

LUMSA NOTES CIMP 1st Lesson Oct. 10, 2014

Communication: definitions....

Why... social animals....need

How IDIOMS, DOUBLE MEANINGS,

What

Where

When

What about colloquialisms, double meanings, idiomatic expressions? Ex. Heads up on AOL deal.

What does the phrasal verb "heads up" mean? It is a done deal, it is going ahead and will happen.

Growing up wired....is it the same as communicating?? Always connected??

Communication vs Small talk (what is it?) vs information (what is it?) vs news (what is it?) vs hype (what is it?)

vs propaganda (what is it?)

Youtube.com --- Naom Chomsky Manufacturing Consent... 2hours 24mins*

*Key point timing points in minutes and seconds in video: 2.59, 19.52, 23.28 (Practices of Democracy), 26.21, 33.48 (Propaganda)

Truth= Accuracy vs inaccuracy

Can we believe everything we read or hear from the media? Ex. Moon Landing ???

Trust.....Gatekeepers

Can blogs become valid news services? Yes, Huffington Post.com, etc.

What is a news service? ANSA (wholesaler x news) Kronos, Reuters, Associated Press, etc.

Photo journalism = photo tells the story.... Ex. Pope's foto, North Korean army foto,

Public relations and corporate communications: another career in Communications...

Ex. PR x Rome Airport Management: strike of baggage handlers...what do you say to the public?
When airport is PARALYZED!!!

Gender in Communication DASH ads, P.E. teachers in films --- stereotyping

How many of you want to become journalists???

Liability= Legal responsibility for information and sources

Pontifical Council for Social Communications: Ethics in Advertising, 1992 peruse it on the www.

TRUTHY...ETHICS...ACCURACY...DOCUMENTED...HONEST...EDUCATIONAL...INFORMATIONAL

Why English?

See: Youtube.com David Crystal.....English is Power...2'33"

17/10/14

Communication is the main word of Chapter 1 ...

Types of communication

Gatekeepers, their functionality, who is a gatekeeper???

How internet has changed mass communication

Mass media convergence—media organizations—formal gatekeepers...not censor boards ethics

Technological, economic and social forces that are transforming mass media

Communication processes is:

1. Source: thought or idea of groups, individuals or organizations
2. Encoding: translates thoughts or ideas perceived by the senses
3. Message: actual "physical product", i.e. letter, TV or radio program, etc.
4. Channels: how the message travels or is transmitted to the receiver(s)
5. Decoding: "opposite of encoding" perception processes are assimilated and perceived by who receives the message
6. Receiver: target x the message
7. feedback: shut off, respond, positive or negative

INTERFERENCES CAN BE:

1. NOISE..semantic – Englishes can have different meanings...
ENGLISHES VS ITALIANISMS
2. ENVIRONMENTAL
3. MECHANICAL

3 TYPES OF COMMUNICATION INTERPERSONAL, MASS COMMUNICATION, MACHING ASSISTED INTERPERSONAL COMMUNICATION

MEDIUM singular..... MEDIA plural

MASS MEDIA IN TRANSITION

MASS MEDIA CHANNELS X COMMUNICATION....

Newspapers

Radio

TV networks

Magazines

Film

Books

Sound recordings

Film

Live ads

All is mass communication

START UP A NEWSPAPER TODAY????? NEWSROOM, PLACE, EMPLOYEES, PAPER, DISTRIBUTION COSTS, ETC.

VIRTUAL OR ON-LINE NEWSPAPER?? LOW COST

MEDIA VEHICLES

1. FILM
2. TV
3. RADIO
4. NEWSPAPERS

5. MAGAZINES
6. BOOKS
7. SOUND RECORDING/MUSIC
8. TECHNOLOGY (COMPUTERS)
9. ADS

CONVERGENCE IS THE COMING TOGETHER OR UNITING IN A COMMON INTEREST OR FOCUS OR WAY

MEDIA ORGANIZATIONS USE CORPORATE CONVERGENCE....AND AS DIGITAL EVOLVES....ONE COMPANY DELIVERS EVERY MEDIA SERVICE IMAGINABLE....i.e. Time Warner...magazines, music, films, tv, etc.,

Mediaset, idem, Rupert Murdoch...indicted x wiretapping the politicians, artists and many others in UK,

Amazon....publishes books, provides commercial services,

COMPETITION X PROFITS IN ALL SECTORS....

BIG DADDY, GOOGLE, TWITTER,

Too much information....stimulus overloadresults in communication overload....

Conclusion is that internet has forced us to re-examine how we traditionally think about mass communication and media

Videos showed:

www.youtube.com

Naom Chomsky

noam chomsky manufacturing consent

<http://www.youtube.com/watch?v=RO51ahW9IIE>

Key moments of the video: 2:59, 19:52, 23:28, 26:21, 33:48

www.youtube.com

David Crystal English is Power 2.33

www.ted.com

Arianna Huffington -- Sleep your way to success

October 24, 2014

Internet has changed the way we communicate but the traditional model has changed too....not any more one to many as in traditional broadcasting but now we have individual media with generated feedback and interaction and it is easier...

Now think about the internet and communication changes, but what about the way we do business?

When and why did this start?

What are the trends in e-commerce today?

PAGES 44 + 45 IN READER

Pierre Omidyar PHILANTHROPIST

HERE THE CUSTOMERS ARE THEIR OWN WATCHDOGS TO ASSURE THE QUALITY OF SERVICE AND PRODUCTS

Amazingly= awesomely (overwhelmingly

amazing)

50,000 people at once 1 product= bank on the /odds that at least one customer will need or want to buy that product

Pez

Bid on the items= AUCTION

Based on trust

FAITH

Liability

Multi – tasking

JACK MA PUBLIC OFFERING BID @ NYSE of ALIBABA

Here are mass media's new trends...

Seven trends which have appeared in communication and have changed the way we communicate:

1. Audience segmentation= less mass and more selective, < time, < mass and > content-gearred to their special interests...also more to choose from/ channels are the same but there are more of them
2. Convergence- coming together or uniting focus "BACKPACK JOURNALISTS"
3. Increased audience control = watchdogs
4. Multiple-platforms
5. User-generated content
6. More mobility + facilitated communication
7. Social media

Did we really land on the moon? Part I

<http://www.youtube.com/watch?v=Y5MVVtFYTS0>

October 31, 2014

Stimulus overload....

CULTURE IN COMMUNICATION

HUMOUR

Greenwashing

Roles and functions of mass media on society

1. Social Values
2. Surveillance (gatekeepers)
3. Interpretation
4. Socialization
5. Transmission of values
6. Linkage

Status conferral pg 36 who receives media attention achieves a certain social prominence or "status"

Wsj: HOUSING BOOM (helped)AIDED MINORITIES

Nyt: HOME OWNERSHIP LOSSES ARE GREATER AMONG MINORITIES, REPORT FINDS

FOREIGNERS

MASS MEDIA AS ENTERTAINMENT:

TV, CINEMA, TELEPHONES, SPORTS, HOBBIES, RADIO, LITERATURE, THEATER, FILM, MUSIC,

EMOTIONS: learn NEW THINGS, EXCITEMENT,

ROMANTIC, SADNESS, EMPATHY, HUMOUR, BOREDOM, RELAX, SHOCK,

HATE,

EMOTIONAL RELEASE

SOCIAL TUTELAGE

RELAXATION AND DIVERSION

COGNITION

HOW WE USE IT?? MEANING, IDEOLOGY AND HEGEMONY

HEGEMONIOUS RELATIONSHIPS= power!!!!

Dysfunctions in mass media???

Getting the wrong story....reporting the wrong story....

Wikileaks

Rupert Murdoch= wiretapping gov't officials and famous people

Messaging meltdown PG 14 IN READER

Homework the beast with a billion eyes pg 16

COPE WITH = DEAL WITH

IDENTIFY AND PRIORITIZE (priority)

OVERWHELMING = OVERPOWERING

Perspectives on Mass Communication- functional approach to analyze it a paradigm perhaps???

- a. Allows consistent perspective
- b. Generates concepts to understand media behavior
- c. Helps identify what is NOT important in the process

Macro (entire society) vs micro (individual)

Values of each approach in the analysis

What functions does mass media perform in society

Uses and gratification analysis

Dysfunctions of mass communications: meaning, hegemony, ideology

Surveillance – instrumental

Depend on others x news = credibility based on trust

Interpretation page 36 MEDIA PROBE

Cultural issues in mass media

Cultural differences and cultural imprinting control or decide or define how we perceive mass media messages, too

Stereotyping

Gender bending

Shock

Humour

pg 48 PE teachers' roles in film, etc.

PHYSICAL EDUCATION pe= gym

Did we really land on the moon? Part II

<http://www.youtube.com/watch?v=fbOO+rH5PKI0>

FAKE

COVER UP

EXPLORE THE ETHICS

GO WHERE NO MAN HAS GONE BEFORE???

BASED ON FAITH??

PHONY= NOT REAL

OUTLANDISH THEORIES

HOAX

HOMEWORK CHAPTERS 1+2 IN THE TEXTBOOK AND PAGES 12-15 (inclusive)

Nov. 7, 2014 and Nov. 14, 2014

Ch 3.

Historical and Cultural contexts of Mass media

Communicationalphabet...3,500 BC Phoenicians

Laws and record keeping ----Hammurabi's Code

Knowledge was spoken and scribes were important record keepers

1st propaganda was coin production....ancient Greece and Roman times

Chinese invented paper and the printing block....

Guttenberg invented printing press in the 1500s ---1453

16th century saw a religious upheaval

17th -19th century age of invention and discovery (David Crystal video: English is Power)

"Necessity is the father of invention." Ben Franklin

Industrial revolution

Medicine,

Chemistry

Physics, etc.

First was the Telegraph (1830s Samuel Morse) IT UNITED SPACE AND TIME....

Clicks...first message was sent between Baltimore and DC....."What hath God wrought?"

End of an era!people to people texting of:

War news

Troop mobilization up-dates

Commerce was conducted

News and newspapers..... SCOOPS, NEWS BREAKING STORIES, BARE FACTS

News services like AP were created....WHOLESALEERS OF NEWS

Next was the telephone (again people to people)

ALL THIS WAS PRE-MASS COMMUNICATION

Now technology drives historical change

Social
Economic
Cultural forces

Get is the news in real time with far reaching economic, political and social impacts...
This is a new concept called--.....user generated content

Photography and film industry...

1862 War photographersafter battle photos....

Brady/ Steiglitz, Mary Bourle-White, Edward Steichen

1888 George Eastman Mass Market Product = KODAK

Also, revolutionized the way news travelled

Their advertising campaign's slogan was "You press the button, we do the rest"

1920s = Mass culture uses photos and photo journalism came into use as a career

Photojournalism (the picture tells the story) changed the definition of news

The photo was a still image while film was moving and animation was invented about the same time....

photography began to have an impact on art, too

Remember user-generated with feedback in Ch. 1...we now we have user-generated because individuals control it....EVERYONE IS A JOURNALIST TODAY!

Chapre 10 will deal with that....

Film's goal was image in motion...

Hollywood boomed in the 1920s

And cinemas became cultural institutions

Hollywood icons dominated the silver screen and the news, too!

AT HOME: RADIO WAS THE 1ST MASS MEDIUM

It brought sports, talk shows, news and later advertising and with the economic boom of the 20's gave a real competitive force to be dealt with to newspapers....

Newspapers began to consolidate (become more powerful) and radio expanded...

Depression of the 30s....

Gran'Ol Opry from Nashville

Sit coms

Hitler, Churchill, FDR, war and economic speeches etc

Free time spent at the radio x news and entertainment in the 1940s was 4 hours per day of a typical American household!

Concept of Prime Time....

We will see TV again in Chapters 11 + 12....

1920s and 30s WWII halted the growth...great age of prosperity in the USA

New cars, dishwashers, barbecues, air conditioners in the 50s

Telephone took 80 years to be in 85% of the households

Automobile took 49 years tp be in 85%

TV took 10!

Cultural impact of TV....

Dramatic social trends
Women's rights
Civil rights
Vietnam war

8 hours per day...

More important for entertainment
Most important information medium!
Major cultural and social force

Activities are:

1. Sleeping
2. Working
3. Watching TV

Standardizing influence on Society
Kennedy's funeral 1963
Moon landing of Apollo II 1969
Challenger explosion 1980s
Twin tower's attack 2001

Social issues....progress??? page 68

Again, see timeline on page 54 in text...

Communications...people to people vs masses
Need x information....information is power
We do business, argue and socialize world-wide

Remember the radio was the first mass communication media....music, sports, talk and news into the homes....

MARTIN COOPER INVENTED THE MOBILE PHONE X MOTOROLA

4 milestones on how we communicate

Printing press
Telegraph and telephone
Internet = digital
Social media

Digital technology has made everyone a mass communicator ...user-generated content
Changes how people get news....

Community and the sense of community....now we have virtual communities

Cell phones religion and culture pg. 76 in text

Press Release definition: A **press release, news release, media release, press statement** or **video release** is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Typically, they are mailed, faxed, or e-mailed to assignment editors and journalists at newspapers, magazines, radio stations, television stations or television networks.

Websites have changed the way press releases are submitted. Commercial, fee-based press release distribution services, such as news wire services, or free website services co-exist, making news distribution more affordable and leveling the playing field for smaller businesses. Such websites hold a repository of press releases and claim to make a company's news more prominent on the web and searchable via major search engines.

The use of press releases is common in the field of public relations (PR). Typically, the aim is to attract favorable media attention to the PR professional's client and/or provide publicity for products or events marketed by those clients. A press release provides reporters with an information subsidy containing the basics needed to develop a news story. Press releases can announce a range of news items, such as scheduled events, personal promotions, awards, new products and services, sales and other financial data, accomplishments, etc. They are often used in generating a feature story or are sent for the purpose of announcing news conferences, upcoming events or a change in corporation. Uncritical use or overuse of press releases by journalists has been dubbed churnalism.

A *press statement* is information supplied to reporters. This is an official announcement or account of a news story that is specially prepared and issued to newspapers and other news media for them to make known to the public.

Why would we write press releases?

News to customers

Laws and changes or revisions

To communicate with other companies new technologies

General managers and executive changes

Changes in the company, changes in strategies...new acquisitions...new investors or investing

Anniversaries

Disaster management

YOU DO NOT CAPITALIZE EVERY WORD!!

KEEP IT SUCCINCT, SHORT AND TO THE POINT!!!

Headline Is in Title Case Meaning You Capitalize Every Word Except for Prepositions and Articles of Three Words or Less and Short; Ideally it is Not More Than 170 Characters and Does Not Take a Period

The summary paragraph is a synopsis of the press release in regular sentence form. It doesn't merely repeat the headline or opening paragraph. It just tells the story in a different way. The summary paragraph is mandatory at FPRC.

City, State (FPRC) Month 1, 2005 -- The first paragraph known as the "lead" contains the most important information. You need to grab your reader's attention here. And you can't assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

"You should include a quote for that human touch" said Gary Sims, CEO of the Free Press Release Center. "And you should use the last paragraph to restate and summarize the key points."

This is example press release template for use at the Free Press Release Center. The last paragraph can also include details on product availability, trademark acknowledgements, etc.

About ABC Company:

Include a short corporate backgrounder about the company or the person who is newsworthy before you list the contact person's name and phone number. Do not include an e-mail address in the body of the release. Your e-mail address goes only in the "Contact Email" box when you submit your press release. To stop spam, your address will not appear on the site, but rather people will be able to contact you via a special contact link displayed with your press release.

Contact:

David Brown, director of public relations

ABC Inc

555-555-5555

<http://www.YourWebAddress.com>

If applicable, include safe harbor statement.

Formatting your press release or "Presentation can be just as important as content."

Mixed case

Never write your press release in all UPPER CASE LETTERS. Your release will not be approved by the FPRC editors and if it was, it would be ignored by journalists.

Check your spelling

Errors in spelling and grammar will lower the credibility of your press release.

No HTML or WWW

Never include HTML or other markup languages (like XHTML or XML) in your press release.

Make sure it is long enough

There is a minimum of 250 words at FPRC, if your press release is shorter than that then it probably isn't newsworthy.

Email addresses

Do not include an e-mail address in the body of the release. Your e-mail address goes only in the "Contact Email" box when you submit your press release. To stop spam, your address will not appear on the site, but rather people will be able to contact you via a special contact link displayed with your press release.

SMUCKER's

Director of corporate communications

Removing the comments from the blog...

Good press releases....

Documentaries are also forms of communication x press officers, etc.

Watched Michael Moore video of Kmart visit injured students in Columbine attack

Let's write a press release in English.....

LUMSA Website in tilt.....LUMSA WEBSITE WAS HACKED

STUDENT RECORDS HAVE BEEN HACKED

GET BACK ALL THE PERSONAL DATA OF THE STUDENTS

TIMELY MANNER...QUICKLY!

Presentation of press release samples written by students in class.....

Addressing a problem vs addressing an issue

WWW.WORDREFERENCE.COM

Nov. 22, 2014

RED SCARE = Communist scare....1950s

McCARTHY Trials Richard M. Nixon

Red scare = ARPANET x defense

NATO= Brussels

WWW WHO IS THE INVENTOR.....????

Apps

Videos on youtube:

McCarthy Trials

Hollywood stars banned from working in Hollywood...the big 10...

Steve jobs Stanford university commencement speech

steve jobs introduces iphone

Nov. 28, 2014

4 Milestones in communication

Printing press

Telegraph + telephone (person to person)

Internet + digital communication

Social media

ARPANET

E-BAY (E-COMMERCE)

THE SECRET WEB=THE DEEP WEB...THE SILK ROAD

FACEBOOK

WHAT'S UP

Article in reader...the beast with a billion eyes, reviewed

Youtube changed the way we do things like watch tv, attend university, see cartoons, etc.

MOOCs = massive open on-line courses....LAPTOP U

Kahn Academy

This has consequences for the entire universe of broadcast media...

WHAT IS BROADCAST MEDIA? Traditional were radio and tv

Youtube changed the rules by which the players play

Wikipedia = JIMMY WALES--international. On-line non profit journal..

Journey = trip

WIKEPEDIA FOUNDATION

Philosophy of JW --open-ended community-open content encyclopedia

1443 readers in the world checking the content to hone it.. and cross referencing

Wikipedia vs Wikileaks

Note that WikiLeaks has [no connection](#) whatsoever to [Wikipedia](#) or its parent, the [Wikimedia Foundation](#), which operates the encyclopedia.

WikiLeaks is an international, online, [non-profit](#)^[2] journalistic^{[6][7][8]} organisation which publishes secret information, [news leaks](#)^[2] and classified media from anonymous [sources](#).

What is culture= knowledge?

Jimmy Wales speaks about these in his podcast...

See: http://www.econtalk.org/archives/2009/03/wales_on_wikipe.html

JW is convinced that journalism has changed since WIKILEAKS...time to re-think it

Commercial culture? Broadcasting cultures...music, tv and film...culture of the masses

Developing countries

Fine arts culture....? Art literature and music

We form an opinion as a mass communicator or receiver of information ONLY AFTER WE HAVE BEEN EXPOSED TO THE INFORMATION IF WE ARE IN THE DARK, WE DO NOT HAVE THE ABILITY TO FORM AN OPINION ABOUT IT....

There are gatekeepers and censor boards in China and Turkey x example that do not allow free use of the www.

Even in our country, privacy is mostly an illusion....compromising websites ...someone always knows if we are looking at a website,

BALL
BALLON
PLATE THROW
THEN COMPASS TO KEEP FOCUSED AND KEEP ON TRACK WITH OUR COMMUNICATION AND OUR MESSAGES

CHAPTER 5 ...NEWSPAPERS...
Questionnaire x student Martina Nessilli

Last lesson we talked about privacy and the conclusion is that "PRIVACY IS MOSTLY AN ILLUSION"

ALL-TELLING EYE ARTICLE in reader
Independent
Guardian
New York times
Iht
Economist
NEWS WAS NOT TIMELY LIKE TODAY = IN REAL TIME
1783 1ST DAILIES
1820 Sierra Leone Blacks' causes were addressed
1820s Cherokee Indian Phoenix Arizona sensitizing x Native American cause

Andrew Jackson FATHER OF AMERICAN DEMOCRACY
Democratization of economic, political mass audiences responding to a mass press
1833 penny press
6 cents vs 1 cent
Financial, editorial and sport news

1845 women's rights....supporters---prostitutes, female prisoners and the insane VOTE
1 cent became 2 cents

1851 or 3...New York Times = objective, reasonable journalism

1833-1860 economic support, pattern of distribution, definition of "news", techniques of news collection
Newsboys...reporters looking for news....scoop..assigned "beats" = religion, police and crime, sports and financial

Foreign correspondents
1846..Mexican war quick turnaround....not yet real time THE NEED FOR NEWS
AMERICAN CIVIL WAR
INVENTED PYRAMID NEWS STYLE

1870-1900 Joseph Pulitzer 1883 NEW YORK WORLD 15,000 to 250,000
HEARST / PULITZER/ SCRIPPS = postwar media conglomerates

1895 HEARST BECAME NO.1 AFTER THE SAN FRANCISCO FIRE....SENSATIONALISM
FIRE, LOVE AND LOVE CRIMES AND MURDER
BIRTH OF YELLOW JOURNALISM

1. ENTHUSIASM
2. AGGRESSIVE INVESTIGATIVE REPORTING
3. WIDE EXPOSURE TO FAMOUS AUTHORS like MARK TWAIN, DIX and CRANE
4. YELLOW JOURNALISM GAVE US BANNER HEADLINES, PHOTOS AND COLOR PRINTING

MODERN JOURNALISM WAS CHARACTERIZED

Commentato [s1]:

In 1867 first Italian daily was founded GAZZETTA PIEMONTESE = LA STAMPA

PIERGIORGIO FRASSATI = an Italian catholic socialist

Dedicated to social reform

1925 he died of polio

Beatified for his work and dedication

Anti-Nazi and anti-Fascist....Luciana Frassati Gavronska 1902-2007 writer

Gazzetta dello sport

La Repubblica

Corriere della Sera

1914-1943 Il Popolo d'Italia newspaper.... Fascist movement

Bridges, hospitals, schools, pension system...

1885...Il Resto del Carlino www.ilrestodelcarlino.it

Avvenire 1968 Paul VI

1920s Jazz Journalism = music, prohibition, Al Capone, airplane, ECONOMIC BOOM and radio was a competitor

1929 Great Depression

1933 6 chains of newspaper publishers and 81 daily papers

1945 all time low circulation....so ads dropped

Post-war newspapers

On-line news

Nov. 12, 2014

Post war conglomerates....WWI advertising monies were divided

mmm, good!

Jazz journalism = Roaring 20s

AL CAPONE

PROHIBITION

HOLLYWOOD

AIRPLANE

RADIO

TV CUT INTO THE AD BUDGETS EVEN MORE!

1990 SOCIAL MEDIA AND INTERNET HAVE CUT INTO THESE BUDGETS EVEN MORE!

ECONOMIC RECESSION....

NEWSPAPERS ARE STRUGGLING TO SURVIVE AND HAVE CHANGED THEIR FOCUS.... Online newspapers are only way to survive..

Old news vs real time news

Circulation of New York News....1183 by Pulitzer 15,000 to 250,000

Today with internet....millions

News in real time about the Nobel Prize for Peace...found on Huffington Post founder Arianna Huffington, a former blog poster....

http://www.huffingtonpost.co.uk/2014/12/10/malala-yousafzai-nobel-prize-women-winners_n_6295538.html

Malala Yousafzai Receives Nobel Peace Prize: A Look Back At The Previous Female Winners

The Huffington Post UK | By [Rachel Moss](#)

Posted: 10/12/2014 09:09 GMT Updated: 11/12/2014 09:59 GMT



As [Malala Yousafzai](#) prepared to formally receive her Nobel Peace Prize, the gender gap in the Nobel sphere is on our minds once more.

The 2014 Nobel Peace Prize was awarded jointly to children's rights advocate Kailash Satyarthi and women's rights activist Yousafzai.

It goes without saying that the work of both is extraordinary.

Pakistani 17-year-old Yousafzai will become the youngest person to ever receive a Nobel Prize. She became a household name worldwide when she was shot by the Taliban in response to her campaign for girls' education. Undeterred, she has continued to champion women's rights.

Satyarthi, 60, has been campaigning for children's rights for over 35 years and has continually challenged child labour in his native India and around the world.

But while Yousafzai will become the 47th [woman](#) to win a Nobel Prize, the accolade has been awarded to 817 [men](#) since the awards began in 1901.

Marie Curie is the only woman to be honoured twice, receiving the 1903 Nobel Prize in Physics and the 1911 Nobel Prize in Chemistry.

With Yousafzai's award on everyone's lips, we thought it would be the perfect time to celebrate the past female winners of a Nobel Prize.

Click through the slideshow to read about each and every fabulous one.

1 time....constant updates....

NEW YORK TIMES SLOGAN: ALL THE NEWS THAT IS FIT TO PRINT

ON-LINE NEWSPAPER's slogan: ALL THE NEWS THAT IS FIT TO CLICK

EVERYONE HAS GONE DIGITAL...

COMMENTS ON ARTICLES...SLANDER , LIABILITIES, etc.

Comment boards....meaningful or simply mean.

What does mean mean here? Nasty or bad or hurtful

NEW MEDIUM IN MASS MEDIA = MOBILE MEDIA

CONVEGED REPORTER AND CONVERGED REPORTING

What is it? Putting it all together, story, photo etc in a timely fashion for publication...the new art of journalism and journalists..

Competition with user-generated published content...

All newspapers have a social media page or entries in: twitter, facebook and youtube for posting

What is in a newspaper today?

Local news

City news

Weather

Advertising

Horoscope

Obituaries

Job offers no more! Classified has died...

Stock and investment news

Comics

Cultural news

Recipes and restaurant news..publieditorial advertisements (look like editorials or interviews but are paid ads for a business that could be a company, service or restaurant, etc.

Sports news

Opinion editorial + letters to the editor

Page 118....traditional ink and paper FACTS of the industry

TODAY'S LARGEST SURVIVING NEWSPAPERS in the USA....

USA TODAY

NYT

WALLSTREET JOURNAL

LA TIMES

WASHINGTON POST

In the past we had "beat" reporters page 124 in Sound Byte

Now on-line, digital newspapers are the answer....

Pay to view....like tv! On-line readers pay to read..

Will newspapers survive?

Environmental issues for trees, ink, costs of the newspaper and the rest....habits of people and society..

With virtual we can put more international news items....in more languages

Audience increase age decreases of readers...

<http://www.avvenire.it/Pagine/home.aspx> = cultural, editorial and religious with an open minded approach

2002 redesigned the graphics

Internet or digital version was launched December 4, 2013

45 years after the birth of Avvenire

Dec. 19, 2014

What is a scoop?

What is in a scoop?

Dead scoop

Changes in journalistic careers or traditional journalism???

Talk in the vernacular...speaking to people the way they talk..simple concise and to the point

Page 130 link www.mbhe.com/dominick12e

Small list of free English newspapers on the www

The Daily

The Guardian

The Independent

The New York Times

The International Herald Tribune

Flipboard

The Pulse

www.usatoday.com

www.theonion.com

Business week 1 million—9 million visitors/hits

Sports illustrated 3million print- 7 million visits

Apps are where it istaking over visits to websites

Apps w/ Google takes 10%

Apps with Apple take 30%

3 main parts of the Magazine industry: production...distribution...retailing (selling)

Content and genre:

Gossip about famous people

Scientific and academic

Industrial specific : Cars, computers, chimneys, kitchens, interior design, wallpaper

Fashion clothing and accessories

Lifestyle: sports, boats, airplanes, golf, watches, moto,

Literary mags

General consumer mags.- chick literature

consumer report....

Political

Teen mags

In 1860 = 260 mags

In 1900 1,800 mags

What caused the boom?

National distribution

Ladies' Home Journal...1881..National ads

1. Pictorial
2. Digest
3. News magazines

NEWSWEEK + US NEWS 1933

LIFE + LOOK mags

Increasing leisure activities

Sports illustrated, Popular Boating, etc.

1950s Playboy...Confidential

1950s Black Publishing houses....EBONY/NEGRO DIGEST....JET/ BLACK WORLD/ ESSENCE

PAGE 151

MPA Mag media association= SURVEYS THE INDUSTRY AND ITS TRENDS

READING EXPERIENCE WHAT HAS HAPPENED TO IT?

USER-GENERATED CONTENT = NOT AS MUCH A BIG ROLE IN MAGAZINES

SOCIAL MEDIA = USES SKILL TO ENHANCE THE EXPERIENCE

Defining features of mags=

Specialized audiences.. targeted content

Social, demographic and economic trends

Influences all of the above, too

1950s Playboy liberated sexual taboos

MS = women's liberation movement

Christmas Advertising

UK

Coca cola....

<http://www.youtube.com/watch?v=uuMGR5jMKKs>

<http://www.youtube.com/watch?v=hCS7HmjZAto>

18 secs....Arctic Cool Fun

<http://www.youtube.com/watch?v=6Y6WA5yqPao>

Burberry's

<http://www.youtube.com/watch?v=ojBuhpPgMo>

<http://www.youtube.com/watch?v=79qzpPKVnFw>

USA

MR BEAN's Christmas video

http://www.youtube.com/watch?v=A0m_o2gxbsU

Feb. 27, 2015

Film-....

Pre production

Treatment of an idea or a book

First draft script

Revised script

Polished script or final version

Production = could change the idea a bit or a lot

Post production = market, publicize, professional reviews, distribution TIMING..

cinemas in summer are closed theaters, too..=dark

Critics= write reviews of films...to critique

Magazines...

Blood line for them? Ads

1879 = Postal Act

1922 Reader's Digest

1933 NEWSWEEK and US NEWS

TIME came later..

LIFE AND LOOK 1930s

1945 BIRTH OF SECTORIAL MAGS

EBONY

1931 1999= Scortino leading the mag, Famiglia Cristiana

Panorama

L'Espresso

Epoca

These mags served a need....sectorial

User – generated content

Audit bureau of circulation = count distribution

Fishing, sports, glamour, sexy, computer, landscaping, decoration etc. mags

Distribution vs printing

Ethics of printing 10,000 but reporting to the ABC distribution real numbers! Could be 3000

Ethical issues airbrushing and ethics pg 143

Vs deception

Textbook at ANGLOAMERICAN BOOKSTORE---VIA DELLE VITE..

Mag apps 10 days free trial30 days...

Specialized audiences...user generated content....audience segmentation more and more specialized ...

Media and mags are in tune with and can influence social trends

Hedge fund mag = financial mags

Vanity fair mag

The reading experience.....

Convergence a magazine gets into the TV business

Convergence of a radio station which went TV= RTL

Broadcasting and mixing of media

MEDIA PROBE PG 147

Getting mags out into the mkt:

Production : publisher, (responsible for content)

editor, (gatekeeper),

art director, (web layout, graphics and impagination) Maquette= DUMMY= Bozza

ad sales people

circulation department

copy writer...text writing

today's copy is short, succinct and to the point

PUBLITORIAL= editorial publicity

Content must be honest and updated always...IT expertise WEB DESIGNERS

1. Subscriptions(paper and E-version)

PEOPLE mag= \$58 paper version

\$70 paper and e-version

2. Single copy sales

3. Ads

4. E-commerce

Custom publishing

Database assistance

REVENUE MIX X SUCCESS...or survival

Career outlook x all of you? MORE PROMISING THAN IT SEEMS ACCORDING TO THE TEXT BOOK...

<http://www.internazionale.it> – LOOKED AT WEBSITE AND FORMULAS X SUBSCRIBING

PER EDITION COPY IS 3.50 EUROS

HOMEWORK CH 7 BOOKS + 8 RADIO

Lesson of March 20, 2015

Page 189 the most important facts about radio

- > Radio is portable
- > Radio is supplemental (we do it while multi-tasking)
- > Radio is universal (everyone has it or access to it)
- > Radio is selective

History of RADIO as a mass medium

1887= HERTZ detected radio waves

1920s telegraph messages via morse coded

Marconi = wireless telegraph

General Electric with Fessenden and DeForest =Broadcast breakthrough

AUDION = vacuum tube to listen to the voice

WWI 1914-18 EVOLUTION OF BUSINESS AND WORLD NEWS OF HAPPENINGS

AIRED = BROADCAST

Wireless telegraphy "business"

" RADIO MUSIC BOX" = David Sarnoff head of RCA

Sparked the beginning of the mass audience for radio..remember radio is not the least mass of mass media

Advertising began

Personalized messaging on local radio stations

WESTINGHOUSE = PGH, PA

KDKA....1920 = CONRAD news, sports, ads and music

Conrad = Founder of "commercial" radio

Vs non-commercial radio for public broadcasting messaging

1925-30

Birth of a true mass media with 17 million radios

Ads had low costs and one of the first successful ad campaigns was selling property in QUEENSBORO

Format x 24/7 broadcasts on the air

Consistency with programming and competition in the industry = all stations have a certain appeal to a segmented audience

AM VS FM fm provided a higher density signal for better listening quality

Legislation in the radio industry:

1927 Radio Act...Federal Commission

Standardizing framework

Regulatory

Commercially supported

1934 FCC Communications Act

Ads are NOW very important 1930-35 rapid increase in ads

Advertising earnings tripled!

Great depression = people needed an escape

Needed to be entertained...

➤ Special event conversion (syndicated radio stations)

1. Nashville Gran'Ole Opry
2. Abdication speech of Edward VIII (THE KING'S SPEECH)

3. WW news of war-torn London

From 1940-45 advertising earnings doubled!

More than newspapers...

1945-54 FM grew...more discerning listeners...

88-108 MHz

TV- 1948...NBC, ABC and others lost (network radios) and radio shifted back to local ..

THE LOSERS....NBC AND ABC WENT TO TV

1960'S serials ended on the radio...as an entertainment form and music replaced it

1970s Nat'l Public Radio = non-commercial= is a syndicated national 80 station network

History of audiences pie charts on page 184...rated by Nielsen Rating Company

Census bureau statistics, too USA's ISTAT

Specialized radio broadcasting of music

TOP 40 1955-1990 ---

1996 Telecommunications act = copywrite

PAYING \$0.0011 PER SONG FOR INTERNET USE

NOT FREE SATELLITE RADIO*

Pandora and Sirius

Apps have a price or free

User generated content

Social media

Satellite radio targets a particular listener....

https://archive.org/details/Winston_Churchill

Ch. 9

Recording Industry.....change since the digital age?

Ethics of Downloading and File sharing pg. 214

2nd semester

27.2.2015

Guest Speaker Katie Scroccaro from RAI 5 Channel "Cult Book" Production Manager

Chapter 10 Motion Pictures

BAFTA Feb. 8 68th

ACADEMY AWARDS Feb. 22, 2015 Oscars 87th

epic films 1941 = gone with the wind

the wizard of oz

Walt Disney Steamboat Willie

1st animated cartoon (film) with sound

FANTASIA

Origins of film

1878..

MPPC ⇐ motion picture producers corp. STUDIO YEARS

MGM, WARNER, RKO, 20TH CENTURY FOX, PARAMOUNT, UNIVERSAL, COLUMBIA, UNITED ARTISTS, RICO

People need entertainment

Hollywood -1906-1918

1920s- 30s Film industry birth + BOOM

[8:11 Colin Firth Interview on Dubai TV about "The King's Speech"](http://www.youtube.com/watch%3Fv%3D1Ah55VVJq58)

<http://www.youtube.com/watch%3Fv%3D1Ah55VVJq58>

How does a film become a film?

1. Treatment of an idea
2. First draft script
3. Revised script
4. Script polish

Three steps to viewing

1. Pre-production
2. Production
3. Post-production

March 18, 2015

Rigged

Corruption

Collusive tendencies

No competition for

1. tenders= public offering = bando
2. bid with a deadline
3. tender is awarded to PP

Translating scandal x Milan Expo

Fake

False

Bogus

Unallocated Vs Allocated funds

Delayed

Arrests

Convictions

Bribery and jail

Control = payment under the table to close an eye= BRIBERY

Blackmail

Problems or issues arise

Threats

Resource depletion

Unit 3 SWOT

Strategy...planning..objectives and goals

SWOT analysis= is a tool commonly used at the start of strategic planning to focus on the situation of the company.

Strengths

Weaknesses

Opportunities

Threats

Competition= price.....innovative production

BRAND LOYALTY

michael moore and phil knight video

<https://www.youtube.com/watch?v=bPqjGikpYSE>

strategy did not include building a factory in Flint, Michigan

Glossary in Unit 3

March 27, 2015

Ch 9 Sound recording = Recording industry

RADIO, TV, FILM AND RECORDING INDUSTRIES PROVIDED ENTERTAINMENT

Right place at the right time....chancing it..

Pop stars are "putting on a show"

Dare to do things that nobody else has...

1877 Edison - phonograph

1882 Bell and Tainter - graphophone

1887 Berliner Gramophone (cylinder)

Victory of the 3 machines that record and playback sound!

Penny Arcade....1 cent fee to listen to the music with the first headphones

Nickelodeon...5 cents fixed the entertainment industry and the recording industries popularity

Many vied x a piece of the business...competition

Early = Victor Talking Machine Company = Victrola

Slogan for this company was "HIS MASTER'S VOICE"

WWI ...record players were common in the USA = dance craze

1914 = sold 27 mil records

1919 = 107 mil records sold

Celluloid etched recordings = bad listening quality

The recording industry copied some of the radio techniques for transmitting and improved quality immensely

Then were seen as a direct threat in the communications business

Early 20's radio audiences grew...

"live" vs "canned" music....??

1924 radio audiences decreased 50%

Through the record industry, we see the first audience generated content appearance and audiences decided what to listen to and when.

Record quality improved immensely

1930 costs decreased

Jazz ---Roaring 20s.....= Charleston age

1934= commercialization invention of the jukebox

1939 = 500% increase in sales of the jukebox

WWII need x celluloid and shellac

x the troops < in the production of records

78s, 33.1/3, Long Playing (lps)

45s (single songs)

The three big players in the industry at the time were: Capital, Columbia, RCA Victor

July 1955 : black rhythm and blues, popular white music, country and western, jazz

True Commercialization of ROCK AND ROLL-1959

Tragic events...disappearance of 3 major performers

Left space for new talent!

Bill Haley and the Comets

Elvis

Little Richard

Chuck Berry

"Rock around the clock"

Late 50s =Berry Gordon, Jr. founder of Motown= "The Sound of Young America"

1957—jackie Wilson

Matadors

Smokey Robinson=

Jackson Five

1964-Beatles

Cultural transition of recording industry = counter-culture music

FOLK MUSIC = PETER PAUL AND MARY, JOAN BAEZ, SIMON AND GARFUNKEL, BOB DYLAN, etc. songs with a protest, a societal message some war protest songs...quieter message VIETNAM WAR—

And one week before the Moon Landing what occurred in the music world?

WOODSTOCK – 1969

NOTHING MORE COUNTER-CULTURE THAN THAT WEEKEND IN NEW YORK... The **Woodstock lineup** is one of the most legendary in history. The hottest and most diverse collection of **bands of 1969** gathered here and created a **playlist** that would forever shape music to come. The American music scene of the era was defined by this music festival, and what is now known as world music stemmed from the diversity of **performers that played at Woodstock**.

Never again duplicated or even able to be repeated!

Woodstock 1969 Lineup of Performers

Day One: Friday, August 15 1969

Richie Havens

1. Minstrel From Gault
2. High Flyin' Bird
3. I Can't Make It Anymore
4. With A Little Help
5. Strawberry Fields For Ever
6. Hey Jude
7. I Had A Woman
8. Handsome Johnny
9. Freedom

Sweetwater

1. Motherless Child
2. Look Out
3. For Pete's Sake
4. Day Song
5. What's Wrong
6. Crystal Spider
7. Two Worlds
8. Why Oh Why

Bert Sommer

1. Jennifer
2. The Road To Travel
3. I wondered where you'd be
4. She's Gone
5. Things Are Going My Way
6. And When It's Over
7. Jeanette
8. America (first standing ovation at Woodstock)
9. A Note That Read
10. Smile

Tim Hardin

1. Misty Roses
2. If I Were A Carpenter

Ravi Shankar

1. Raga Puriya-Dhanashri / Gat In Sawarital
2. Tabla Solo In Jhaptal

3. Raga Manj Kmahaj / Alap Jor / Dhun In Kaharwa Tal / Medium & Fast Gat In Teental

Melanie

1. Beautiful People
2. Birthday Of The Sun

Arlo Guthrie

1. Coming Into Los Angeles
2. Walking Down The Line
3. Amazing Grace

Joan Baez

1. Joe Hill
2. Sweet Sir Galahad
3. Drug Store Truck Driving Man
4. Swing Low Sweet Chariot
5. We Shall Overcome

Day Two: Saturday, August 16 1969

Quill

1. They Live the Life
2. That's How I Eat
3. Driftin'
4. Waitin' For You

Country Joe McDonald

1. I Find Myself Missing You
2. Rockin' All Around The World
3. Flyin' High All Over The World
4. Seen A Rocket
5. Fish Cheer / I-Feel-Like-I'm-Fixing-To-Die-Rag

John B. Sebastian

1. How Have You Been
2. Rainbows All Over Your Blues
3. I Had A Dream
4. Darlin' Be Home Soon
5. Younger Generation

Keef Hartley Band

1. Believe In You
2. Rock Me Baby
3. Leavin' Trunk/Halfbreed/Just To Cry/And Sinnin' For You

Santana

1. Persuasion
2. Savor
3. Soul Sacrifice
4. Fried Neckbones

Incredible String Band

1. Catty Come
2. This Moment Is Different
3. When You Find Out Who You Are

Canned Heat

1. I'm Her Man
2. Going Up the Country
3. A Change Is Gonna Come
4. Leaving This Town
5. The Bear Talks
6. Let's Work Together
7. Too Many Drivers at the Wheel
8. I Know My Baby
9. Woodstock Boogie
10. On the Road Again

Grateful Dead

1. St. Stephen
2. Mama Tried
3. Dark Star / High Time
4. Turn On Your Lovelight

Leslie West & Mountain

1. Blood Of The Sun
2. Stormy Monday
3. Theme From An Imaginary Western
4. Long Red
5. For Yasgur's Farm
6. You And Me
7. Waiting To Take You Away
8. Dreams Of Milk And Honey
9. Blind Man
10. Blue Suede Shoes
11. Southbound Train

Creedence Clearwater Revival

1. Born On The Bayou
2. Green River
3. Ninety-Nine And A Half
4. Commotion
5. Bootleg
6. Bad Moon Rising
7. Proud Mary
8. I Put A Spell On You
9. Night Time Is The Right Time

10. Keep On Choogin'
11. Suzy Q

Janis Joplin

1. Raise Your Hand
2. As Good As You've Been To This World
3. To Love Somebody
4. Summertime
5. Try (Just A Little Bit Harder)
6. Kosmic Blues
7. Can't Turn You Loose
8. Work Me Lord
9. Piece Of My Heart
10. Ball and Chain

Sly & The Family Stone

1. M'Lady
2. Sing A Simple Song
3. You Can Make It If You Try
4. Stand!
5. Love City
6. Dance To The Music
7. Music Lover
8. I Want To Take You Higher

The Who

1. Heaven And Hell
2. I Can't Explain
3. It's A Boy
4. 1921
5. Amazing Journey
6. Sparks
7. Eyesight To The Blind
8. Cristmas
9. Tommie Can You Hear Me
10. Acid Queen
11. Pinball Wizard
12. Abbie Hoffman Incident
13. Fiddle About
14. There's A Doctor I've Found
15. Go To The Mirror Boy
16. Smash The Mirror
17. I'm Free
18. Tommy's Holiday Camp
19. We're Not Gonna Take It
20. See Me Feel Me
21. Summertime Blues
22. Shakin' All Over
23. My Generation
24. Naked Eye

Jefferson Airplane

1. The Other Side Of This Life
2. Plastic Fantastic Lover
3. Volunteers
4. Saturday Afternoon / Won't You Try
5. Eskimo Blue Day
6. Uncle Sam's Blues
7. Somebody To Love
8. White Rabbit

Day Three: Sunday, August 17 1969

Joe Cocker

1. Delta Lady
2. Some Things Goin' On
3. Let's Go Get Stoned
4. I Shall Be Released
5. With A Little Help From My Friends

Country Joe & The Fish

1. Barry's Caviar Dream
2. Not So Sweet Martha Lorraine
3. Rock And Soul Music
4. Thing Called Love
5. Love Machine
6. Fish Cheer / I-Feel-Like-I'm-Fixing-To-Die-Rag

Ten Years After

1. Good Morning Little Schoolgirl
2. I Can't Keep From Crying Sometimes
3. I May Be Wrong, But I Won't Be Wrong Always
4. I'm Going Home

The Band

1. Chest Fever
2. Don't Do It
3. Tears Of Rage
4. We Can Talk About It Now
5. Long Black Veil
6. Don't Ya Tell Henry
7. Ain't No More Cane on the Brazos
8. Wheels On Fire
9. Loving You Is Sweeter Than Ever
10. The Weight

Johnny Winter

1. More And More
2. I Love You Baby More Than You Ever Know
3. Spinning Wheel
4. I Stand Accused
5. Something Coming On

Blood Sweat And Tears

1. Mean Town Blues

Crosby, Stills, Nash & Young

1. Suite Judy Blue Eyes
2. Blackbird

No Beatles or Rolling Stones!

We saw beginning of the "Rock Operas"

Name some?

3. Helplessly Hoping
4. Guinnevere
5. Marrakesh Express
6. 4 + 20
7. Mr Soul
8. Wonderin'
9. You Don't Have To Cry
10. Pre-Road Downs
11. Long Time Gone
12. Bluebird Revisited
13. Sea Of Madness
14. Wooden Ships
15. Find The Cost Of Freedom
16. 49 Bye-Byes

Day Four: Monday, August 18 1969

Paul Butterfield Blues Band

1. Everything's Gonna Be Alright
2. Driftin'
3. Born Under A Bad Sign
4. All My Love Comin' Through To You
5. Love March

Sha Na Na

1. Na Na Theme
2. Jakety Jak
3. Teen Angel
4. Jailhouse Rock
5. Wipe Out
6. Who Wrote The Book Of Love
7. Duke Of Earl
8. At The Hop
9. Na Na Theme

Jimi Hendrix

1. Message To Love
2. Getting My Heart Back Together Again
3. Spanish Castle Magic
4. Red House
5. Master Mind
6. Here Comes Your Lover Man
7. Foxy Lady
8. Beginning
9. Izabella
10. Gypsy Woman
11. Fire
12. Voodoo Child (Slight Return) / Stepping Stone
13. Star Spangled Banner
14. Purple Haze
15. Woodstock Improvisation / Villanova Junction
16. Hey Joe

Hair

Jesus Christ Superstar

Cats

Creator of these was: Andrew Lloyd Weber

Video: <https://www.youtube.com/watch?v=lvVr2uks0C8>

SOCIAL ISSUES page 213

To shore up = to guarantee

ETHICAL ISSUES page 214

Promote albums or singles 215

WHAT IS HAPPENING TO RECORD STORES???

PRODUCING...RECORDS = financial backing

MANUFACTURING CDs = where they are made

April 10, 2015

Call for homework on Andrew Lloyd Weber.... Facts, etc.

Page 225...Billboard magazine= official trade magazine produced in the USA www.billboard.com

Explain about Economic trends in the Recording Industry

Broadcast and tv industry as well as cable, satellite and internet tv services channels PUBLIC BROADCASTING SYSTEMS (used to be gov't funded....now solicit private funding)

AUDIENCES are more segmented and choose what they want to watch

4hours traditional broadcasting programming

30" viewing for pay tv, satellite or internet tv 18-25 year old audiences

Stats come from Nielsen for traditional TV viewership

Whereas the stats for satellite and internet tv come from the Internet algorithms and the companies that study those...

Appeared in the 30s during WWII replaced the radio

60s ---quiz + game shows, variety, talk shows, live shows, drama (soaps), serials ---- ex. Beautiful

70s -tv violence

80s 3 major networks= ABC, CBS and NBC

CNN + FOX NEWS = news channels are the hardest to manage and keep on the air.,

Pie chart of programming and broadcasting...PAGE 195

1996= TELECOMMUNICATIONS ACT?

1. Affected Tv station ownership
2. Content ratings
3. Digital rules were enacted to provide a framework

Switch analog to digital broadcasting

Tv stations used digital to broadcast high definition tv to lower definition programming

50% have HD tvs now...

Audiences are more segmented, (choose what to view)

PAY TO VIEW, satellite tv, internet tv, commercial stations lost audiences and viewers

Stations compete for audience shares??? WHY? To vy for or compete for advertising monies..

Cable* and satellite and internet TV...Demographics vary--

Cable tv was invented to give rural audiences the programming...and it was connected to the phone lines in the 50s...

Men vs women / who watches what?

Professional vs amateur programming

User generated videos are becoming more and more popular"Broadcast yourself" YOUTUBE (on line video sharing is counted)

1990s internet growth and more popular with broadband growth

Future jobs in the industry: production, management, sales, marketing, performance and public relations

April 17, 2015

Chapter 13 News Gathering and Reporting for global intelligence and journalism

We need information...we want information...

www.stratfor.com...

"Why is Stratfor so often out of sync with the news media?" All of us at Stratfor encounter questions regarding [the difference between geopolitical intelligence and political journalism](#). One useful reply to ponder is that in conventional journalism, the person providing information is presumed to know more about the subject matter than the reader. At Stratfor, the case is frequently the opposite: Our readers typically are expert in the topics we study and write about, and our task is to provide the already well-informed with further insights. But the question is larger than that.

For the art of storytelling — journalism, that is — is essentially unchanged from the tale-telling of Neolithic shamans millennia ago up through and including today's *New York Times*. Cultural anthropologists will explain that our brains are wired for this. So be it.

<https://www.stratfor.com/weekly/geopolitical-intelligence-political-journalism-and-wants-vs-needs>

Reader page 46...The All-Telling Eye (Big Brother Surveillance x ad algorithms) that test our reactions to ads.

Latest Italian stats on effectiveness, of ads, endorsing and endorsements

71% convincing

68% separate personality

62% sport personality

45% Talented personalities: actors singers, etc.

41% models

32% modelli (THE PRODUCT ITSELF)

Ads in Italy (not only exploit women) Cars, houses, perfumes, bags, etc.

Gucci, D&G, etc.

Transgender advertising- cars, etc.

April 24, 2015

Unit 14 PR....MARKETING AND ADVERTISING (PUBLICITY)

OVERLAP OR MIX WITH EACH OTHER

ALL CONTRIBUTE TO THE PROMOTION OF THE COMPANY, SERVICE, POLITICAL PARTY, ETC.

USED BY:

BUSINESSES

AWARENESS GROUPS (NGOs= non governmental organizations)

POLITICAL PARTIES = SPIN

SERVICES = APPS, ETC.

NEWS

INFORMATION AGENCIES=

PR IS PLANNED, STRATEGIZED, OPTIMIZED AND DELIVERED = IT IS A MANAGEMENT FUNCTION/ IT GETS MANAGED VERY VERY CLOSELY AND SCRUTINIZED

IMPACT ON THE AUDIENCE....

SWAYING, CHANGING, INFLUENCING PUBLIC OPINION

HERESAY??? VS THE TRUTH VS RUMOURS

IS EVERYTHING IN PR TRUE?

TRANSPARENCY, HONESTY AND CONSISTENCY

TO LAUNCH A PRODUCT, SERVICE OR CORPORATE MESSAGE THE MIX MUST INCLUDE:

MARKETING CAMPAIGN= PUBLICITY/ADVERTISING CAMPAIGN= PUBLIC RELATIONS

PUBLI/TORIAL = ADVERT/ORIAL AD OR PUBLICITY WITH TEXTA GREAT WAY TO USE TESTIMONIAL

IDIOMS= IN ADS..

GREEN/WASHING = A BUSINESS WHICH PRETENDS TO BE ENVIRONMENTALLY CONSCIOUS WITH A PR MESSAGE

PR DOES 4 THINGS:

1. INVOLVES WORKING WITH PUBLIC OPINION
2. PR IS CONCERNED WITH COMMUNICATIONS
3. PR IS A MANAGEMENT FUNCTION
4. ART OF ANALYZING TRENDS, SOCIAL SCIENCES, (PSYCHOLOGY, BEHAVIOR, SOCIETY) PREDICTING THE CONSEQUENCES, IMPLEMENTING PLANNED PROGRAMS OF ACTION ALL IN THE PUBLIC INTEREST

HISTORY...INDUSTRY INVENTED IN THE USA

1900s --PA railroad employed a pr agency to promote them

To sell bonds for investment...(railroad bonds vs municipal bonds)

WWIPres. Woodrow Wilson...."to save food and buy war bonds"

To save the world and "make the world safe for democracy"

Well-executed =well planned pr campaign

Propaganda campaign?????

Liberation Day= april 25, 2015.....70 year anniversary

The partigiani distributed sheets of paper to the crowd....messages against a regime or information about a new movement....or creating awareness of what is wrong with the movement or who is in power

Social networking and messaging has changed all this..

1930s great depression= people were distrustful so pr changed their attitudes and beliefs to sharpen and/or shape public opinion

1. Social responsibility was in PR departments
2. Pr depts. Responded to communications with corporations and governments x consumers as it was growing
3. Became complex operations with depts. dedicated to only this i.e.pr
4. More people, more education, more specializationinterpreting changing needs and focus of society
Next 50 years to the 1960swas called the "era of PR"
Code of standards and education in PR

Today

10,000 MEMBERS IN PROFESSIONAL PR ASSOCIATIONS
400 UNIVERSITY PROGRAMS

SO IT IS AN INDUSTRY TO BE DEALT WITH..

PR VS SPIN VS PROPAGANDA IN POLITICS AND BUSINESS VS BLOGS

TODAY SOCIAL MEDIA'S EFFECT ON BUILDING RELATIONSHIPS AND NETWORKING

WALLS AND COMMENT PAGES AND BLOGS TO EVALUATE OR KEEP THESE GOING INTO A HYPE OR SPIN OFTEN RESULT..

EFFECTIVE WAYS TO USE SOCIAL MEDIA....

VATICAN= 1ST TWEET SENT BY POPE BENEDICT XVI

Cardinal Lombardi

Websites = BLOGS = PODCASTS= TWEETS= OTHER MESSAGING SERVICES USED IN SOCIAL MEDIA TODAY

1. INTERACTIVE CONTENT
2. USER-GENERATED CONTENT

NGOs, CORPORATIONS, BUSINESSES, POLITICIANS USE THESE TO REACH MEDIA AUDIENCES
IMMEDIATE COMMUNICATION METHOD

WHEN PRESSING THAT BUTTON, IT BETTER BE RIGHT!

Pr DEPARTMENTS HAVE TAKEN OVER THE MESSAGING TO MAKE SURE IT IS RIGHT AND ON TARGET
DOWNSIDE OR NEGATIVE EFFECTS

1. Misfiring (MAYBE A DISASTER)
2. WARNING SYSTEM....through immediate feedback and immediate commenting
3. Good for dealing with complaints....on a mass scale
UPSIDE OR POSITIVE EFFECTS
4. LAUNCH NEW PRODUCTS
5. NEWS (ARAB SPRING SUCCESS DUE TO SOCIAL MEDIA)
6. NEW CONNECTIONS BETWEEN CUSTOMERS AND BUSINESSES THRU APPS
7. POSTING ON THEIR WALLS OR BLOGS OR COMMENTS PAGE
8. USED FOR: STYLES, PROMOTIONS, SALES, CONTESTS,
EVENTS, DEALS

NO NOs IN PUBLIC RELATIONS:

- A. SPONSORSHIP/ENDORSEMENTS
- B. COMPANIES AND NGOs ARE READING BLOGS, WALLS AND COMMENTS PAGES TO REMOVE BAD MESSAGING
PEOPLE POST
- C. BAD HANDLING OR UNTIMELY RESPONSE TO NEWS OR GIVING THE FACTS
- D. BAD CORPORATE, SERVICE OR BUSINESS PRACTICE PR CAN EXPLODE IMMEDIATELY

PAGE 339 AND 40 SECTORS THAT NEED PR TODAY...

HOW TO DO PR????

- a. information gathering
- b. planning
- c. communication
- d. evaluation through feedback

careers in pr....economic sit is bad but PR is always necessary

See the effect of pr in the two videos that follow:

Michael Moore video with Phil Knight

<https://www.youtube.com/watch?v=Z-vidKROmAK8>

“ “ in the Wal-Mart store headquarters

<https://www.youtube.com/watch?v=AioWazKbXVE>

May 8, 2015

Finish with PR

Disasters and BP story

Press Release definition: A **press release, news release, media release, press statement** or **video release** is a written or recorded communication directed at members of the news media for the purpose of announcing something newsworthy. Typically, they are mailed, faxed, or e-mailed to assignment editors and journalists at newspapers, magazines, radio stations, television stations or television networks.

Websites have changed the way press releases are submitted. Commercial, fee-based press release distribution services, such as news wire services, or free website services co-exist, making news distribution more affordable and leveling the playing field for smaller businesses. Such websites hold a repository of press releases and claim to make a company's news more prominent on the web and searchable via major search engines.

The use of press releases is common in the field of public relations (PR). Typically, the aim is to attract favorable media attention to the PR professional's client and/or provide publicity for products or events marketed by those clients. A press release provides reporters with an information subsidy containing the basics needed to develop a news story. Press releases can announce a range of news items, such as scheduled events, personal promotions, awards, new products and services, sales and other financial data, accomplishments, etc. They are often used in generating a feature story or are sent for the purpose of announcing news conferences, upcoming events or a change in corporation. Uncritical use or overuse of press releases by journalists has been dubbed churnalism.

A press statement is information supplied to reporters. This is an official announcement or account of a news story that is specially prepared and issued to newspapers and other news media for them to make known to the public.

Why would we write press releases?

News to customers

Laws and changes or revisions

To communicate with other companies new technologies

General managers and executive changes

Changes in the company, changes in strategies...new acquisitions...new investors or investing

Anniversaries

Disaster management

YOU DO NOT CAPITALIZE EVERY WORD!!

KEEP IT SUCCINCT, SHORT AND TO THE POINT!!!

Headline Is in Title Case Meaning You Capitalize Every Word Except for Prepositions and Articles of Three Words or Less and Short; Ideally it is Not More Than 170 Characters and Does Not Take a Period

The summary paragraph is a synopsis of the press release in regular sentence form. It doesn't merely repeat the headline or opening paragraph. It just tells the story in a different way. The summary paragraph is mandatory at FPRC.

City, State (FPRC) Month 1, 2005 -- The first paragraph know as the "lead" contains the most important information. You need to grab your reader's attention here. And you can't assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

"You should include a quote for that human touch" said Gary Sims, CEO of the Free Press Release Center. "And you should use the last paragraph to restate and summarize the key points."

This is example press release template for use at the Free Press Release Center. The last paragraph can also include details on product availability, trademark acknowledgements, etc.

About ABC Company:

Include a short corporate backgrounder about the company or the person who is newsworthy before you list the contact person's name and phone number. Do not include an e-mail address in the body of the release. Your e-mail address goes only in the "Contact Email" box when you submit your press release. To stop spam, your address will not appear on the site, but rather people will be able to contact you via a special contact link displayed with your press release.

Contact:

David Brown, director of public relations
ABC Inc.
555-555-5555
<http://www.YourWebAddress.com>

If applicable, include safe harbor statement.

Formatting your press release or "Presentation can be just as important as content."

Mixed case

Never write your press release in all UPPER CASE LETTERS. Your release will not be approved by the FPRC editors and if it was, it would be ignored by journalists.

Check your spelling

Errors in spelling and grammar will lower the credibility of your press release.

No HTML or WWW

Never include HTML or other markup languages (like XHTML or XML) in your press release.

Make sure it is long enough

There is a minimum of 250 words at FPRC, if your press release is shorter than that then it probably isn't newsworthy.

Email addresses

Do not include an e-mail address in the body of the release. Your e-mail address goes only in the "Contact Email" box when you submit your press release. To stop spam, your address will not appear on the site, but rather people will be able to contact you via a special contact link displayed with your press release.

www.iht.com

<http://theitalianwayof.blogspot.it/2012/12/italian-newspapers.html>

WRITING TIPS: Choose active, precise verbs

Janice L. Hewitt, Ph.D.

Choose active, precise verbs to invigorate your scientific or engineering professional papers, thesis, and reports. Frequently those choices will help you avoid unnecessary passive voice and excessive use of "is," "are," "was," "were," "I," or "we."

For example:

Instead of saying	Write
"This work is a generalization of Smith's earlier algorithm"	"This work generalizes Smith's earlier algorithm."
"This approach is an improvement on Smith's design,"	"This approach improves Smith's design."

Source: <http://www.owl.net/rice.edu/~cainproj/writingtips/preciseverbs.html>

The Cain Project in Engineering and Professional Communication
Telephone: 713-348-6141, Fax: 713-348-6175
e-mail: cainproj@rice.edu

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Action verbs for a [press release headline](#):

Announces	Reports
Appoints	Supports
Unveils	Joins Forces With
Reveals	Unveils
Presents	Names
Launches	Is Recognized For
Promotes	Invited To
Hosts	Prevents (illness, major disaster, etc.)
Upgrades	Recognizes
Expands	Awards
Provides	Is Presented With
Introduces	Opens
Debuts	Features
Offers	Reports
Improves	Honors
Selects	Visits

May 8 lesson continued.....Advertising Chapter 15

MARKETING PSYCHOLOGY:

Some facts about marketing and our perception of things:

- effective use of color is a way to capture attention
- 42% of ads in color are more effective than black and white
- 62-90% of product evaluation is based on color
- 60% rejection or acceptance of a product or service
- 90% of people make a subconscious judgement about an environment or a product within 90 seconds of viewing it!
- 84% of consumers think color is more important than other factors when choosing a product
- 93% buy a product because of its visual
- 2 out of 3 customers do not buy a product if it is not in their favourite color

PACKAGING/PRODUCT COLORS AND WHAT THEIR SIGNIFICANCE

COLORS:

ORANGE- USED TO CALL ATTENTION TO ACTION MESSAGES

BLUE- ESTABLISHES TRUST AND CREDIBILITY

BROWN-REPRESENTS THE EARTH, WOOD AND MASCULINITY

RED-PRODUCTS ASSOCIATED WITH LOVE

RED-ALSO CREATES APPETITE AND URGENCY (MCDONALD'S RONALD MCDONALD)

YELLOW – OPTIMISM, HAPPINESS, (IDEM) (OFTEN USED FOR CHILDREN'S PRODUCTS)

GREEN- HEALTH, PEACE, ENVIRONMENTALLY FRIENDLY, NATURE, HARMONY, BALANCE BETWEEN BODY AND EMOTIONS (STARBUCKS)

PURPLE- NOBILITY AND ROYALTY

BLACK AND SILVER – ELEGANCE, USED FOR HIGH-END PRODUCTS

May 15, 2015

Ethics Chapter 17

Apart from formal controls, like laws, rules and regulations implemented by governmental and association boards that were mentioned in Chapter 16.....

We see a study of ethics needs attention:

PONTIFICAL COUNCIL FOR SOCIAL COMMUNICATIONS

ETHICS IN ADVERTISING

http://www.vatican.va/roman_curia/pontifical_councils/pccs/documents/rc_pc_pccs_doc_22021997_ethics-in-ad_en.html

ads create needs

ads are created ...image...logo.....(endorsements) ...intrinsic value...pay off

Ethics of Advertising Nature of **Advertising** (#2) a public notice meant (a) to convey information and (b) invite patronage or some other response.

How about incite violence?

How about influencing how you think?

How about making you buy things you don't really need?

How about creating a "need"?

Green-wash (green'wash', -wôsh') – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

<http://sinsofgreenwashing.com/>

SHOW: **Ethics of Advertising** Nature of **Advertising** (#2) a public notice meant (a) to convey information and (b) invite patronage or some other response.

How about incite violence?

How about influencing how you think?

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How about creating a "need"?

Green-wash (green'wash', -wôsh') – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

<http://sinsofgreenwashing.com/>

SHOW: <http://www.greenwashingindex.com/about-greenwashing/>

ETHICS IN JOURNALISM = GETTING THE STORY...GETTING THE SCOOP CAN LEAD TO

DEFAMATION WHICH IS WRITING OR TELLING FALSE FACTS OR STORIES = LIBEL

