality
- Journalist pays the source/subject
- Journalist stages/recreates a scene
- No public good results from intrusion
- Missing context renders images unfaithful
- Journalist is not accountable (captions and credits missing or incomplete)



Framing Next Week's Lecture



"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

The Power of Television A National Experience



TV Makes You an Eyewitness to Important Events
in Real Time

Events You "Witnessed"
Via TV

[newmontage.wmv](#)

The National Hearth...
We Gather to Hear



Shared National Experiences Build Culture, Shared Memory



On TV, you hear sources directly
and they can't claim they were
misquoted

Immediacy: You See for Yourself
In Real Time, With Context



TV Verifies Powerfully



Seeing is Believing

HillaryBosnia.wmv

Sound Changes Perceptions



ASK: What is the Origin of the Sound?

The Ethical Professional Does Not Intrude on Reality.

If You Hear Music, You Must Hear Who is Playing it



Responsible use of Sound
Now that Everyone with HD on Their
Phone
Is Enlisted to Gather News

To Hold Audience
News Producers use Entertainment Techniques
In News Reports

- Scary Details; Loaded Words
- Dramatic Music
 - Quick Cuts
- Sound Effects
- Flashy Graphics

quickedit.wmv

Advantages of TV News

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

TV's New Advantage : It is No Longer Linear and Time-Compressed



ARE SOME STORIES NOT
COVERED AT ALL ?
NO PICTURE =NO STORY ?

TV's Limitations



The U.S. Supreme court will use a dispute between Nigerian villagers and oil giant Royal Dutch Shell to decide whether corporations may be held liable in U.S. courts for alleged human rights abuses overseas.

- Kiobel v. Royal Dutch Petroleum, 10-1491.

Important stories lacking good video
May be underplayed or ignored on TV

Disadvantages of TV News

- Airtime is limited, brevity rules, so context is often sacrificed
- Powerful personalities and emotions distract viewers from facts
- Important stories without good video get little or no air-time

IT EASILY CAN TURN YOU INTO
A COACH POTATO



OR INTO PASSIVE FAT CAT



OR A SIMPLE SUSCEPTIBLE
SPONGE



Lessons for the TV News Consumer:

- **Be active, not passive: Look and listen skeptically when it's too pretty, too perfect**
- **Supplement TV news with web, radio and print news.**
- **No outlet has a monopoly on Truth, compare**

Harnessing the Power of Images

1. Photo Journalism is not ornamentation.
2. Interrogate images: Credit it tells you who shot it
3. Notice added-in music. It is manipulation
4. "News re-creations" and photo ops are not journalism
5. Context makes a depiction faithful: Caption tells you 5ws and HOW

