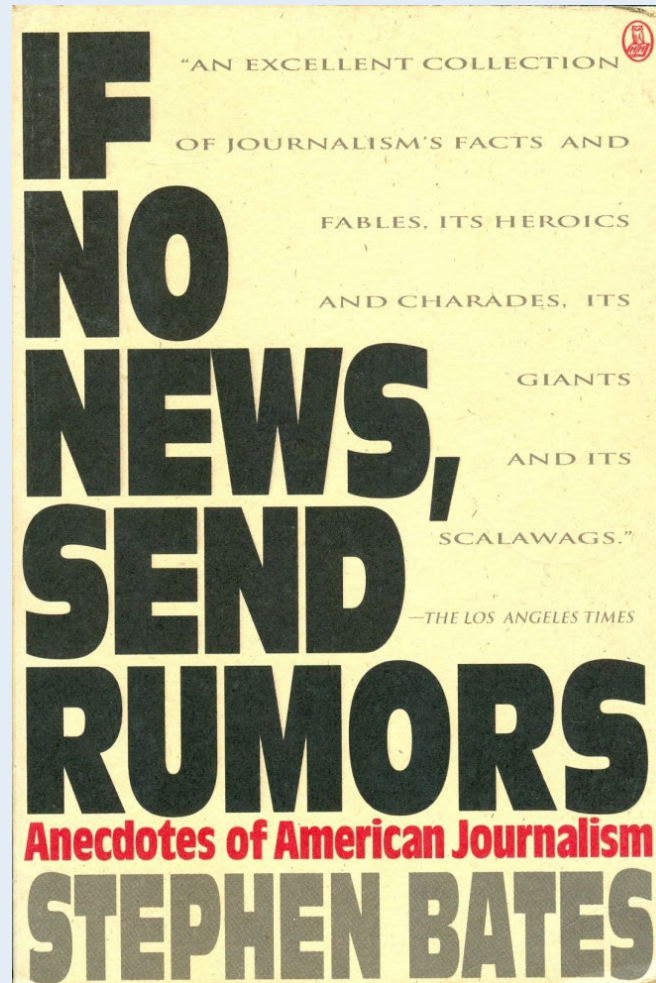


What is news?

- Verified information that is relevant to public life.
 - *Ellen Hume, media analyst*
- That which protrudes from the ordinary.
 - *Walter Lippmann, columnist & political advisor*
- The departure from normal.
 - *Leo Rosten, author and humorist*
- What I say it is.
 - *David Brinkley, longtime NBC news anchor*

Ongoing public discourse

- Citizens' continuing discussion of social and political topics that are important to them
- Best ideas work their way into larger discussion, evolve into consensus
- Discourse both fuels democracy & responds to it
- Makes ordinary people feel involved
- Considered a vital element of democracy



How the *Sun* Conned the World With “The Great Moon Hoax”



New York Journal: Clemencia Arango

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EVANGELINA CISNEROS RESCUED BY THE JOURNAL.

An American Newspaper Accomplishes at a Single Stroke What the Red Tape of Diplomacy Failed Utterly to Bring About in Many Months.

By Charles Dool.
(Copyright, 1897, by W. B. Hearst.)

Havana, Oct. 7, via Key West, Fla., Oct. 6.—Evangelina Coste y Cisneros is at liberty, and the Journal can place to its credit the greatest journalistic coup of this age. It is an illustration of the methods of new Journalism, and it will find an indorsement in the heart of every woman who has read of the horrible sufferings of the poor girl who has been confined for fifteen long months in Recedias Prison.

The Journal, finding that all other methods were unavailing, decided to secure her liberation through force, and this, as the specially selected commissioner of the Journal, I have succeeded in doing.

I have broken the bars of Recedias and have set free the beautiful captive of monster Weyler, restoring her to her friends and relatives, and doing by strength, skill and strategy what could not be accomplished by petition and urgent request of the Pope.

Weyler could blind the Queen to real character of Evangelina, but he could not build a jail that would hold against Journal enterprise when properly set to work.

To-night all Havana rings with the story. It is the one topic of conversation: everything else pales into insignificance. No one remembers that here



MISS CISNEROS BEFORE AND AFTER THIRTEEN MONTHS' INCARCERATION.

New York Journal: Evangelina Cisneros

Columbia Journalism Review.

FALL 2019



The Disinformation Issue

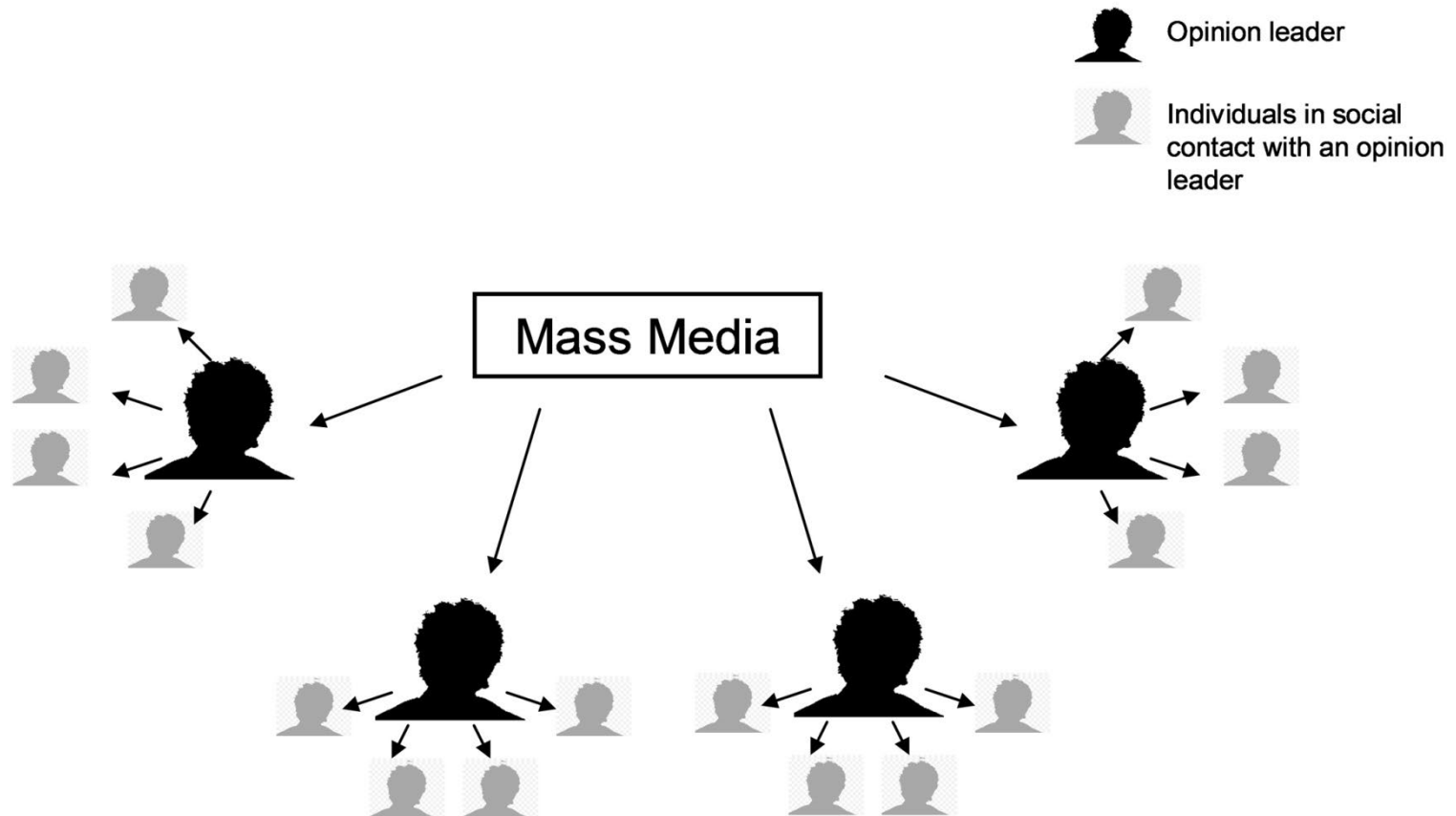
True Lies

What happens to journalism when facts aren't enough

Emily Bell • Steve Brodner • Mathew Ingram • Amitava Kumar
Ruth Margalit • Bob Moser • Larissa Pham • Whitney Phillips • Errin Haines
Simon van Zuylen-Wood • Elisabeth Zerofsky • Ethan Zuckerman

Columbia Journalism Review: Darts and Laurels

Two-step flow model



Katz & Lazarsfeld, 1955



[Spiro Agnew Des Moines Speech, November 1969](#)

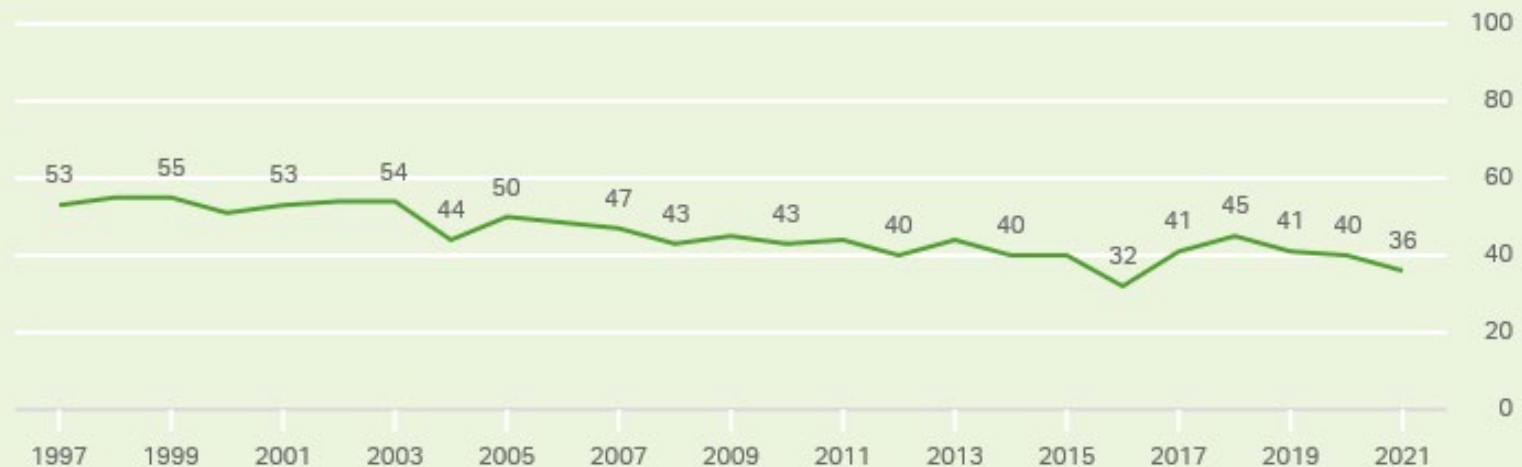


Roger Ailes

Americans' Trust in Mass Media Lowest Since 2016

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

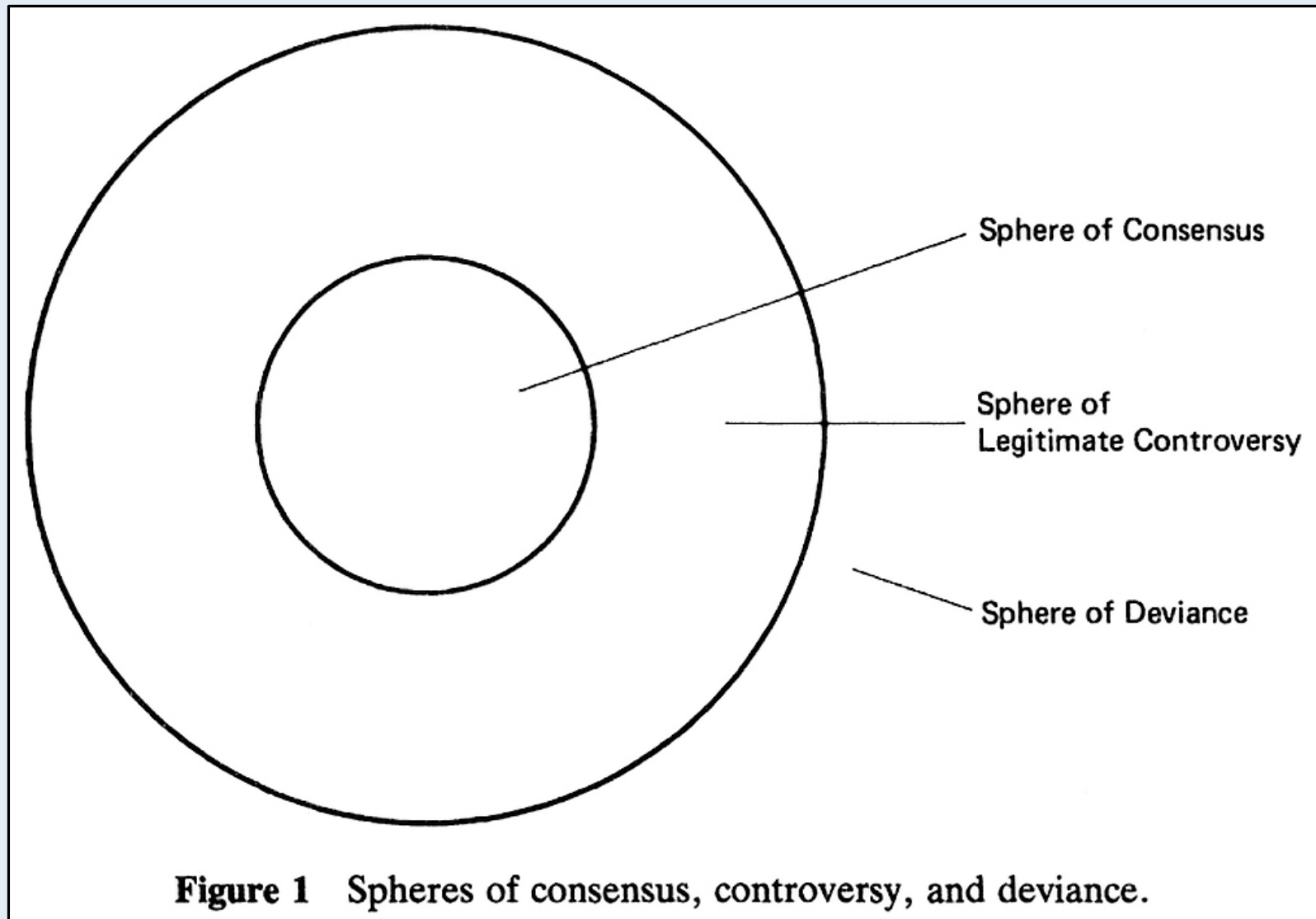
— % Great deal/Fair amount



Data from 1972, 1974 and 1976 not shown

GALLUP

[Gallup Poll: Americans' Trust in Media Dips to Second Lowest on Record](#)



[Dan Hallin, UC San Diego: Spheres](#)

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institute of communications research, phd

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Core traditions: Critically interpretive knowledge in an increasingly global world

From: marca@mcom.com (Marc Andreessen)
Subject: Here it is, world!
Date: 13 Oct 1994 07:57:12 GMT
Organization: Mosaic Communications Corporation
Reply-To: info@mcom.com

Mosaic Communications Corporation is making a public version of Mosaic Netscape 0.9 Beta available for anonymous FTP. Mosaic Netscape is a built-from-scratch Internet navigator featuring performance optimized for 14.4 modems, native JPEG support, and more.

You can FTP Mosaic Netscape 0.9 Beta from the following locations:

- * ftp.mcom.com in /netscape
- * gatekeeper.dec.com in /pub/net/infosys/Mosaic-Comm
- * lark.cc.ukans.edu in /Netscape
- * ftp.meer.net in /Netscape
- * doc.ic.ac.uk in /packages/Netscape
- * archie.au in /pub/misc/netscape
- * ftp.cica.indiana.edu in /pub/pc/win3/winsock/nscape09.zip (PC only)
- * mac.archive.umich.edu in /mac (Mac only)

Please make sure to read the README and LICENSE files.

An up-to-date listing of mirror sites can be obtained at any time by sending email to release@mcom.com.

Subject to the timing and results of this beta cycle, Mosaic Communications will release Mosaic Netscape 1.0, also available free for personal use via the Internet. It will be subject to license terms; please review them when and if you obtain Mosaic Netscape 1.0.

A commercial version of Mosaic Netscape 1.0, including technical support from Mosaic Communications, will be available upon completion of the beta cycle. Contact us at info@mcom.com for more information.

Have fun!

Marc and the gang
info@mcom.com, <http://mosaic.mcom.com/>



Marc Andreessen

Digital News: Consumer's Point of View

Positives

- IT'S FREE!!
- Numerous sources
- Alternative points of view
- Instant updating
- Multiple media – video, photos, longer text stories
- Anyone can contribute
- IT'S FREE!!

Negatives

- Questionable sources
- Pop-up ads
- Too much information
- Hard to tell who's credible
- More subject to abuse

Digital News: Journalist's Point of View

Positives

- Possible global audience
- Instant updating
- Makes research much easier
- Easily contact sources
- Creativity – can use different types of media to tell stories
- Interact with audience
- Anyone can contribute

Negatives

- Expectations of speed
- Demands of multiple platforms
- Loss of revenue
- Loss of assumed credibility
- More subject to abuse
- Interact with audience
- Anyone can contribute