

COM 200, Week 12, Second Day

Exam review



Fall 2011

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(For educational purposes only.)



Quote of the day

“The things that will destroy us are: politics without principle; pleasure without conscience; wealth without work; knowledge without character; business without morality; science without humanity; and worship without sacrifice.”

— **Mohandas K. Gandhi**

Reading review for this week

- **No reading review for Week 12**
- Please study for the Final Exam, to be given Thursday at 11 a.m.
- Bring a No. 2 pencil



Edward Said



- Concept of “otherness”
- Western scholars of the Orient, including the Islamic and Arab world, portrayed the people there as if they were somehow other than civilized
- Said argued this scholarship was biased, that such characterizations were crude and vulgar at best
- It was a stereotypical view of the Muslim and Arab world
- These Western scholars also accepted the view that because of this otherness these nations needed colonialism to elevate them, to make them Western and no longer the “other”

Said quote

“So far as the United States seems to be concerned, it is only a slight overstatement to say that Muslims and Arabs are essentially seen as either oil suppliers or potential terrorists. Very little of the detail, the human density, the passion of Arab-Moslem life has entered the awareness of even those people whose profession it is to report the Arab world. What we have instead is a series of crude, essentialized caricatures of the Islamic world presented in such a way as to make that world vulnerable to military aggression.” (1980)



SPJ's core ethics

- Seek truth and report it
- Minimize harm to sources
- Act independently
- Be accountable
- Promote press freedom as a universal and essential human right

Writing prompt

- Write for five minutes
- Why is important for journalists to seek the truth and report it?



Ethics



- Journalists must weigh how they collect the information for their stories v. what is appropriate as a public service
- Chiquita brands: A great story gone wrong

Excesses of Penny Press

- Hoaxes: Moon, Gold and Wild Animal
- Greeley: Can't just be about making money
- Still believed press had a political role; made it difficult to act independently of political influence



Yellow Press

- Sensationalism
- Large headlines
- Hype
- Vulgar, lurid language
- But also believed in reform and progressive ideas
- Pulitzer: Comfort the afflicted and afflict the comfortable



Muckraking



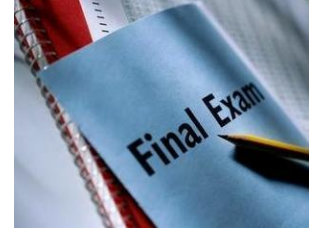
- Investigative reporting
- How far should the press go in digging up dirt and being critical?
- President Teddy Roosevelt believed the press picked on an old senator who did in fact take bribes; but everybody like the good old boy
- Seen as a pejorative by the public, but many journalists see it as positive

Media hoaxes

- Stephen Glass
- Mike Barnacle
- Sports columnist in Florida



Exam review



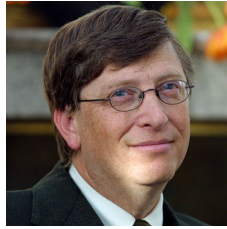
- Article 19 of the Universal Declaration of Human Rights (U.N.): Publication of information and opinion protected, even on social media
- Brandeis: Seditious libel unacceptable; political opinion has to be protected at all costs. And that constitutional protection of free expression is the same in wartime as peacetime
- Carol Burnett case: Public figure wins
- Courts in the United States want press to scrutinize public figures
- Freedom of information
- Five core ethics (SPJ)
- Holmes: Clear and present danger (bad tendency defined)
- the law is binding; ethics are an individual choice
- shield law



Brandeis quote

“Fear of serious injury cannot alone justify suppression of free speech and assembly. Men feared witches and burnt women. It is the function of free speech to free men from bondage of irrational fears. . . . Those who won our independence by revolution were not cowards. They did not fear political change. They did not exalt order at the cost of liberty.” (1927)

People



- Ancient Greeks
- Edward Bernays
- Tim Berners-Lee
- Sir William Blackstone
- Bill Gates
- Harold Lasswell
- Ivy Lee
- Max McCombs and Donald Shaw
- John Milton
- Edward R. Murrow
- Everett Rogers
- Edward Said

Concepts

- academic research; research tools
- accountability, transparency
- agenda setting; diffusion of innovations
- circulation waste
- contempt
- defamation
- global village
- libertarian
- marketplace of ideas
- net neutrality
- news values
- slander
- World Wide Web



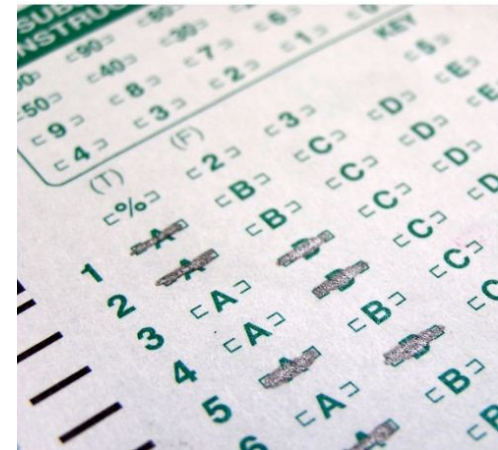
More concepts

- clear and present danger
- freedom of expression
- diffusion of innovations
- ethics
- forum
- immediacy, interactivity, accessibility
- medium is the message; technological determinism
- HTML
- PDF
- URL



Objective exam component

- There will be 35 questions
- Multiple choice
- You have 50 minutes
- Three extra-credit questions
- Do not include the chapter on films
- Bring a No. 2 pencil for Scantron



Next

- Make sure you have read pp. 426-428 and 431-434 in Chapter 15 of Rodman before you take the final exam
- Review all Power Points, your notes and Reading Review assignments
- Final exam is this Thursday; essay is due at the start of class
- Class website:
www.datelinead.wordpress.com

