



LXIV
SIXTY-FOURTH SESSION



Press Corps

Berkeley Model United Nations

Hello delegates!

My name is Natasha Cougoule and I'll be your head chair for Press Corps for BMUN LXIV! I'm an economics major with a Spanish and Portuguese minor and a deep seated passion for media and economic development. I was a MUN delegate for two years in high school and a founding member of the program that still exists there today. I joined BMUN because I knew that I'd be surrounded by amazing people and would be able to continue pursuing the passion I developed with my high school club. Outside of BMUN, I'm the Vice President of Chapter Operations for my sorority, Alpha Phi, and I'll be working on a campus senate campaign in the coming semester.

Press Cops is going to be a challenging, completely independent committee this year, a committee in which you will each be acting as different news syndicates. You'll be announcing crises, reporting on policies, and trying to direct the flow of the committee you are assigned to cover through your writing. The media is critical in the formation of today's policies and the focus of the world's leaders, as they decide which stories the public cares about and therefore what constituents bring to their representatives. In order to understand how policy is made, we need to understand how media chooses to proliferate information. I can't wait to lead you all in leading this conference in March, but I won't be alone. Allow me to introduce your vice chairs for Press Corps LXIV!

My name is Se Yeon Kim and I hope you are all as excited about BMUN 64 as I am! I am a third year Media Studies major, and I look forward to contributing my knowledge of mass media and journalism to this committee. Outside of BMUN, I am involved in *The Daily Californian*, the campus newspaper, and Innovative Design, a graphic design club.

My name is Emma Lautanen and I'm currently a first year at Berkeley. I'm studying Political Science with an International Relations focus. I joined BMUN because I had done Model United Nations all throughout high school and even attended BMUN as a delegate three years in a row. I knew I wanted to continue being a part of Model UN, but this time from the other side of the table. I'm excited to experience all the behind-the-scenes work Press Corps does in relation to the conference as a whole, especially as each of you takes your own spin on the articles. Outside of BMUN, I love to run, hike, and go to as many concerts as possible. I also enjoy sleeping, a lot. I look forward to seeing you all in the spring!

My name is Hyunwook Kim, and I am a first year economics student at UC Berkeley. I joined BMUN because I have an interest in the world and its problems. My interest in the world stems from my belief that the world's problems are my problems. I try not to separate myself from the issues going on around me and instead try to learn more about them. With this mindset, I decided to join BMUN. Also, I had participated in Model UN for three years back in high school and really enjoyed the experience. Rather than simply continuing what I did in the past though, I wanted to experience a new side of MUN, so I chose to join BMUN. I'm excited for Press Corp because of how relatable and relevant press and media are. Everywhere we turn, we can see media's influence on our society. Outside of BMUN, I like to play the oboe and spend time with my friends.



My name is Ashley Njoroge I am a freshman this year. I am currently studying Computer Science and Cognitive Science. Model United Nations played a pivotal role in my high school life by enabling me to talk about issues that young people do not typically get the opportunity to discuss in day to day life. This is the main reason BMUN stood out to me when I joined Berkeley. I joined because I see BMUN as an opportunity to help students who are still in high school gain access to Model UN and possibly be impacted by it in the same way that I was. I am super excited to be a vice chair for the Press Committee this year because the press has an unequivocal impact on the state of knowledge around the world especially in our advancing modern society. The proper accretion and insemination of information on Global issues is a process that is a lot more intricate than most people realize and I am excited for you all to learn how the press vets and releases information to the public and the many factors that they need to take into account before releasing a story as well as the methods you need to adopt to ensure you are collecting relevant and accurate information. Outside of BMUN I participate in a number of entrepreneurial and technical conferences and hackathons as both a volunteer and participant. Some examples are Cal Hacks 2.0 and The Lean Start up Conference. I also work with the Kenya National Motorsports Club as well as the FIM Women to promote the participation of female riders in Motocross in Kenya.

We look forward to seeing you all at conference and can't wait to read the articles you produce.

Go Bears!

Natasha and the Press Corps Dais



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Topic Background: Media

Media: as defiant of definition as it is of containment. The modern media, as we will call it here, the group of syndicates and individual actors that produce content to inform, entertain, or otherwise occupy the attention of the general public, is a diverse information marketplace that represents an array of perspectives and prejudices. The press has a long, complicated history with the world, and an even more complicated one with individual countries and actors. It is often hailed as a champion for equality and advancement, a pillar of society and a necessity to maintain a transparent, effective government. It often acts in all of these capacities, and historically has had a profound impact on elections and policies worldwide, but how does the modern media operate?

With the advent of new technologies and a more democratized industry, it's never been easier to become a reporter by way of Twitter or a national figure via a viral video. The game has changed, as "Instant deadlines, 24-hour news, increased syndication and editorial expectations beset the reporters in the field and affect newsgathering, quality reporting and content" (Anderson). The world doesn't need another BuzzFeed, and it certainly doesn't need major media outlets taking the easy route and avoiding hard news, real stories with national and international impact.

Writing hard news is hard work, and different syndicates across the globe have taken different approaches to their style and content to inspire populations and censure governments...or not. Main differences of approach and story choice lie in a given syndicate's status as state-owned or independent. United States Supreme Court Justice Hugo Black remarked that "[t]he Government's power to censor the press was abolished so that the press would remain forever free to censure the Government", but in some cases, a government will establish a press to serve its own purposes. Qatar-based al-Jazeera began as a small government-owned news outlet that quickly drew the attention of other populaces in the Middle East because of its huge editorial freedoms, "professionalism of its coverage, and for its studio discussions which raised many



previously taboo issues” (Whitaker). Their freedoms and their reputation allowed al-Jazeera the opportunity to be majorly influential in the region; their footage of the invasion of Iraq and subsequent broadcasting of videotapes from al-Qaeda members made them major players in the subsequent war.

On the opposite end of the spectrum, China Central Television is positively despised in its homeland. It is notorious for heavily censored material, deeply troubling reports of highly personal celebrity events, and overall superficiality in its coverage. An employee of CCTV, Wang Qinglei, made a famous, long description of the station’s transgressions on his Weibo (the Chinese equivalent of Twitter) account shortly after being dismissed for “violating CCTV’s microblogging and ‘discipline management’ rules” (Yong). In it, he stated that CCTV was “sidestepping the law,” allowing the government to ‘rape our journalistic standards” (Yong). This directly mirrors the country’s frustrations with their main news source, as people called them “rumormongers” for besmirching the reputations of celebrities and common folk alike, truly anyone who dared to criticize the government in its infinite wisdom. A common tactic of CCTV that has contributed to its decline in popularity is its propensity to draw out confessions from public figures on television before legal proceedings have even begun, and then to extrapolate from those coerced confessions of public figures to speculate on their dealings with prostitutes, bribery, and other despicable practices. Qinglei described how editors would receive thousands of instructions throughout the year detailing what they could and could not cover at CCTV. The blatant censorship by the government and its use of the channel as a means to implicate alleged criminals outside of a fair legal process has truly made CCTV a detestable outlet, one that the citizens, much less the rest of the world, can rely upon. Independent news syndicates are not without praise and criticism as well. The New York Times has repeatedly been hailed as a liberal bastion of news coverage and information dissemination for the general public; it has also been heavily criticized for false information, unmeasured political bias, and misreporting of instances of international importance.



Across all outlets, creation, distribution, and contortion of information is the key occupation of writers, editors, and heads of organizations. Understanding the influences on a given outlet, whether it be its government, its owners, affiliated political parties, or its investors, provides readers with a critically important understanding of how the news they are receiving is being marketed towards them and how information is driving a party's agenda. In many ways, media creates reality. And in our modern reality, everything moves at lightning speed. The average story stays on the air for a week, but only if it's newsworthy enough. Stories filled with sensation, conflict, mystery, celebrity, deviance, and tragedy dominate news cycles, which often leads to the trivialization and oversimplification of important events and policies. Those creating the news fundamentally misunderstand their viewership's capacity for understanding the news and their desire to know what's going on in the world (Oswald). That is why it is critically important to understand the seriousness of the job of a reporter.

Communicating the news and the ways of the world changes how people perceive it, and how people act in it. To understand the gravity of the responsibility is to understand what it means to be a truth bearer. Journalism is a means of policy manipulation as much as it is a way to create a more informed public. The precise representation of the news is critical in creating a more equal society in which everyone has access to the same information, and where people are more in tune with the world around them.



Topic Background: Pastiche

What you, as delegates representing news syndicates, will be doing in committee is largely creating pastiches, artistic works in a style that imitates that of another work, artist, or period. While your creations won't be explicitly artistic, the art of creating a good pastiche is a difficult one; there's many factors that contribute to how a news syndicate will compose a piece, but all of these contribute to two very important components of your writing: style and content.

Style is the overall feel of writing, how you choose words and how you arrange them. The main elements of style are diction, tone, imagery, syntax, and detail. The first three pertain more to word choice, and the latter two to word arrangement. When deciding how you are going to write in order to imitate a syndicate's signature style, there has to be a synthesis of all of these elements in their proper forms.

Diction is the precise choice of words to convey your desired meaning. English is a varied and complicated language, and using synonymous words with different connotations is critical in writing a story with a particular attitude. An aggressive attack is the same as a strategic charge in their definitions, but the two give starkly different images to the reader and create two disparate senses of the story: one of urgency and danger, one of procession and diplomacy. Diction plays directly into tone: the choice of words can deeply impact the formality, informality, seriousness, or casualness of a piece. Asking "What is the federal government doing to combat the oncoming epidemic?" feels essentially different than "What's happening with the disease?" Here, word choice, use of contractions, and increased detail gives the first question more gravity and the second a sense of relaxation. Lastly, **imagery** is critical in creating a piece that is reminiscent of another's signature style. Some syndicates prefer concrete facts, statistics, and other "drier" details to describe an event or policy; at the same time, others prefer deeply personal examples, profiles of people who have been directly impacted or eye-witnesses



to effects of an incident. These each have different effects, which better illustrate effects of a matter to different audiences.

These details, as well as how you arrange them in your piece, are the last two elements that create a cohesive style that will allow you to create articles that could believably belong to your assigned syndicate. Arrangement is critical in hooking a reader and pulling them through the piece, keeping their attention through every development and account. Taking a look at a typical online article from your assigned source (your articles will be published in an online format), look critically at how the page is composed. For example, look at how this CNN page is arranged.

BREAKING NEWS
Passengers trapped on ride at SeaWorld in Orlando, Florida. Watch CNNgo.

CNN Health » Staying safe when the lights go out Live TV U.S. Edition menu

Staying safe when the lights go out

By Elizabeth Landau, CNN
Updated 1:17 PM ET, Fri January 3, 2014



80 photos: Photos: Winter weather grips U.S.
Winter weather grips U.S. – Snow and ice blanket downtown St. Louis and the Mississippi River on Wednesday, January 8.

1 of 80 Hide Caption

Story highlights

- Power outages can pose safety challenges for medication and food
- Those using breathing machines should have a backup power source
- It's possible to make meals without power or refrigeration, experts say

Winter weather **walloped much of the United States** this week, dumping feet of snow in some areas as temperatures were forecast to plunge into negative numbers.

If you are among the 100 million estimated to be affected, it's a good idea to prepare for a power outage.

Here are some tips to stay healthy when the lights go out:

Avoid hypothermia

A condition called hypothermia happens when a person's core body temperature goes below 95 degrees F. A rapid loss of body heat, usually because of being in cold water, is called acute hypothermia.

Promoted Stories

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Philips on The New York Times
- Don't Tempt Breast Cancer: 6 Life Choices to Avoid
BreastCancer.org
- 11 Cancer-Causing Foods You Need to Stop Eating
Better Daily Habits
- Tips to Prevent Accidental Alcohol Ingestion in Kids...
Cincinnati Children's Blog

Recommended by @utbrain

More from CNN

- Christmas photo of Duke and Duchess of Cambridge and family released
- Muslim teacher suing N.J. school district
- Could 'Symmetry' be the world's most luxurious superyacht?
- U.S. troops among 6 killed in motorcycle bomb attack, officials say

Advertisement

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[Make a Monthly Gift](#)

Harry Potter
The Complete Audio Collection



The headline is prominent and the photo demonstrates what the article is about, but look closely at the actual copy: information is formatted into one to two sentence paragraphs, with sections denoted by bolded section titles. There are highlights in the top left of the body text. CNN's formatting clearly demonstrates how they want their readers to absorb the information they provide: either in brief highlights, or in easily discernible information that is spread throughout the article.

Writing journalistic articles isn't easy, and it certainly isn't easier when one is writing in the style of another person, but when equipped with the right tools and when looking intently at the content you can access, this task is made infinitely simpler. As syndicates, it is your responsibility to imitate a style using the easily identifiable elements that define a writer's style. Understanding style as a combination of elements makes imitation attainable and gives those imitating a starting point from which to create their own pieces and develop their own style.



Questions to Consider

1. Has your syndicate clashed with its government or another group, organization, or body in the past? Cite at least one example in which you, as the syndicate, were sued, accused of libel, or were involved in some other conflict with a group.
2. Beyond reporting the facts of the day, what is the purpose of your syndicate? Does it exist to serve the people of your country? The government? A certain political party in its home country?
3. Choose an event, piece of legislation, or other news-worthy item that has occurred recently in your syndicate's home country that may not be considered a positive event by your syndicate. Describe how you would spin that event to make it seem positive.



Works Cited

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Position Paper Outline

In lieu of a traditional position paper, we ask that you compose a two to three page paper, one to two pages dedicated to analyzing the source you will be representing, and one creating an example article using the templates provided in the folders on the Google Drive.

For the first part, consider the following questions:

- What country does your source come from?
 - Who are its allies? Who are its enemies?
 - Where is it geographically? Who are its neighbors?
 - What are its main resources that other countries want to draw from?
- What are its political leanings?
 - How does the political structure of its home country impact this?
 - What kind of government does the country have?
 - Is the media censored by the government?
- What current domestic events would influence what you're writing about?
 - Are you in the middle of a war?
 - Is there civil unrest?
- What is the typical writing style?
 - How many words is an article, typically?
 - Is it weighted towards quotes or original writing?
 - Do you have to do "highlights" or "key points" of any sort?
- Who are typical sources?
 - Do they lean male, female, old, young?
 - How are sources used in the articles? Are they used to reinforce ideas, discredit ideas, or present new information?



For the second part, please write a short analytical piece about the committee you're assigned to describing the position your country of origin will have going into committee, including an overview of possible outcomes and how your home country will be most affected by those possible outcomes. Please include:

1. Title
2. Authors
3. Subtitle
4. Article
5. 1-2 Pictures

Follow the example of the image below:

Italy Seeks Justice in Putin Trial

Italy sends representative to International Court of Justice in trial seeking repercussions for Putin's alleged violation of Geneva Convention
by Natasha Cougoule

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