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## UNIT 1 Living with Media

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- 1. In the Beginning Was the Word**, Christine Rosen, *Wilson Quarterly*, Autumn 2009  
This is an essay about the place of the **book** among its contemporary competitors for attention. 3
- 2. Revolution in a Box**, Charles Kenny, *Foreign Policy*, November 2009  
Charles Kinney contends that even in the age of the Internet, **television** “is still coming to tens of millions with a **transformative power**—for the good—that the world is only now beginning to understand.” 7
- 3. Tele[re]vision**, Jenny Price, *On Wisconsin*, Summer 2009  
Research exploring how **children** watch and respond to **television** concludes that **prosocial programming** can be effective, although children’s interpretations of meaning may differ from adult producers’ intent. 12
- 4. Research on the Effects of Media Violence**, Media Awareness Network, *www.media-awareness.ca*, 2008  
This article is a sampling of major stands of research on effects of exposure to media violence, and the discussion of the three “grey areas” in **media violence studies** that contribute to **lack of consensus in interpreting data**. 16
- 5. Wikipedia in the Newsroom**, Donna Shaw, *American Journalism Review*, February/March 2008  
**Wikipedia**, 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 **quality of scholarship**, others are admittedly complete rubbish,” it has also been called “the most important intellectual phenomenon of the early 21st century.” 20
- 6. Journalist Bites Reality!**, Steve Salerno, *Skeptic*, *www.skeptic.com* Volume 14, Number 1, 2008  
Steve Salerno takes on **agenda-setting effects** of news and information media. Examples in his argument include journalists’ failure to distinguish between random data and genuine statistical inference, oversimplification (**red state-blue state** dichotomy), and **iatrogenic reporting** (provable harms that didn’t exist until journalism got involved). 24
- 7. Girls Gone Anti-Feminist**, Susan J. Douglas, *In These Times*, February 22, 2010  
“What the media have given us . . . are little more than fantasies of power,” writes Susan Douglas. The article examines contradictory **female roles in media**, raising implicit **feedforward vs feedback** questions. 30

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



# UNIT 2

## Telling Stories

### Unit Overview

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|--|---------------------|
| <p><b>8. <i>The Reconstruction of American Journalism</i></b>, Leonard Downie Jr. and Michael Schudson, <i>American Journalism Review</i>, November/December 2009</p> <p>A thoughtful and comprehensive analysis and prescription for the roles of <b><i>print and television news media</i></b> as information is reported across a greater number and variety of sources. Topics include content, accountability, and <b><i>financial models</i></b> that support public information access.</p>   | <p>34</p> <p>37</p> |
| <p><b>9. <i>Peytonplace.com</i></b>, Johnnie L. Roberts, <i>Newsweek</i>, October 12, 2009<br/>“Hyperlocal” <i>blog</i> cites compete for a share of local <i>advertising</i> revenues.</p>  | <p>54</p>           |
| <p><b>10. <i>Capital Flight</i></b>, Jodi Enda, <i>American Journalism Review</i>, Summer 2010<br/>The theme of this article is summarized in its header: “<b><i>Watchdog reporting</i></b> is at an alarming low at many federal agencies and departments whose actions have a huge impact on the lives of American citizens.” Jodi Enda analyzes the implications of reduction of the <b><i>Washington press corps</i></b>.</p>  | <p>56</p>           |
| <p><b>11. <i>Overload!: Journalism’s Battle for Relevance in an Age of Too Much Information</i></b>, Bree Nordenson, <i>Columbia Journalism Review</i>, November/December 2008<br/>The Internet offers thousands of free news sources. Much of its content is <b><i>unfiltered and unpackaged</i></b>, and studies indicate the American public is no better informed than in less information rich times. Bree Nordenson applies insights from <b><i>cognitive psychology</i></b> to interpreting effects of <b><i>multitasking, attention economy</i></b>, and <b><i>learned helplessness</i></b> on news consumers.</p> | <p>68</p>           |
| <p><b>12. <i>Don’t Blame the Journalism: The Economic and Technological Forces behind the Collapse of Newspapers</i></b>, Paul Farhi, <i>American Journalism Review</i>, October/November 2008<br/>Paul Farhi contends that the problem for <b><i>newspapers</i></b> isn’t lack of customers but rather a <b><i>business model</i></b> that has not been able to withstand erosion of classified and retail <b><i>advertising</i></b>.</p>   | <p>74</p>           |
| <p><b>13. <i>What the Mainstream Media Can Learn from Jon Stewart</i></b>, Rachel Smolkin, <i>American Journalism Review</i>, June/July 2007<br/><b><i>The Daily Show with Jon Stewart</i></b> has achieved cult status reporting <b><i>faux news</i></b>, “unburdened by objectivity, journalistic integrity, or even accuracy.” Rachel Smolkin analyzes <b><i>The Daily Show’s</i></b> appeal, its relationship to “<b><i>straight news</i></b>,” and its <b><i>credibility</i></b> as a quality source of information.</p>  | <p>77</p>           |
| <p><b>14. <i>Whatever Happened to Iraq?: How the Media Lost Interest in a Long-Running War with No End in Sight</i></b>, Sherry Ricchiardi, <i>American Journalism Review</i>, June/July 2008<br/>Coverage of <b><i>war in Iraq</i></b> has largely moved to the fringes of news reporting. <b><i>Gatekeepers</i></b> offer a variety of reasons including money, politics, focus on local issues and events, “war fatigue,” and “<b><i>habituating</i></b>.” This article lends insight into media’s <b><i>agenda-setting</i></b> function.</p>   | <p>83</p>           |

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



## UNIT 3

### Players and Guides

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15. **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.

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16. **Economic and Business Dimensions: Is the Internet a Maturing Market?**, Christopher S. Yoo, *Communications of the ACM*, Vol 53, Number 8, August 2010

This article draws on **product life cycle theory** and **dominant design theory** as means to analyze evolution of **Internet** business and policy priorities.

95

17. **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.

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18. **Too Graphic?**, Arielle Emmett, *American Journalism Review*, Spring 2010

In covering the January 2010 Haitian earthquake, **images of death** were overwhelming and widely available. American news organizations chose to use strong images. This article addresses varied reasons for doing so and responses of news consumers.

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19. **Carnage.com**, Jessica Ramirez, *Newsweek*, May 10, 2010

Publishing or televising **graphic war photos** has been an ethical debate in mainstream media since at least the Civil War. This article puts a new spin on the old question, when brutal images of combat are uploaded to the **Internet** by both official and rogue sources.

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20. **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.

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21. **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.

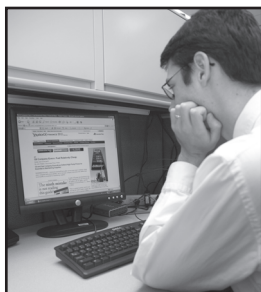
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22. **What Would You Do?: The Journalism That Tweaks Reality, Then Reports What Happens**, Daniel Weiss, *Columbia Journalism Review*, January/February 2008

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**.

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23. **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*. 128
24. **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. 132



## UNIT 4

### A Word from Our Sponsor

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25. **How Can YouTube Survive?**, Rhodri Marsden, 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. 139
26. **But Who’s Counting?**, Jason Pontin, *Technology Review*, March/April 2009  
**Advertisers** shifting dollars from traditional print, radio, and television buys to offshoot websites are stymied by lack of a tool equivalent to television’s **Nielsen Ratings** to articulate reach and **set rates**. This article is about **panel-based Web audience measurement** services provided by ComScore and Nielsen Online, and alternatives to them. 142
27. **Brain Candy**, Scott Brown, *Wired*, February 2010  
A brief introduction to the goals of MindSign **Neuromarketing**, a company that proposes using fMRI brain scanning techniques to optimize the **stimulation effects** of movies and commercials. 147
28. **Multitasking Youth**, Andrew J. Rohm, Fareena Sultan and Fleura Bardhi, *Marketing Management*, November/December 2009  
**Media multitasking** is defined as “the practice of participating in multiple exposures to two or more commercial media at a single point in time.” It is of interest to folks such as **Nielsen Media**, who influence advertising rates based on projected efficacy of the **advertising message**. 148
29. **Tossed by a Gale**, *The Economist*, May 16, 2009  
This article analyzes the relationship between Web and cable television “**aggregators**,” such as Google News, HuffPo, Fox, and MSNBC, and traditional providers of “the conventional news package.” The focus is on **financial models** and content choices. 153
30. **Open for Business**, Michael Shapiro, *Columbia Journalism Review*, July/August 2009  
Michael Shapiro suggests that consumers will pay for **niche-specific** specialized content online and herein lies a future for print journalists. A model combining free and paid **news content** is proposed, 80% free and 20% paid. Comparisons to **Netflix**, cable television, and iTunes provide context. Orangebloods.com, a **membership site** for University of Texas football fans, provides an example. 157

<b>31. Nonprofit News</b> , Carol Guensburg, <i>American Journalism Review</i> , February/March 2008	
As news organizations trim their budgets and adjust their <b><i>business models</i></b> , new forms of <b><i>nonprofit, grant-funded news operations</i></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><i>editorial objectivity</i></b> , and whether it has been compromised by the funder’s agenda.”	<b>163</b>
<b>32. Arianna’s Answer</b> , Daniel Lyons, <i>Newsweek</i> , March 2, 2009	
<i>Hulu</i> is an example of old media’s successfully capitalizing on new media technology. With production-value content and <b><i>innovative advertising structures</i></b> , movies and television programs are increasingly available online, and proving their <b><i>commercial viability</i></b> there.	<b>170</b>
<b><i>Test-Your-Knowledge Form</i></b>	<b>172</b>
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