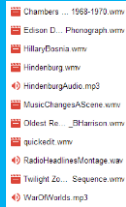


Lecturer Alerts:



This is the first lecture of the semester in which we've embedded pure audio files. You click on The loudspeaker icon to launch the audio player, then click on the start button.
Another note: There are a lot of slides, but the iconic images are to be moved through briskly



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:

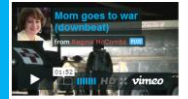
At this site, SKEW TUTOR, students evaluate multiple versions of the same report to see how editor/producer decisions alter the meaning of the material
storyhttp://skewednewstutor.com/set-collections/



At this link, Poynter Institute multimedia faculty member Regina McCombs provides a vivid demonstration of how music added into a news report alters our perceptions.
http://www.poynter.org/how-to/news/gathering-storytelling/94705/see-how-music-changes-a-story/



Next, here's a version with one type of music. If you've already watched the original (above), watch this one. They want to make sure about what caught your attention in this story that isn't the first time.



Last, this is a version with a different type of music. Do you feel any differently when you watch this one?



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

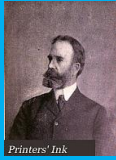
What Is the Power and Peril of Images? Visual Culture And The Search for Direct Evidence



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

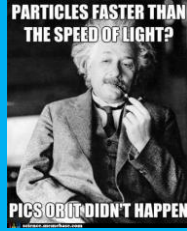


"ONE LOOK IS WORTH A THOUSAND WORDS."



Printers' Ink

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



The Birth of American Photojournalism



Gettysburg, Pennsylvania 1863

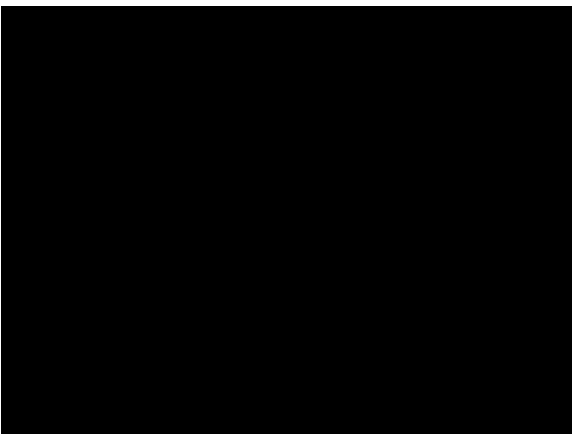
Timothy O'Sullivan

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



D-day
by Robert Capa



Civil Rights Protest in Birmingham, Bill Hudson, 1963



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



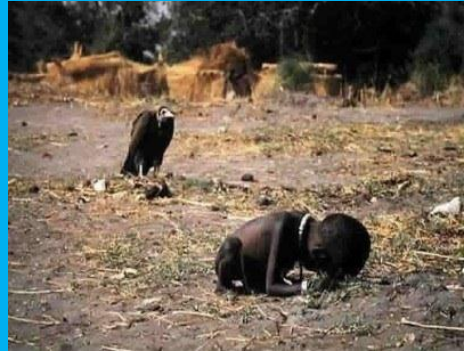
Kent State University, John Filo, 1970



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



NPPA **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.



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.

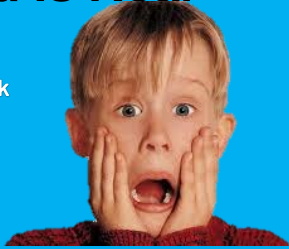
SAC Auditorium, 8 p.m., Tickets not required, but early arrival is. Doors open at 7:45

Review: Deconstructing Social

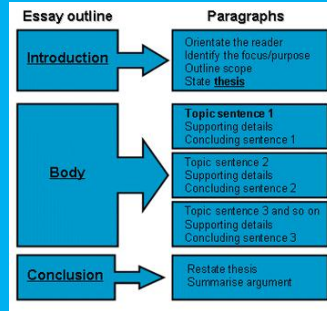
- ✓ Stop to Think Twice: Don't Let Volume and Speed of Information Wash You Away
- ✓ Anonymity Undermines Authenticity
- ✓ Don't Confuse Rank With Reliability
- ✓ Publish to be Proud: What you Post Defines You

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
Naufal Sanauallah

Blogger
Naufal Sanauallah

My blogs
macro beat

About me
Gender: Male
Location: New York, NY, USA

Contact me
Email: naufal@nycbf.com
My Web Page: naufalsanauallah.com

Introduction
Applied mathematics student interested in macroeconomics & financial markets

Interests
Mathematics, macroeconomics, financial markets, geopolitics, jazz, stand up comedy, tennis.

Will you be the next winner?

News Matters!

*Which Matters Made
News on Your Homepage
TODAY?*

And

*What Course Concepts
Were on Display This 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.



**ERROL MORRIS
BELIEVING
IS SEEING
(OBSERVATIONS
ON THE
MYSTERIES OF
PHOTOGRAPHY)**

**BEWARE THE TOO PERFECT, TOO PAINTERLY COMPOSITION...
USE CAPTIONS AND CREDITS TO INTERROGATE: WH
TOOK THIS AND WHAT IS IT?**



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**

Should news organizations publish graphic images?

Yes: People should see	No: Mind victims privacy
Click to Evaluate	Click to Evaluate
18 votes	3 votes
4.7	3.5
Anonymous	3 votes
4.6	3.5
We need to see what it looks like for people to do horrible things - In the wakeup call many need to get moved to action!	Additionally, putting these images on a periodical or national television can substantially expose those too young to understand what they are seeing to graphic violence.
Ariane Woods - FB	Ernie Grubel - FB
5 votes	2 votes
4.1	2
Despite the graphic nature, people need to see the reality of these situations. The images should be presented as such, in a unbiased & rigorous	They can be on internet but not so much on tv. I am a nurse but I would chose to look at

Submit Opinion

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. Shoichet and Al Goodman. CNN
updated 10:47 PM EST, Thu, January 24, 2013

EL PAIS

Cataluña se declara "sujeto de soberanía"

El coronel de la independencia de la tierra?

Un escarabajo de Agave regulariza el dinero que vuelve en la tierra

TRUVE LOVE NOTHING TO HIDE

Too good to be true?



Is This North Korean Hovercraft-Landing Photo Faked?





As With Twitter: Fakery Plagues Big News



NY Post, Monday, May 2, 2011



BBC News uses 'Iraq photo to illustrate Syrian massacre'
 The BBC is facing criticism after it accidentally used a picture taken in Iraq in 2003 to illustrate the senseless massacre of children in Syria.



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"



Caption

Credit

Manish Swain/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.

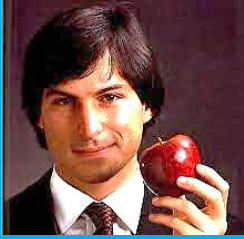
Ethical News Consumers Seek (and Share) Faithful Depictions

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



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

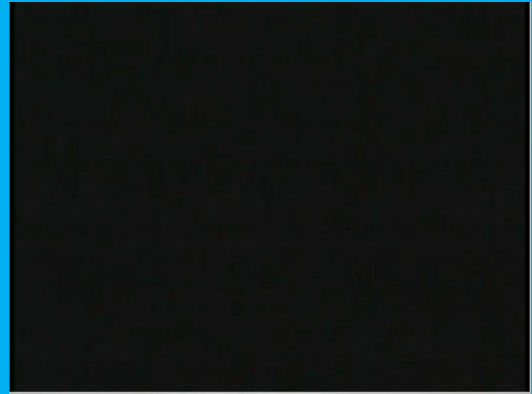
Immediacy: You See for Yourself In Real Time, With Context



TV Verifies Powerfully



Seeing is Believing



Sound Changes Perceptions



ASK: What is the Origin of the Sound?

The Ethical Professional Does Not Intrude on Reality.

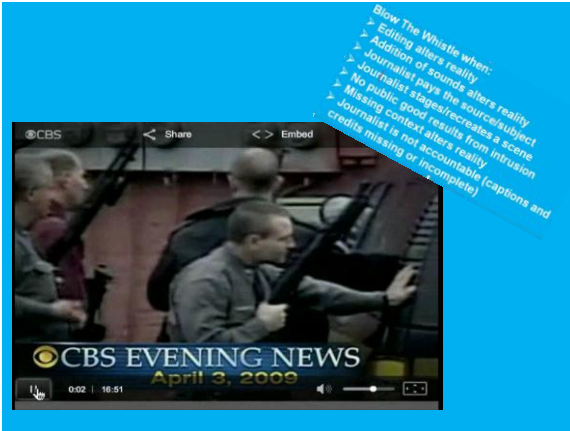
If You Hear Music, You Must Hear Who is Playing it



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



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



hus endeth the Lesson...