HOW DID I GET HERE?

BRINGING OUTSIDE KNOWLEDGE INTO THE CLASSROOM

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The media landscape

The people will believe what the media tells them they believe.

George Orwell
In 1983, 90% of American media was owned by 50 companies.

In 2011, that same 90% is controlled by 6 companies.
CBS and Viacom are sometimes one company. Chart misses Clear Channel Radio/Live Music Entertainment venue connection along with other smaller media chains (New York Times Company, Tribune, just to name a few).

<table>
<thead>
<tr>
<th>Company</th>
<th>Notable Properties</th>
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</thead>
<tbody>
<tr>
<td>GE</td>
<td>Comcast, NBC, Universal Pictures, Focus Features</td>
</tr>
<tr>
<td>News-Corp</td>
<td>Fox, Wall Street Journal, New York Post</td>
</tr>
<tr>
<td>Disney</td>
<td>ABC, ESPN, Pixar, Miramax, Marvel Studios</td>
</tr>
<tr>
<td>Viacom</td>
<td>MTV, Nick Jr, BET, CMT, Paramount Pictures</td>
</tr>
<tr>
<td>Time Warner</td>
<td>CNN, HBO, Time, Warner Bros</td>
</tr>
<tr>
<td>CBS</td>
<td>Showtime, Smithsonian Channel, NFL.com, Jeopardy, 60 Minutes</td>
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BRINGING THIS ALL TOGETHER

Analyzing Sources
❖ Defining Bias
❖ Stereotyping Benefits & Doubts
❖ Propaganda Versus Actual News
❖ News Verses Editorial
METHODS

Reading Assignments from:

- The New York Times (Both Op-Ed and News articles)
- The Huffington Post (& other news aggregators)
- Fox News
- The Hartford Courant
- BBC
- and other content providers.

One Documentary per semester:

- Page One – Inside The New York Times
- Outfoxed
- Digital Nation (Frontline)
SCAFFOLDED ASSIGNMENTS

• First Assignment – One Source (Shirky’s “Everyone Is A Media Outlet”)

• Second Assignment – Multiple Sources (This semester: Outfoxed (documentary), David Carr “Why Twitter Will Endure”, Steven Pinker “Mind Over Mass Media”, and source of choice.

• Third Assignment – Independent Research based on the overall media theme with an emphasis on adding something to the conversation.
STUDENT IMPACT

THAT I AM AWARE OF....

From a scholarly perspective:

• Improved critical analysis skills
• Improved expanded analysis of sources within their own papers.

From a human perspective:

• Ruined television! Students tend to question what they see more often.
• Promoted family discourse.
• Question what is truth. What is real.
Grammar: The difference between knowing you're dead and knowing your dead.