English 4:

For the graphic organizer below, think of a local event (could be a school-related event), a state or national event, and an international event. Generally, these events will be worthy of attention and will affect many people. Fill out the graphic organizer for each of the three events to the best of your ability.

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| --- | --- | --- |
| School/Local Event | Details/Facts I know about the event | Information Sources |
|  |  |  |
| State/National Event | Details/Facts I know about the event | Information Sources |
|  |  |  |
| International Event | Details/Facts I know about the event | Information Sources |
|  |  |  |

As you watch a clip from “News War,” a documentary miniseries from PBS’s investigative journalism show Frontline, use the following guiding questions to consider how three critical lenses inform or are revealed by the show’s explanations of why the coverage—and even the definition—of news has changed since television news first took hold in the 1950s. As you watch the segments, focus on gathering claims and evidence that fit each lens.

**Guiding Question 1:** What do changes in media coverage reveal about changing **cultural** perspectives on “news”?

**Guiding Question 2:** How have **historical** developments influenced the role of news?

**Guiding Question 3:** How have **economic** or market factors affected news coverage in America?

Choose one of the three lenses you focused on in the questions above. Write a concise thesis (claim) that explains the change in how news is delivered and consumed in the United States, interpreted through your lens (Choose cultural, Marxist, or historical).

**Claim:**

Read the following quotations. What is the perspective? In the box on the left, mark each as either Cultural, Historical, Marxist.

|  |  |
| --- | --- |
| **Historical, Cultural, or Marxist?** | **Quote** |
|  | “In the very early days of television news, the FCC still had teeth and still used them every once in a while, and there was that little paragraph—section 315 of the FCC code—that said, ‘You shall operate in the public interest, convenience, and necessity.’”—Ted Koppel, former ABC reporter |
|  | “Then in the ’80s, with Reagan-era deregulation, there was a series of corporate takeovers.”—Narrator |
|  | “Here was a news program [60 Minutes] that was becoming a tremendous profit center and people in the corporate entity began to say, ‘Wow, you know what? News can make money. And not only can it make money, it can make big money.’”—Dan Rather, former CBS Evening News anchor |
|  | “And (CBS producer Larry) Tisch looked at a very fat CBS News and thought, ‘I bet that I can cut 33% of this organization out, and deliver a product that is 90% as good. And if I can do that, I can make Wall Street incredibly happy, I can make my stockholders happy, and that’s what business is about.’”—Tom Bettag, former producer, CBS Evening News |
|  | “News is what matters to people—true information about what matters to people is news. … The standard has changed and it’s broadened, not lowered. … It’s changed because there are a wider number of outlets. We have 31 hours of programming, plus we have radio 24 hours a day, plus we now have a website, so there’s a wider number of topics covered.”—David Westin, President, ABC News |
|  | “I think what happened around the year 2000 was you had many more outlets—you could have dozens or more cable stations, you could have talk radio—and in order to stand out in an environment like that, you didn’t have to get a broad-based audience the way CBS Evening News with Walter Cronkite would do; you really just had to get a passionate and sometimes narrower audience, and to get that, it worked better to be opinion-based.”—Walter Isaacson, former CEO of CNN |
|  | “You don’t see anybody between 20 and 30 getting their news from the evening news; you see them getting it online.”—Jeff Fager, executive producer of 60 Minutes |
|  | “I think the biggest cause for tumult right now is that the economic underpinning for all these news organizations is changing.”—Larry Kramer, reporter and media consultant |
|  | “In this new media world, consumers are demanding news and entertainment when and where they want it, often creating it themselves.”—Narrator |