**Week 13 Video Response: *2018 News Reports***

Levi George

Department of Communication, Purdue University

COM 31800; Prin. Of Persuasion

Prof. Kimberly Myers

November 20, 2020

**Week 13 Video Response: *2018 News Reports***

1. Watch and Rank the news clips from 2018 that reported on significant changes in border policy were being inacted. Rank the clips as most trustworthy to least trustworthy using Galtung’s values and descriptions of the ranking.

I will start off this answer to the Analysis with stating that certain Values simply don’t apply in these stories, so I won’t be mentioning them.

* Continuity – we only see a few articles from a specific period, without more info we can’t analyze from a continuous perspective.
* Frequency – this caravan took place probably over a few months; however, we are only given a few posts like Continuity and they all relate to the same event. I don’t think there is much point to analyzing Frequency
* Amplitude – All news articles cover the same event, which is obviously of high amplitude, so it is hard to fake. This makes all the articles trustworthy to some extent.
* Elite Nations – to some extent Mexico is not an “Elite Nation”, additionally I believe that the “Elite Nation” perspective doesn’t apply to news in the country it occurs within.
* Elite People – None of the people involved are necessarily elite in these examples.
* Composition – Since we don’t see the other articles or events that are aired during the day, we have no context for other situations.
  1. Washington Post – Most Trustworthy -
     1. Clarity – the Washington post tries to leave the situation as unclear as possible, this way they limit the effect their Bias as a democratic news source may be. They even ponder what actions the migrants will take upon reaching the border (will they climb the fences, or submit for due process).
     2. Cultural Proximity – while this event is at our backdoor (as United States Citizens) the Washington post avoids closing this proximity by directly contacting or putting feet on the ground at the border. They remain distant and objective, making them trustworthy
     3. Predictability – There is little attempt to remove ambiguity, we view the events simply as happening, making this story more trustworthy.
     4. Personification and Negativity aren’t manipulated by this group since they remain neutral to the story.
  2. Shepard Smith – 3rd Trustworthy – enforces idea of immigrants as people, inherently biased, however not negative. Uses no outside sources or speakers.
     1. Clarity – They try to frame the situation as an American dream type journey to a better life for one’s family. They remove ambiguity from the situation trying to make the caravanners seem good and like us.
     2. Cultural Proximity – while this event is taking place at our backyard, they do their best to try and humanize and them. However, they also make a point of indicating that the group isn’t on the border, but a few thousand miles away.
     3. Predictability – they try to remove ambiguity and provide an image of humanity to the caravanners. They try to produce an image opposite to what a lot of governments and republican sources give regarding the immigrants from Mexico, which I think displays a level of trustworthiness
     4. Personification and Negativity – negativity isn’t used at all, they try to humanize the immigrants and make them seem like people. They focus on the struggles and pain of the immigrants.
  3. Tucker Carlson – Least Trustworthy – negative and uses single examples as indicators for all immigrants, verballing combative rather than deliberative.
     1. Clarity – Tucker actively attacks the Immigrants by assigning them the role of invader. This provides a clear image to the viewers that these immigrants can’t be trusted. This is untrustworthy
     2. Cultural Proximity – Tucker asserts that the immigrants are on top of the border and climbing the fence. Which places them very close to us. Associated with a negative view, we view these immigrants as a serious threat.
     3. Predictability – Tucker follows the threatening stereotype that many republicans tend to attribute to immigrants, this enforces the stereotype. Untrustworthy
     4. Personification and Negativity – Tucker attempts to remove the humanity of the immigrants and he uses a large amount of negativity, he even bashes people who try to side with the immigrants and is verbally combative with them. This is sensationalist and untrustworthy.
  4. PBS – 2nd Most Trustworthy – uses biases and clips to humanize immigrants, somewhat biased.
     1. Clarity – PBS attempts to produce a clear, but unbiased view of the events. They do slightly alter the view of the immigrants by referencing the hardships they face.
     2. Cultural Proximity – they not only show how close they are to the U.S., they also use video of the immigrants doing normal stuff like reading, eating, or packing their equipment. This humanizes and makes the immigrants seem closer to us.
     3. Predictability – The story is presented very unbiasedly, they produce a view that is aligned with a view of the immigrants as the ideal American, seeking refuge for a better life. To some extent, I think this is good at providing clarity in a conducive way.
     4. Personification and Negativity – This page uses no negativity; however they do attempt to provide some personification through use of clips that make them seem like normal people and through examples of the things that they are running from.

1. Analyze the news report that you think is the most effective according to the four primary types of analysis discussed in Hodkinson
   1. Shepard Smith is the most effective
      1. Semiologically: Shepard’s content can be viewed as protective or concerned. The video shows the caravan as a group of people who want better lives. They use words like Threaten for trump to build an image of a tyrant almost. They use words like pushes and indicate the distance from the U.S. to create an conception of the length. Overall, the ads and headlines produce a narrative of a force of people who want a better life being buffeted by Governments, Nature, and criminals.
      2. Paradigmatically: Shepard continuously takes a kind stance, using video of the immigrant’s living conditions, describing their journey as a narrative of hardship, he also describes the condition that the caravanners are in, being sick and hurt, yet persisting.
      3. Syntagmatically: Shepard produces a sense of hardship, bringing up the difficulties that the immigrants have faced. He uses words like family, enduring to produce a human image of the immigrants, and describes a Hell at Home that they were fleeing.
      4. Narratively: I think that the narrative of the American dream is being used even if on a minor level. Shepard speaks about how the people of the South American countries have been moving north to find a better home and protect their families.
2. Analyze the report that you think is the least effective according to the four primary types of analysis
   1. PBS News Hour
      1. Semiologically – Little imagery or headlines are used, there is little substance semiologically. They do use videos which help describe or show the situation and living conditions of the migrants, but it doesn’t indicate anything it shows their hardship and their excitement, but it is too unfocused to provide a consistent image of the migrants.
      2. Paradigmatically – The news hour group don’t elect to color the migrants a specific way. They are very neutral through out their discussion explaining what is happening and what migrants have been doing to get inside the U.S.
      3. Syntagamatically – The news hour group use very bland language, describing things factually, rather than trying to build some narrative against or for the migrating south and central Americans. They describe the migrants as people, as some regular joe blow from down the proverbial street.
      4. Narratively – There is no narrative, there is no real reason for people to become invested in what is happening to the people traveling to the border. It describes what they are currently doing and what they must do in order to get through the border. It is a factual statement of the current situation. While very trustworthy, it provides no persuasive power.