I. Television news: corporate owned advertising sponsored news

A. function: profit

B. means: economic transaction between owners and advertisers

C. result: distraction and stupification

D. further goals

1. expansion

a. global

b. 24 hours news channels

2. cost cutting

a. fire reporters

b. close bureaus and fire support staff

c. no investigative reports

d. shorter stories

e. talking heads with guests

f. cooperative relationship between editorial page and advertisers

E. Dependence

1. national news services, AP, NYTimes, LATimes

2. VNRs: Video News Releases (PR Firms)

3. GNRs: Government news releases

4. Press briefings and conferences

5. Guests/ “Experts”

1. Pentagon Experts/Dial an expert
2. NPR: National Public Radio

6. new norm: “Balance”

F. Result:

1. TV News as entertainment, or a “wrapper” for the advertiser

2. TV News as propaganda

II. TV News as entertainment: infotainment

A. Hype: teasers throughout the day

B. “Branding”

C. Team

D. Total news time

1. local: 10 minutes

2. national: 20 minutes

E. Culture of Fear”: If it bleeds it leads

1. violent crime

2. natural disasters

3. celebrities

4. terrorist threats

5. disease

F. political coverage

1. polls and surveys

2. strategy

3. who won the debate?

G. Corporate Media and War in Iraq: Militainment