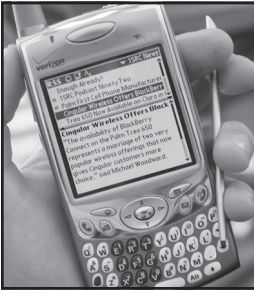


# Contents

Preface	v
Correlation Guide	xi
Topic Guide	xii
Internet References	xiv



## UNIT 1 Living with Media

### Unit Overview

- |   |     |
|---|-----|
|   | xvi |
| 1. <b>Off Course</b> , Michael Massing, <i>Columbia Journalism Review</i> , July/August 2005<br>Michael Massing discusses <b>entertainment media</b> , public concerns related to <b>media effects on society</b> , and his analysis of <i>The New York Times</i> ' reporting on <b>media and popular culture</b> .   | 3   |
| 2. <b>Tele[re]vision</b> , Jenny Price, <i>On Wisconsin</i> , Summer 2009<br>Research exploring how <b>children</b> watch and respond to <b>television</b> concludes that <b>pro-social programming</b> can be effective, although children's interpretations of meaning may differ from adult producers' intent.   | 9   |
| 3. <b>Research on the Effects of Media Violence</b> , Media Awareness Network, <i>www.media-awareness.ca</i> , 2008<br>This article is a sampling of major stands of research on effects of exposure to media violence and the discussion of the three "gray areas" in <b>media violence studies</b> that contribute to <b>lack of consensus in interpreting data</b> .   | 13  |
| 4. <b>True Crime: The Roots of an American Obsession</b> , Walter Mosley, <i>Newsweek</i> , August 17, 2009<br><b>Cultivation theory</b> undergirds this article's analysis of Americans' fascination with crime shows, mysteries, and films.   | 17  |
| 5. <b>Wikipedia in the Newsroom</b> , Donna Shaw, <i>American Journalism Review</i> , February/March 2008<br><b>Wikipedia</b> , the popular reader-written and -edited online encyclopedia, is a controversial tool. While by its own assessment, "We do not expect you to trust us . . . while some articles are of the highest <b>quality of scholarship</b> , others are admittedly complete rubbish," it has also been called "the most important intellectual phenomenon of the early 21st century." | 19  |
| 6. <b>Journalist Bites Reality!</b> , Steve Salerno, <i>Skeptic</i> , Volume 14, Number 1, 2008<br>Steve Salerno takes on <b>agenda-setting effects</b> of news and information media. Examples in his argument include journalists' failure to distinguish between random data and genuine statistical inference, oversimplification ( <b>red state-blue state</b> dichotomy), and <b>iatrogenic reporting</b> (provable harms that didn't exist until journalism got involved).                         | 22  |
| 7. <b>The Future of Reading</b> , Steven Levy, <i>Newsweek</i> , November 17, 2007<br><b>Amazon</b> has worked hard to make an <b>e-reader</b> palatable to mainstream users, many of whom carry particular reverence for the printed page. This article presents an analysis of new technology on the cusp of (Amazon hopes) changing the form and content of a traditional medium, <b>the book</b> .  | 28  |
| 8. <b>Are Newspapers Doomed?</b> , Joseph Epstein, <i>Commentary</i> , January 2006<br>Joseph Epstein provides statistics on <b>newspaper readership</b> and a commentary on changing content, technology, and " <b>the national attention span</b> ."  | 33  |

The concepts in bold italics are developed in the article. For further expansion, please refer to the Topic Guide.

9. **The Great Wall of Facebook**, Fred Vogelstein, *Wired*, July 2009

This article compares and contrasts **Facebook** and **Google** as the two compete for Internet dominance. Fred Vogelstein lends insight into **business models**, philosophies, and communication platforms that define the highly competitive companies.

38



## UNIT 2 Telling Stories

### Unit Overview

42

10. **The News Mausoleum**, John Podhoretz, *Commentary*, May 2008

John Podhoretz uses a tour of Washington, DC's **Newseum** as a jumping off point to review turning points in **the collapse of newspapers**: instability of monopoly newspapers, labor-intensive processes, the Internet, **Craigslist**, and "the unearned grandiosity at work in the news business."

45

11. **Overload!: Journalism's Battle for Relevance in an Age of Too Much Information**, Bree Nordenson, *Columbia Journalism Review*, November/December 2008

The Internet offers thousands of free news sources. Much of its content is **unfiltered and unpackaged**, and studies indicate the American public is no better informed than in less information-rich times. Bree Nordenson applies insights from **cognitive psychology** to interpreting effects of **multitasking**, **attention economy**, and **learned helplessness** on news consumers.

49

12. **Don't Blame the Journalism: The Economic and Technological Forces behind the Collapse of Newspapers**, Paul Farhi, *American Journalism Review*, October/November 2008

Paul Farhi contends that the problem for **newspapers** isn't lack of customers but rather a **business model** that has not been able to withstand erosion of classified and retail **advertising**.

55

13. **Climate Change: Now What?**, Cristine Russell, *Columbia Journalism Review*, July/August 2008

Media play a key role in **shaping public opinion** regarding **climate change**. The position in this article is that "whether" is no longer the story, and journalists now must turn to providing "a **guide to the policy**, not just the politics" that will instigate action.

57

14. **Whatever Happened to Iraq?: How the Media Lost Interest in a Long-Running War with No End in Sight**, Sherry Ricchiardi, *American Journalism Review*, June/July 2008

Coverage of **war in Iraq** has largely moved to the fringes of news reporting. **Gatekeepers** offer a variety of reasons including money, politics, focus on local issues and events, "war fatigue," and "**habituating**." This article lends insight into media's **agenda-setting** function.

62

15. **Myth-Making in New Orleans**, Brian Thevenot, *American Journalism Review*, December 2005/January 2006

Brian Thevenot reflects on reporting news following **hurricane Katrina** in New Orleans. **Gatekeeping** choices are framed in examples of second- and third-hand accounts, "official" information, race, and class.

66

16. **What the Mainstream Media Can Learn from Jon Stewart**, Rachel Smolkin, *American Journalism Review*, June/July 2007

**The Daily Show with Jon Stewart** has achieved cult status reporting **faux news**, "unburdened by objectivity, journalistic integrity, or even accuracy." Rachel Smolkin analyzes **The Daily Show's** appeal, its relationship to "**straight news**," and its **credibility** as a quality source of information.

72

17. **Double Whammy**, Raquel Christie, *American Journalism Review*, February/March 2008  
This case study of national news media coverage of *racial tension* in Jena, Louisiana, asks “What happened to *the race beat*?” Do media have an *agenda in setting* responsibility regarding race? Was the story initially ignored because mainstream media are too white? 78
18. **Charticle Fever**, Dane Stickney, *American Journalism Review*, October/November 2008  
“*Charticles*” are combinations of text, *images, and graphics* that replace full-text articles in print media. Criticized by traditionalists as anti-journalistic, proponents suggest that charticles allow “the best writers to quickly get through the *mudane news items* and spend more time with the stories that need to be told with scene-setting leads, drama, and character development.” 86
19. **Beyond News**, Mitchell Stephens, *Columbia Journalism Review*, January/February 2007  
If news is a product, how do traditional news organizations achieve *product differentiation* “in a day when information pours out of digital spigots”? Mitchell Stephens suggests that mainstream journalists must shift resources from “*objective*” *collecting and reporting* of information to *news analysis* and interpretation. 89
20. **Maybe It Is Time to Panic**, Carl Sessions Stepp, *American Journalism Review*, April/May 2008  
*American Journalism Review’s* senior editor proposes *changes in content and business models* aimed at preserving news media that can make acceptable profits while performing essential public services in “a new, *right-brain, digital world*.” 93



## UNIT 3 Players and Guides

- Unit Overview 98
21. **What’s a Fair Share in the Age of Google?: How to Think about News in the Link Economy**, Peter Osnos, *Columbia Journalism Review*, July/August 2009  
Peter Osnos provides perspective on the *Google* economy, which developed under the premise “information wants to be free.” There is a tension, however, between free distribution and *fair use*—both ethically and as determined under *copyright* law. 100
22. **Ideastream: The New “Public Media”**, M. J. Zuckerman, *Carnegie Reporter*, Spring 2008  
The *Public Broadcasting System* (PBS) was created to “use the power of media to entertain, educate, and inspire.” Its necessity has been questioned in an age of extensive cable offerings, its audience shrinking faster than the audience for commercial networks. ideastream is a Cleveland partnership that merged public television, *public radio*, and associated initiatives to maximize both assets and influence. 104
23. **The Shame Game: ‘To Catch a Predator’ Gets the Ratings, but at What Cost?**, Douglas McCollam, *Columbia Journalism Review*, January/February 2007  
*Dateline NBC’s* “To Catch a Predator” series is an example of *reality TV sting operations*, set up in cooperation with the online watchdog group Perverted Justice. While the show draws solid *ratings*, it raises *ethical questions* of “delighting in another’s disgrace,” *paycheck journalism*, and *crossing the line between reporting news and creating news*. 113
24. **The Battle over the Battle of Fallujah: A Videogame So Real It Hurts**, Dan Efron, *Newsweek*, June 15, 2009  
Four years into its development, the *video game* “Six Days in Fallujah” was realistically compiled using real war footage and graphics based on notes, maps, and feedback from Marines who fought there. Complaints from families of soldiers killed at Fallujah derailed distribution. This article explores *questions of taste and ethics*. 118

The concepts in bold italics are developed in the article. For further expansion, please refer to the Topic Guide.

25. **Distorted Picture**, Sherry Ricchiardi, *American Journalism Review*, August/September 2007  
**Photoshop editing** is easy, often motivated by aesthetics, and a hot topic at media ethics seminars. The **National Press Photographers Association** recommends a zero-tolerance standard. This article addresses the limits of acceptable practice. 121
26. **The Quality-Control Quandary**, Carl Sessions Stepp, *American Journalism Review*, April/May 2009  
Carl Sessions Stepp asks, “How far can you cut editing without crippling **credibility**? How do you **balance immediacy and accuracy**? How much does fine-tuning matter to the work-in-progress online ethos?” Careful proofreading is a victim of newsroom **staff cutbacks** and is also compromised by priority for speed in posting Internet copy. 126
27. **Why Journalists Are Not Above the Law**, Gabriel Schoenfeld, *Commentary*, February 2007  
**Shield laws** and **First Amendment rights** have been the basis for recent high-profile cases, testing the boundaries of **freedom of the press**, and “the obligation of all citizens to give relevant testimony with respect to criminal conduct” in **Federal Court**. Gabriel Schoenfeld argues that protecting the dissemination of information is not always in the public’s interest, and that a Federal shield law would compromise national security. 131
28. **What Would You Do?: The Journalism That Tweaks Reality, Then Reports What Happens**, Daniel Weiss, *Columbia Journalism Review*, January/February 2008  
Daniel Weiss ponders the **ethics of investigative “experimenters,”** who “step out of their customary role as **observers** and play with reality to see what will happen.” The practice dates back a century, but has new prominence in **television newsmagazines**. 136
29. **The Lives of Others: What Does It Mean to ‘Tell Someone’s Story’?**, Julia Dahl, *Columbia Journalism Review*, July/August 2008  
Julia Dahl relates her experience of writing “drama” pieces that **personalize victims** of tragedy. The essay discusses the options of **choosing and discarding** in the process of how stories are packaged for **reality shows** such as *America’s Most Wanted*. 140
30. **A Porous Wall**, Natalie Pompilio, *American Journalism Review*, June/July 2009  
Traditionalists shudder at **front page newspaper ads** as unprofessional and unseemly, compromising the wall between news and ads. Natalie Pompilio describes why these and other “new” **ad formats** that **mix news space and ad space** evoke strong responses, and how newspapers come to terms with their subtext. 144



## UNIT 4 A Word from Our Sponsor

- Unit Overview 148
31. **How Can YouTube Survive?**, *The Independent*, July 7, 2009  
**YouTube** is an apt poster child of **new media** not structured upon traditional corporate/**advertising sponsorship** that pays for content production. This article lends insight into the fiscal model behind this third most popular website on the Internet and new media **business models** and marketing strategies in general. 151
32. **Online Salvation?**, Paul Farhi, *American Journalism Review*, December 2007/January 2008  
Projections estimate that **newspaper print advertising revenue** will decrease by half in the next ten years. Print **classified ads** may well disappear. Online ad revenue is projected to increase for some newspapers, not all. What should news organizations do? Cut costs? Phase out print news? Figure out how to attract web traffic that supports ad revenue there? Stop giving news away? Give more news away? 154

<p><b>33. The Secrets of Googlenomics</b>, Steven Levy, <i>Wired</i>, June 2009          In contrast to YouTube, <b>Google</b> generates enormous cash flow. <b>Advertising</b> is an important source of revenue, sold differently from other media. Steven Levy describes the process of Google <b>adspace auctions</b>.</p>	158
<p><b>34. But Who's Counting?</b>, Jason Pontin, <i>Technology Review</i>, March/April 2009  <b>Advertisers</b> shifting dollars from traditional print, radio, and television buys to offshoot websites are stymied by lack of a tool equivalent to television's <b>Nielsen Ratings</b> to articulate reach and <b>set rates</b>. This article is about <b>panel-based Web audience measurement</b> services provided by ComScore and Nielsen Online, and alternatives to them.</p>	164
<p><b>35. Old Media Strikes Back</b>, Daniel Lyons, <i>Newsweek</i>, March 2, 2009  <b>Hulu</b> is an example of old media successfully capitalizing on new media technology. With production-value content and <b>innovative advertising structures</b>, movies and television programs are increasingly available online and proving their <b>commercial viability</b> there.</p>	169
<p><b>36. A Fading Taboo</b>, Donna Shaw, <i>American Journalism Review</i>, June/July 2007          Donna Shaw describes why these and other "new" <b>ad placements</b> (watermarks, cascading stairs, front page stickers, spadea) that <b>mix news space and ad space</b> evoke strong responses, and how newspapers come to terms with their subtext.</p>	171
<p><b>37. Nonprofit News</b>, Carol Guensburg, <i>American Journalism Review</i>, February/March 2008          As news organizations trim their budgets and adjust their <b>business models</b>, new forms of <b>nonprofit, grant-funded news operations</b> are developing. "Done right, the journalism-funder relationship benefits both parties as well as the public they aim to serve. . . . Done wrong, the association raises concerns about <b>editorial objectivity</b>, and whether it has been compromised by the funder's agenda."</p>	174
<p><b>38. Open for Business</b>, Michael Shapiro, <i>Columbia Journalism Review</i>, July/August 2009          Michael Shapiro suggests that consumers will pay for <b>niche-specific</b> specialized content online and herein lies a future for print journalists. A model combining free and paid <b>news content</b> is proposed, 80% free and 20% paid. Comparisons to <b>Netflix</b>, cable television, and iTunes provide context. Orangebloods.com, a <b>membership site</b> for University of Texas football fans, provides an example.</p>	180
<p><b>39. The Massless Media</b>, William Powers, <i>The Atlantic Monthly</i>, January/February 2005          William Powers speculates on ramifications of a shift from "vast media spaces where [Americans] used to come together" to small, targeted outlets where "discourse happens only among like minds." He compares this "new" landscape to pre-television media, and concludes that <b>mass and niche media</b> can and will coexist in a symbiotic relationship.</p>	186
<p><b>Test-Your-Knowledge Form</b></p>	190
<p><b>Article Rating Form</b></p>	191