

Comm 1101 Chapter 11 Notes

A Brief History of Electronic News

- Newsreels- Short films dealing with current events, shown in movie theaters prior to the advent of television.
 - Mostly covered residual news, stories about events that are recurrent or long-lasting.
- Radio News
 - The Press-Radio War- Newspapers cut down their coverage of radio.
 - Commentaries- On-air discussions about news
 - Biltmore Agreement- Radio networks would air only two five-minute newscasts each day.
 - Live reports
 - Audio recording
 - World War II
 - All-news radio (KFAX)
- Broadcast Television News
 - Mobile Units- Two huge buses, one with a studio crammed with equipment for field use, the other a mobile transmitter to send the signal.
 - Sponsored newscasts
 - Film units
 - Stringers- Independent, self-employed journalists.
 - Pseudo Events- Happenings that would not have occurred if media were not there to record them.
 - Murrow and the Television Documentary
 - Documentary- A long-form filmed examination of a social problem or historical subject.
 - Coverage of assassinations and political unrest
 - Coverage of Vietnam
 - Credibility Gap- The difference between what a government says and what the public believes to be true.
- Cable News
 - CNN
 - Fox News
- Online News
 - News on Demand- Information that users can access whenever they want it.
 - Videotext- An experimental system for delivering electronic newspapers to homes via television sets.
 - Bulletin Board Services (BBSs)- Early online news services.
 - Newspapers online

- o Bloggers
- o Linking Services- Online sites that connect the user to other news sites.
- o Personalized News Service- News services that collect only information identified as being of interest to a client.
- o Clippings Services- Businesses that collect newspaper articles of interest to a client.
- o News Ticker-Scrolling headlines on a screen.
- Online TV News
 - o Television news services made their own websites
 - o Video on Demand- Television clips that users can access whenever they want to.

Understanding Today's News Industry

- News Values
 - o The most important news deals with public affairs, government activities, and politics.
 - o News- The presentation of information that is timely, important, and interesting to its audience.
 - o News Values- Characteristics that define news, including:
 - Timeliness
 - Importance
 - Interest
 - Peg- An angle, or perspective, that makes information interesting to the audience.
- The Players
 - o Anchor- The primary newsreader who appears in the broadcast news studio.
 - o Correspondents- The on-camera reporters in the field
 - Satellite News Gathering (SNG)- Reporting the news with equipment that enables transmission via satellite.
 - Electronic News Gathering (ENG)- Reporting that uses portable field equipment.
 - o Producers- Behind-the-scenes, off-screen reporters who do the interviews, research, and writing for the on-screen correspondent.
 - o Consultants- Ratings specialists
 - o Technical Specialists- Computer experts.
 - o Experts and Pundits- On hand to speak expertly on the topic at hand on short notice.
 - o The Audience

Controversies

- Political Bias
 - Liberal Bias- Point of view that is generally purported to be anti-big business, pro-big government, pro social programs, pro-diversity, and anti-Republican.
 - Conservative Bias- A point of view that is generally purported to be pro-big business, anti-big government, profamily, proreligion and pro-Republican.
 - Conservatives vs Liberals
- Centrist Bias- Failure of the news media to report on radical points of view.
- Creeping Bias- A subtle form of slanting that manifests itself in understated ways.
 - Embedded Journalists- Nonmilitary reporters attached to a military unit.

News as Entertainment

- Entertainment values
- Polls as entertainment
- Naked news