

# COMMS 201- Introduction

- Introductions
- Syllabus on Canvas, readings, lectures and tutorials



# WORKING IN THE FIELD

- Visit from 95bfm (University of Auckland student radio station)
- Caitlin McIlhagga, General Manager
- Lillian Hanley, Head of News.



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# TODAY'S CONTENT

- Definitions of Journalism
- Academic study vs. Practice
- 10 Principles of Journalism
- Types of Journalism
- Two opposing attitudes towards Journalism

## **Definition (1) of Journalism**

(Wikipedia) Journalism is the activity or product of journalists or others engaged in the preparation of written, visual, or audio material intended for dissemination through public media with reference to factual, ongoing events of public concern.

It is intended to inform society about itself and to make public things that would otherwise be private.

## Definition (2)

(Allan and Zelizer, Keywords)

Journalism: Broad range of activities associated with newsmaking. In its contemporary usage, it refers to the organized and public collection, processing and distribution of news and current affairs material. Implied has been a sense of the evolving crafts, routines, skills and conventions employed in newswork, spanning the occupational roles of editors, reporters, correspondents and photographers among others.



## Definition (3)

(Harcup) Is it a trade, or a craft or a profession? Maybe all three but also a form a communication based on asking and answering the questions, who what where when why and how?

WHO?

HOW?

WHAT?

WHERE?

WHEN?

WHY?

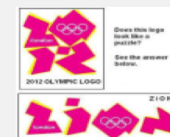
# Couple of preliminary remarks:

Journalism has undergone huge shifts through digitalization





Journalism began in Europe and England, associated with emerging capitalism and democracy. Many of our references will draw on European, UK and US examples. However, national and regional news services have flourished worldwide and journalism is practiced in most countries, sometimes at great risk. Always interesting to get examples from those of you from other countries with different journalism traditions.



Journalism *matters* – this is evident from the way they are courted by politicians, to always being blamed, to being threatened, tortured and even killed.



Al Jazeera journalists accused by the Egyptian military of having links to terrorist organizations and spreading false news.



# BREAK COMING UP

- QUIZ
- MENTOR: Kaitiaki Rogers

# Journalism *matters*

Three 'interpretive communities' involved in considering journalism.

1. Journalists
2. Journalism educators
3. Journalism scholars

- Tensions and inconsistency  
Journalists argue 'Those that can 'do' and those that can't 'teach'.  
Academics see journalists as acting on their 'gut' - romanticising, undertheorizing, framing the journalist as hero.'

Journalism educators say that 'journalists have their head in the sand and journalism scholars their head in the clouds.'

Barbie Zelizer, *Journalism and the Academy*



# Differing approaches within academia

“Within the academy, there have been five main types of inquiry into journalism-sociology, history, language studies, political science, and cultural analysis. ... These are not the only disciplines that have addressed journalism. But the perspectives they provide offer a glimpse of the range of alternatives through which journalism can be conceptualized.”

Barbie Zelizer, *Journalism and the Academy*

## Scholarly critique

- A profession with norms, values and practices.
- A complex institution, wielding power and shaping public opinion (gender, race, ownership)
- An institution that has a history, but is also confronting continuous challenges and change.
- The public use of words, images and sounds in patterned ways that frame reception.
- A set of practices with practical and symbolic dimensions.

## Practical journalism

- Writing clear prose following 'who why what and when'
- Using the inverted pyramid model
- Reporting on a proper press conference by a public figure
- Understanding rudimentary issues of journalistic professionalism, ethics and media law
- Grasping the different styles of journalism that are common today

# Ten elements of journalism: Bill Kovach and Tom Rosenstiel (2014)

<https://www.americanpressinstitute.org/journalism-essentials/what-is-journalism/elements-journalism/>



1. Journalism's first obligation is to the truth.
2. Its first loyalty is to citizens
3. Its essence is a discipline of verification.
4. Its practitioners must maintain an independence from those they cover.
5. It must serve as an independent monitor of power.

# 10 Elements cont.

6. It must provide a forum for public criticism and compromise.
7. It must strive to make the significant interesting and relevant.
8. It must keep the news comprehensive and proportional.
9. Its practitioners must be allowed to exercise their personal conscience.
10. Citizens have rights and responsibilities when it comes to the news

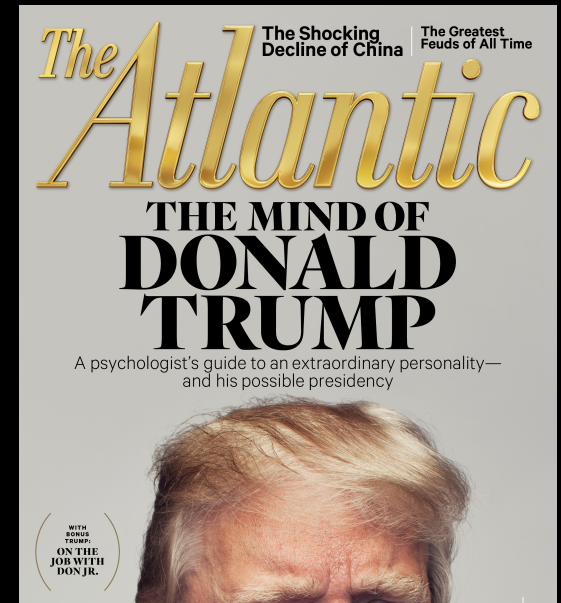


# Types of News: Hard vs. Soft

HARD NEWS TOPICS	SOFT NEWS TOPICS
International news	Entertainment or celebrity news
Political news	Lifestyle news
Business and economic news	Arts and culture news
Health or education news	Sports news



Often topics straddle both categories



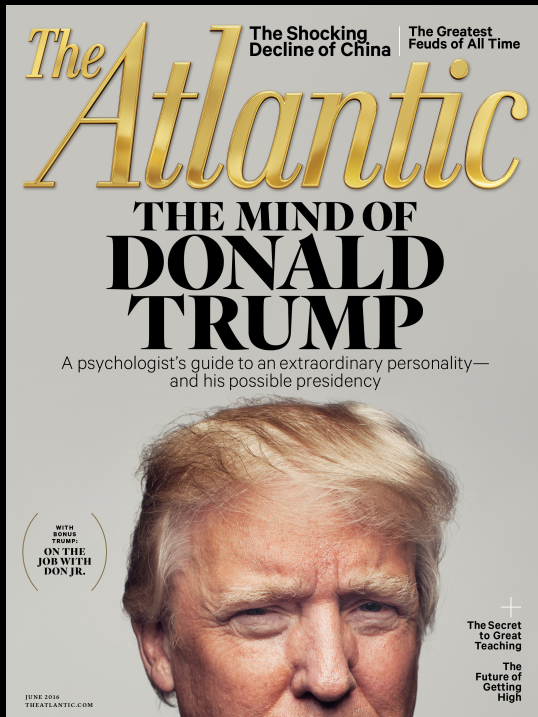


# Types of News: Short vs. Long

Print/online: News items vs. features and long-form

Broadcast: News vs. Current Affairs and documentary

Multiplatform news outlets: combines the above



All can be hard or soft content



Technologies of journalism:  
Print, photos, moving image, cartoon

Newspapers : 1700s

Magazines: 1800s

Radio and television: mid-1900s

Internet: 2000+

All the types of journalism (content and form) can appear in each of the formats, although some styles may be associated more with one technology than another.



# THE LONDON GAZETTE.

Published by Authority.

From Monday, Septemb 3, to Monday, Septemp 10, 1666.

Whitehall, Sept. 8.

**T**HE ordinary course of this paper having been interrupted by a sad and lamentable accident of Fire lately hapned in the City of London: it hath been thought fit for satisfying the minds of so many of His Majesties good Subjects who must needs be concerned for the Issue of so great an accident, to give this short, but true Account of it.

On the second instant, at one of the clock in the Morning, there hapned to break out, a sad in deplorable Fire in *Padding-lane*, near *New Fish-street*, which falling out at that hour of the night, and in a quarter of the Town so close built with wooden pitched houses spread itself so far before day, and with such distraction to the inhabitants and Neighbours, that care was not taken for the timely preventing the further diffusion of it, by pulling down houses, as ought to have been; so that this lamentable Fire in a short time became too big to be mastered by any Engines or working near it. It fell out most unhappily too, That a violent Easterly wind fomented it, and kept it burning all that day, and the night following spreading itself up to *Grace-church-street* and downwards from *Cannon-street* to the Water-side, as far as the *Three Crowns in the Vintry*.

The people in all parts about it, distracted by the vastness of it, and their particular care to carry away their Goods, many attempts were made to prevent the spreading of it by pulling down Houses, and making great Intervals, but all in vain, the Fire seizing upon the Timber and Rubbish, and so continuing it set even through those spaces, and raging in a bright flame all Monday and Tuesday, notwithstanding His Majesties own, and His Royal Highness's indefatigable and personal pains to apply all possible remedies to prevent it, calling upon and helping the people with their Guards; and a great number of Nobility and Gentry unweariedly assisting therein, for which they were requited with a thousand blessings from the poor distressed people. By the favour of God the Wind slackened a little on Tuesday night & the Flames meeting with brick buildings at the *Temple*, by little and little it was observed to lose its force on that side, so that on Wednesday morning we began to hope well, and his Royal Highness never despairing or slackening his personal care wrought so well that day, assisted in some parts by the Lords of the Council before and behind it, that a stop was put to it at the *Temple*

Church, near *Holborn-bridge*, *Pie-corner*, *Aldersgate*, *Cripple-gate*, near the lower end of *Coleman-street*, at the end of *Dowry-hall-street* by the *Postern* at the upper end of *Bishopsgate-street* and *Leadenhall-street*, at the *Standard* in *Cornhill* at the church in *Fenchurch street*, near *Cloth-workers Hall* in *Admiring-lane*, at the middle of *Mark-lane*, and at the *Tower-dock*.

On Thursday by the blessing of God it was wholly beat down and extinguished. But so as that Evening it unhappily burst out again a fresh at the *Temple*, by the falling of some sparks (as is supposed) upon a Pile of Wooden buildings; but his Royal Highness who watched there that whole night in Person, by the great labours and diligence used, and especially by applying Powder to blow up the Houses about it, before day most happily mastered it.

Divers Strangers, Dutch and French were, during the fire, apprehended, upon suspicion that they contributed mischievously to it, who are all imprisoned, and Informations prepared to make a severe inquisition here upon by my Lord Chief Justice *Keeble*, assisted by some of the Lords of the Privy Council; and some principal Members of the City, notwithstanding which suspicion, the manner of the burning all along in a Train, and so blown forwards in all its way by strong Winds, make us conclude the whole was an effect of an unhappy chance, or to speak better, the heavy hand of God upon us for our sins, shewing us the terror of his Judgement in thus raising the Fire, and immediately after his miraculous and never to be acknowledged Mercy, in putting a stop to it when we were in the last despair, and that all attempts for quenching it however industriously pursued seemed insufficient. His Majesty then sat hourly in Council, and ever since hath continued making rounds about the City in all parts of it where the danger and mischief was greatest, till this morning that he hath sent his Grace the Duke of *Albemarle*, whom he hath called for to assist him in this great occasion, to put his happy and successful hand to the finishing this memorable deliverance.

About the *Tower* the reasonable orders given for plucking down the Houses to secure the Magazines of Powder was more especially successful, that part being up the Wind, notwithstanding which it came almost to the very Gates of it. So as by this early provision the general Stores of War lodged in the *Tower* were entirely saved: And we have further this intimate cause to give God thanks, that the Fire did not happen where

# Attitudes towards journalism

- Explanations of how and why journalism matters depend on who is speaking.
- Michael Moore in his film Fahrenheit 911
- <http://www.youtube.com/watch?v=UOkPtINgvvw>
- He Toki Huna: NZ in Afghanistan (nzinafghanistan.com)  
<https://vimeo.com/82256825>

These clips offer up competing though often cited perspectives:

- Jon Stephenson's position: Journalism as the "fourth estate", or part of the "public sphere", a free press that informs people as voting citizens -- holding the powerful to account.
- Michael Moore: mainstream journalism promotes an "ideology of dominance" ensuring we continue to support the ideas and power of the ruling class.

