

After this lecture, students will be able to:

1. Explain how photos and recorded sound serve as powerful verification of Journalist truth, aiding the news consumer's search for reliable information.
2. Explain how the same photos and recorded sound can trigger strong emotional responses that may cloud the consumer's judgment of reliability.
3. Use Journalistic methods and questions to test the reliability of photos and recorded sound.
4. Explain the burden social media creators and participants bear when they use these powerful tools.

What Is the Power and Peril of Photos and Audio?

Caution:

This lecture contains graphic photos and audio of news events such as the September 11 attacks, the shooting of Trayvon Martin.

Please speak to me before class if you are related to or knew Melissa Doi, an IQ Financial employee who worked on the 83rd floor of the South Tower of the World Trade Center.

What Is the Power and Peril of Photos?



Is this journalism that "...seeks truth and provides a fair and comprehensive account of events and issues"

-Code of Ethics, Society of Professional Journalists

What Is the Power and Peril of Recorded Audio?



Is this journalism that "...seeks truth and provides a fair and comprehensive account of events and issues"

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The Power of Photos and Audio

Seeking Truth
 Natural Hierarchy of Direct Evidence

- Video, Photographs, Recordings
- Documents, Records, the Paper Trail
- Journalist Eyewitness Account
- Observer Eyewitness Account



(Journal) 27 P. 114

The Birth of American Photojournalism



Gettysburg, Pennsylvania 1863

Timothy O'Sullivan

Photography Launches a Visual Culture



National Press Photographers Association:

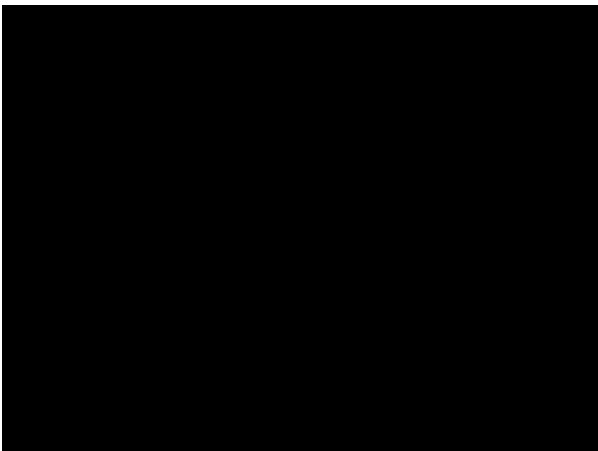
"Photographic ... images can reveal great truths, expose wrongdoing and neglect, inspire hope and understanding and connect people around the globe through the language of visual understanding."

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.



America's Collective Memory In Photos



American Soldiers, Iwo Jima, 1945

America's Collective Memory In Photos



Civil Rights Protest in Birmingham, Bill Hudson, 1963

America's Collective Memory In Photos



Kent State University, John Flo, 1970

America's Collective Memory In Photos



Vietnamese Children Fleeing Napalm Strike, Nick Ut, 1972

America's Collective Memory In Photos



Tiananmen Square Standoff, Stuart Franklin, 1989

America's Collective Memory In Photos



Sudan, Kevin Carter, 1993

America's Collective Memory In Photos



Abu Ghraib Prison, 2003

America's Collective Memory In Photos



Hurricane Katrina, 2005

America's Collective Memory In Photos



The Obama Fist Bump, 2009

America's Collective Memory In Photos



Pelican, Gulf of Mexico, 2010

America's Collective Memory In Photos



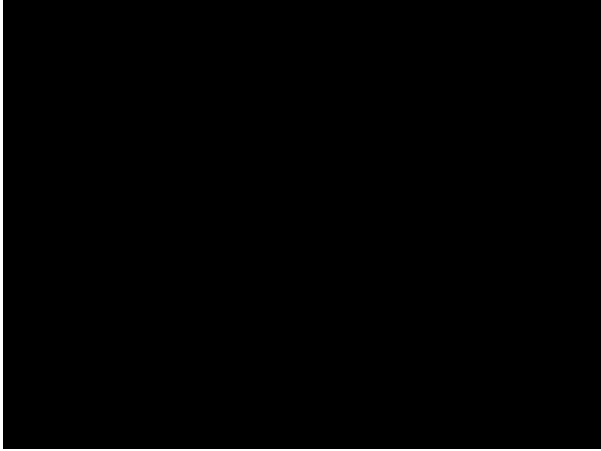
AP Photo/Pablo Martinez Monsivais

America's Collective Memory In Photos



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





The Power – and Peril – of Direct Evidence



Pivot Point

Every other row,
Pivot to the row behind
To discuss in groups of four:

**Which Photo Of Tsarnaev Will
Be the Iconic One?
Will It Be The Right One?
What Does It Depict?**

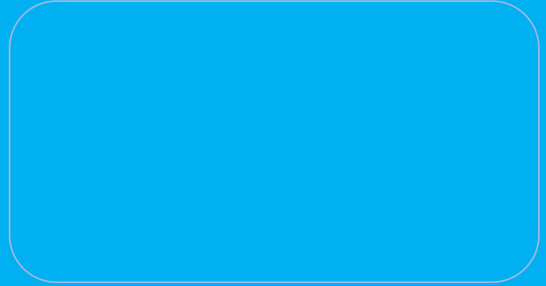
Photos Are Powerful Verification



Wireless Podcasts

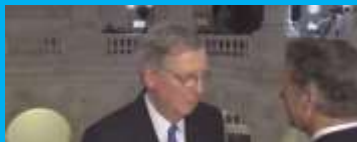


America's Collective Memory On Audio Recordings



Edward R. Murrow during the Bombing of London and Adolph Hitler, Live

Audio is Powerful Verification



What Is the Power and Peril of Recorded Evidence?



R T N A
REAL TIME NATIONAL ASSOCIATION

CODE OF ETHICS

INTEGRITY

Professional electronic journalists should

- Use technological tools with skill and thoughtfulness, avoiding techniques that skew facts, distort reality, or sensationalize events.

... [Detailed Code of Ethics text follows]


Who Is In The Room With Whom?

... [Transcript of a report on welfare reform follows]

Transparency: You Are Told How the Report Was Assembled

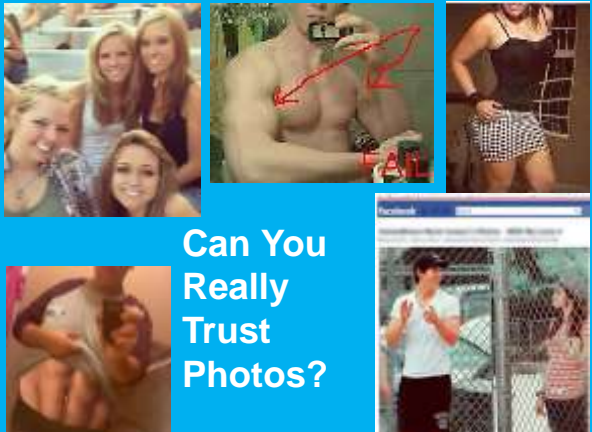
The Power and Peril of Ambient Sound

Think of a Deer...



Sound Effects Change Meaning

Can You Really 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



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



Retouch.wmv

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.

Is This North Korean Hovercraft-Landing Photo Faked?



On Big News Days, Be Skeptical



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 to illustrate the devastating impact of violence on 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."

Again With the Language and Labelling!

- Check Photo Credits
- Check Photo Captions
- Note: “File photo”, photo archive
- Look for these words:
 - “Photo enhancement”
 - “Digital photo manipulation”
 - “Photo composite / illustration”



What Is the Power and Peril of Recorded Direct Evidence?



Pivot Point

Every other row,
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To discuss in groups of four:

**How Much is Too Much in the
Boston Marathon Photo?**

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

Should news organizations publish graphic images?

Yes: People should see No: Mind victim privacy

Click to Evaluate Click to Evaluate

13 Votes 2 Votes

4.7 **yes**
Anonymouse - 3 votes

4.6 **yes**
We need to see what it looks like for people to do horrible things - its the wakeup call many need to get moved to action!
Ariane Woods - FB - 5 votes

4.1 **no**
Despite the graphic nature, people need to see the reality of these situations. The images should be presented as such, in a...
Submit Opinions

3.5 **no**
Be mindful of the victims privacy. Additionally, putting these images on a periodic or national television can inadvertently expose those not young to understand what they are seeing to graphic violence.
Grant Griebel - FB - 3 votes

3.0 **no**
They can be on internet but not be much on tv. I am a teacher but I would chose to look at...
Submit Opinions

“Faithful and Comprehensive Depiction?”



Skewed, Distorted, Sensationalized?



Or, “seeking truth and providing a fair and comprehensive account of events and issues”

Harnessing the Power of Images

1. Ethical Photos “Open the Freezer”: A photo credit declares who is accountable for the integrity of the image. The caption provides cross-checkable detail and provides the context that makes a depiction “faithful” to the truth.
2. Be skeptical of the too-perfect composition. Photo Journalism is documentation, not ornamentation and rarely looks Photoshop™ Perfect.
3. “News re-creations,” posed photo ops and “photo composites” are rarely reliable evidence of journalistic truth.
4. When sharing photos on social media, be humane about people in your photos, transparent about enhancements of reality and thoughtful about your role in creating a faithful depiction of the world.

“Think Twice”

A Silent Minute to Absorb the Material

Harnessing the Power of Audio

1. Ethical Audio can “Open the Freezer,” providing direct evidence. A sign-off declares who is accountable for the integrity of the recording. Voice-overs provide cross-checkable detail and context.
2. Be skeptical of the too-perfect sonic detail. Audio journalism is evidence collection, not dramatic re-creation. Real life does not come with a sound-track of mood music and sound-effects to emphasize turning points.
3. Seek transparency: The producer noting when a recording has been heavily cut or when interviews were recorded on different days, for instance.

“Think Twice”

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Housekeeping, Announcements & Notes

