II. Mass Media (cont)

A. Corporate owned media and democracy

1. News/journalism in democracy (First Amendment)

a. inform

b. separate truth from falsehood

c. advocate for people

d. public interest

e. Fourth Estate

2. Corporate news/journalism: profit

a. customers: advertisers

i. content attracts viewers

ii. viewers sold to advertisers

iii. more viewers=higher price to advertisers=profit^

b. expansion

i. domestic

ii. global

iii. 24 hr “news channels”

c. cost reduction

i. close bureaus

ii. cut staff, including reporters

iii. no investigative reports

<http://www.thedailyshow.com/watch/mon-january-14-2013/investigating-investigative-journalism>

iv. hire studio personalities “talking heads”

v. “shared services agreements” (83 markets)

video news stories

local interviews, graphics

scripts

office space

news director

3. Consequences for corporate “journalism”

a. dependent upon:

i. press releases

ii. press conferences/briefings

iii. guest experts: knowledgeable, objective professionals

experts and the war in Iraq

experts and health care

iv. public relations firms

function: sell an idea, a company, a policy, a country

public can be manipulated

appeal to emotions

“truth is not discovered but created”: Nayirah

VNR: video news release

v. government news releases (GNR)

vi. centralized sources

vii. new journalistic norm

objectivity = “balance”

journalist: present both sides

journalist: remains neutral

b. local news as “advertainment”

i. advertising 30%

ii. violence: “If it bleeds, it leads.”

iii. natural disasters (i. +ii. 54%)

<http://www.thedailyshow.com/watch/mon-october-24-2005/hurricane-wilma>

iv. diseases: SARS, West Nile Virus, “The Flu”!!!

v. celebrities

<http://www.thedailyshow.com/watch/mon-august-2-2010/daily-show--8-2-10-in--60-seconds>

vi. political coverage

horse race: who is ahead in the race(polls), how can one horse stay ahead or get ahead (strategies), which horse won the “fake” debate and is it ahead now or still behind, which horse looks best (photo ops), which horse will win (speculation)

debates: Lincoln Douglas (12th), KennedyNixon (10th), ClintonBush (7th/6th )

Who owns the Debates? Commission on Presidential Debates