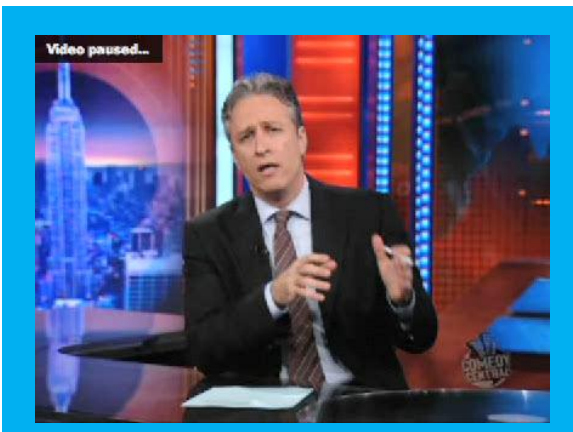




Can You Trust The Daily Show  
to Give You the News?



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						
	JOURNALISM	ENTERTAINMENT	ADVERTISING	PUBLICITY	PROPAGANDA	RAIN INFORMATION
GOAL						
METHODS						
PRACTITIONERS						
OUTCOME						

Taxonomy = Clarity about differences among similar things

# How Is News Different?

A TAXONOMY OF INFORMATION NEIGHBORHOODS						
	JOURNALISM	ENTERTAINMENT	ADVERTISING	PUBLICITY	PROPAGANDA	RAIN INFORMATION
GOAL	To Inform	To Amuse (or engage) people, using their leisure time in activities in which they are passive participants	To Sell goods, services by promoting their appeal to consumers	To Promote "causes" indiscriminately by increasing their visibility	To Build Mass Support for an ideology, by saturating the masses or demanding the approval	To Bypass traditional filters and distribution nodes in order to Sell, Publicize, Mislead, Entertain, and Inform
METHODS						
PRACTITIONERS						
OUTCOME						

Taxonomy = Clarity about differences among similar things



Housekeeping, Announcements & Notes

# 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



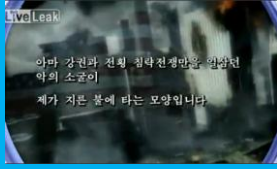
The measures, process or business of securing public notice. Information designed to enhance the image of a person, product or organization.

## 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.

## 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.

## Taxonomy: Entertainment



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

## Taxonomy: ?



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

## Taxonomy: Raw Information

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



## 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



Survivors of priest abuse held a news conference Friday to speak out about their experiences and plans to move forward. Jay Benedict reports.

## 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”



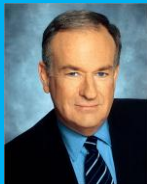
When a famous person chooses one outlet to tell a high-demand story, what happens to verification and independence?

## 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 IS IT?



fringer: I will write a Tripadvisor review for your hotel or restaurant [Order Now](#)

 **tripadvisor**<sup>®</sup>  
get the truth. then go.<sup>®</sup>

hotel, restaurant or other tourist destination. The review will be well thought out, customised and detailed. In this day and age, travellers are using Tripadvisor in record numbers when planning their vacations! Don't get left behind!

**Seller's feedback:**  
Thank! A pleasure to deal with!

**catrotter** created 1 week ago  
AMAZING JOB - they really went into detail, looking for extra info on my site. Spelling and grammar perfect - very professional and realistic! We be ordering again soon! Thanks!

## WHAT IS IT?



## HOW D'YA KNOW?



## WHAT WOULD IT TAKE?

(TO MAKE IT JOURNALISM)

# WHAT IS IT?



# HOW D'YA KNOW?



# WHAT WOULD IT TAKE?

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# WHAT IS IT?



# HOW D'YA KNOW?

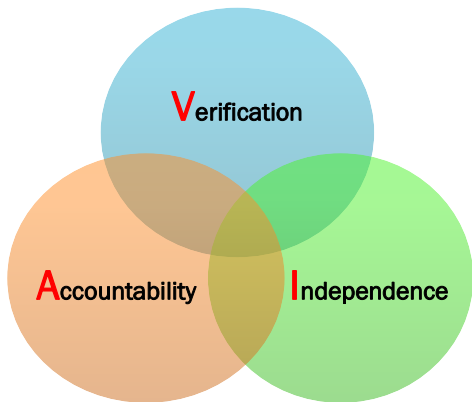


# WHAT WOULD IT TAKE?

(TO MAKE IT JOURNALISM)

**V**erification  
**I**ndependence  
**A**ccountability

(Mnemonic device: "Via")



What Methods Make Journalism Different?

**V**erification  
**I**ndependence  
**A**ccountability

(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.

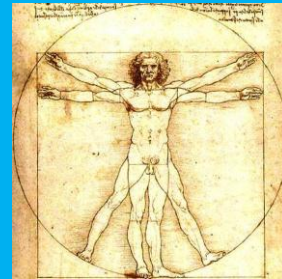
The New York Times has compiled and analyzed millions of records from water systems and regulators around the nation, as part of a series of articles about worsening pollution in American waters, and regulators' response.

## 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

DAVID BAIDER | 01/31/11 07:30 PM | AP



Corrections are one way journalists are accountable for their work.



## "Tech Expert" Robin Raskin on Her Role in VNRs



"I actually joked with my colleagues that, 'Hey, I'm off to go do Whole 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**

	JOURNALISM	ENTERTAINMENT	ADVERTISING	PUBLICITY	PROPAGANDA	SELF INFORMATION
GOAL						
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Taxonomy: a classification system

## What Methods Make Journalism Different?

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## To Summarize, you should now 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 inquiries that reveal the reliability of a piece of information.

These skills relate to course outcomes 1, 2 & 4



Thus endeth the Lesson...