News

(Definition)

Information about recent events.

Product of a social process through which media professionals make decisions about:

* What is newsworthy or not
* Who is important or not
* What views to include or not

Idealized norms:

* Political objectivity
* Observe prevailing attitudes of decency
* Documentary practices relying on physical evidence
* Standardized formats to package the news
* Training reporters as generalists, not specialists
* Using the editorial review to enforce practices

Where does most of the news happen?

* In-or-around predefined locations covered by bureaus (others are ignored)
* Beats – places where reporters are stationed
* Making rounds (insiders offering daily doses of press releases, conferences, and announcements)

News organizations decide ahead of time where to look for news.

Objective Journalism: (Partisan press)

* Developed after WW1
* Recognition of effects of wartime
* Reaction to the emerging field of Public Relations (Publicists, Spin Doctors)

CNN

Started by Ted Turner in 1980. Big 3 (ABC, CBS, NBC) thought it would fail (since ran 24/7). Initially lost $80 million. Turned profits of $200 million/year in 1990+. Now available to 80 million homes. Early defining moments include Tiananmen Square Massacre, Gulf War, and 9/11. During Gulf War 1, viewers skyrocketed to 10 million. In crisis, many local stations or networks would broadcast CNN’s signal. Late night updates scooped morning newspapers that had deadlines form the previous evening. Introduced a continuous never ending news cycle. More than a billion people have access to their services, and yet CNN still continues to reflect American viewpoints and values. CNN proved to be a defining force at the start of the Information Age.

News Cycle – Two times of news, the Morning News and Evening News.

Reactions to CNN:

* Additional news competition
* US adds more 24 hour news

News and War: The first casualty of war is typically the truth.

WikiLeaks

International online, non-profit organization which publishes secret information, news, leaks, and other classified media from anonymous sources. Initiated in Iceland in 2006, by the organization Sunshine Press. Encourages users to search for alternative sites to get its content.

Julian Assange

* Editor in Chief of WikiLeaks
* Experienced computer programmer
* Internet activist
* Exposed extra-judicial assassinations in Kenya with The Cry of Blood

Countries like China censor websites with “wikileaks” in URL. Some search engines voluntarily censor references to WikiLeaks.

Released US military footage of helicopter attacks in Baghdad that killed 12 people, including two Reuters staff, calling it “collateral murder”.

Chelsea Manning

Afghan War Diaries consists of more than 70,000 classified documents. Chelsea leaked, and was convicted of all charges. Highest profile leak since Pentagon Papers by Daniel Ellsberg.

Photography

Important role in mass media, as it conveys powerful messages through imagery, and placement and choice of photographs can influence the public’s perception of a story. Leonardo da Vinci used “camera obscura” to draw scenery.

Daguerreotype: positive image on a metal plate; high quality. Bulky, complex equipment needed, and it had long exposure times, and there was no ability to make copies.

Calotype: paper positive, but much lower image quality.

Wet collodion process made photography easier, but still needed specialized knowledge and bulky equipment – Mathew Brady and Civil War photos

Roll film on celluloid: helped make cameras smaller and more portable, and public could use cameras more easily.

Color film

Digital photography: image quality still poorer than film, but improving, and doesn’t use film. Easy to manipulate.

Photography is a medium of truth – agree/disagree?

Newspapers

Mix of new and old, however news gathering, story writing and layout are well into the digital age. Final product still consumes vast amounts of paper and ink. Principally distributed by minimum and children work force.

Problems for newspapers today:

* Despite declines in circulation, they are still profitable so far
* How do you get online readers to pay?
* Continuing the morph from hard copy to digital/online, otherwise they’ll wither
* Assets will be picked up by newspaper chains and conglomerates

To survive, newspapers have always had to change – make compromises with commercial interests and political powers.

Thirty Years War

* Advent of irregular news sheets in Holland/England/France
* Brought word of foreign events, as well as commercial/economic issues
* Soon dailies focused on foreign events arrived
* Freedom of Press did not exist yet (required licenses)

Leaders of the time; (Promoted need of informed citizenry, free press to assist circ. of ideas)

* John Stuart Mill
* Edmund Burke

Publick Occurences Both Foreign and Domestick (1690, MA Bay Colony | First Newspaper) was the first newspaper in the colonies, published by Benjamin Harris, and exasperated the British Crown and the Puritan authorities, but was shut down after one issue.

Boston Newsletter – Printed in 1704 with notice that it was published by authority of royal governor, that consisted of news from Europe (notice of arrivals/departures of ships, death notices, etc)  
New England Current – James Franklin started without authority approval and was jailed and forbidden to publish. His brother became the new editor in Philadelphia. (Why?)

Test of press freedom regarding the NY Weekly Journal when Peter Zenger was jailed for criminal libel when editorially criticizing the British governor of NY.

1765 Stamp Act – taxed each printed sheet and advertisement in all colonial newspapers. Provoked the famous “No taxation without representation” phrase.

Pennsylvania Evening Post & Daily Advertiser – Benjamin Franklin in 1783

By 1800, most large cities had at least one daily paper, but circulation was limited, low rates of literacy, and the cost of newspapers made it difficult to advance.

Deployment of the telegraph increased speed and reach in news gathering.

Emergence of News coops shared the cost of covering stories to save money. Known as the Associated Press as of today.

Civil War stimulated growth of newspapers by providing immediate news, and as people flocked to the cities afterwards, the number of city newspapers increased.

Muck raking (uncovering and exposing scandals in government or business) characterized the era.

Mathew Brady developed first photographic process, but it took until 1880 for technology to print pictures and text on the same page.

Post Civil War newspapers became a mass media, with publishers like Joseph Pulitzer (Pulitzer award) and Edward Scripts, and topics on sex, violence, murder, scandals, advancements in science, medicine, etc.

Joseph Pulitzer – NY Evening World became model for city dailies. Conducted exposes on corruption.

Nelly Bly –

William Randolph Hearst – Worked for Pulitzer and gained control of the family paper and remodeled it. Bought the NY Journal, and hired Pulitzer’s best staff and took over as lead newspaper.

Yellow Journalism – style of journalism invented by Hearst. Same idea with Pulitzer, but added more sensual photos, hoaxes, and fake interviews. Incited the Spanish American War with the reporting of the explosion of the battleship Maine in Havana, Cuba.

Objectivity in Modern Journalism (Distinguishes factual reports from opinion columns)

* Distanced itself from Yellow Journalism
* Focused on documenting major events
* More affluent readership
* Lowered the price to a penny to attract middle-class readers

Inverted-pyramid style

* Answers who, what, where, when at top
* Less significant details at bottom
* Coming under increasing scrutiny

Interpretive Journalism

Goal is to explain key issues and events, while placing them in a broader context. Basic responsibilities include supplying known facts, giving an analysis, and advocating a plan. This type is embraced by broadcast news.

Newspapers Peak as Primary Mass Media

General population of people reading newspapers took over the elite, while sources of (newspaper) income moved more to advertising than circulation fees.

Online Journalism

Replaced the morning newspaper, and speeds up the news cycle. Unfortunately this allows non-traditional sources to shape stories.

Consensus-oriented journalism

Stories on local schools, social events, town government, property crimes, and zoning issues.

Conflict-oriented journalism

Front-page news defined as events, issues, or experiences that deviate from social norms.

5W and H: Who, What, Where, When, Why, How

Audit Bureau of Circulation

Not-for-profit Association formed in 1914 that includes advertisers, ad agencies, and publishers. Purpose was to verify circulation figures for advertisers, define standards for reporting, provide information regarding print advertising, and also provides the same services for web sites.

National Dailies

* USA Today
* Wall Street Journal
* Christian Science Monitor

Self-Proclaimed National Dailies

* NY Times
* LA Times
* Washington Post

Newspaper Controversies Today Driven By:

* Media economics
* Societal Changes
* Technological Changes

Newshole: Makes up 35-50% of paper, with the rest devoted to advertising.

Newsroom Staff: Publisher, Owner, Editors, Assistant Editors, Reporters.

Newspaper Preservation Act of 1970: Allowed creation of Joint-Operating Agreements to keep separate news divisions while merging business and production operations.

Reasons for readership decline: Great Depression with rise of radio, TV & weeklies, online readership

Blogs

Initially dismissed as amateur journalism

Gained credibility and readership in recent years

Traditional journalism has entered the realm of blogging

Blogging has become a viable main feature

Citizen Journalism

Citizen media or community journalism.

Activist amateurs who use the internet and blogs to disseminate news and information.

Many news organizations trying to bring in citizen journalists to make up for downsizing.

American Society of Newspaper editors resolved in 1978 that minority employed in newsrooms should match % of minority in population. Still has not been reached yet.

Television

TV shows used to be made by TV networks, unlike today where they are produced by cable channels and internet services.

Inventors: Paul Nipkow, Philo Farnsworth, Zworykin & Sarnoff

Cathode Ray Tube: Combined principles of the camera and electricity.

Scanning Disk (Nipkow) : Separated pictures into pinpoints of light that could be transmitted as a series of electric lines.

CATV: First cable system, eliminated over-the-air interference and increased channel capacity.

Direct Broadcast Satellite (DBS): DirecTV and DISH.

Analog standard – 1941 | Digital standard – 2009

Early TV programs lacked creative control, which forced advertisers out. Introduction of two types of programs; Magazine format and TV spectacular.

Home Video

Betamax and VHS

Sony introduced Betamax and was sued by Disney/MCA but “home” taping was ruled allowable. Introduced two purposes of DVD and DVR: Video Rentals and Time Shifting.

Third Screen | Computer Screens

Computers became a popular device to watch videos with, with services like YouTube.

Fourth Screen | Mobile Screens

Mobile devices like iPads and smartphones changed consumer viewing habits and portability meant we no longer needed a TV set.

Kinescope: Used to preserve live broadcasts.

Comedy Formats: Sketch, Situation, Domestic.

Drama Formats: Anthology (live theater), Episodic (Chapter or Serial programs)

Public Broadcasting Act of 1967 establishes PBS – targeted viewers ‘less attractive’ for ads.

Must-carry-rules: Requires cable operators to carry all local TV broadcasts.

Telecommunications Act of 1996: Brought cable under federal rules, eliminating most ownership restrictions in radio. Combined Clear Channel, Cumulus, and CBS.

Ratings: Percentage of households tuned to a sample program

Shares: Percentage of households tuned to a program, compared with those actually using their set at the time of sample.

Radio

Radio is a companion and motivator that reaches people everywhere with opinion, news, entertainment, and advertising. There are twice as many radios than people in the US and ad revenue amounts to $15 billion.

Invented by Nikola Tesla in 1943.

Initially used specifically for point to point communication.

Radio Act of 1912: Requires all wireless stations to be licensed by Commerce Department.

RCA: Company with pooled wireless patents and technology that controlled all US radio technology under one banner. Ensured that radio parts were standardized. Bought out American Marconi and given access to Navy, GE, ATT.

NBC-Red: Telephone | NBC-Blue: Radio

Radio Act of 1927: Channels could only be licensed as long as they operated to serve the public interest, convenience, or necessity. Created the FCC with the Communications Act of 1934.

NBC-Blue sold and became ABC.

Early Radio Shows: Live music, Quiz shows, Dramatic programs (typically had only one sponsor)

Public Broadcasting Act of 1967: Introduced NPR and PBS as noncommercial networks.

Gordon McLendon: Inventor of formats appealing to masses (Top 40, etc)

Music

Emile Berliner invented 33.3 rpm record that was smaller and didn’t require large spaces with temperature control to store, like the wax cylinders. Also allowed for mass reproduction of sound recording, which introduced future development of a star system.