

# Lecture 2

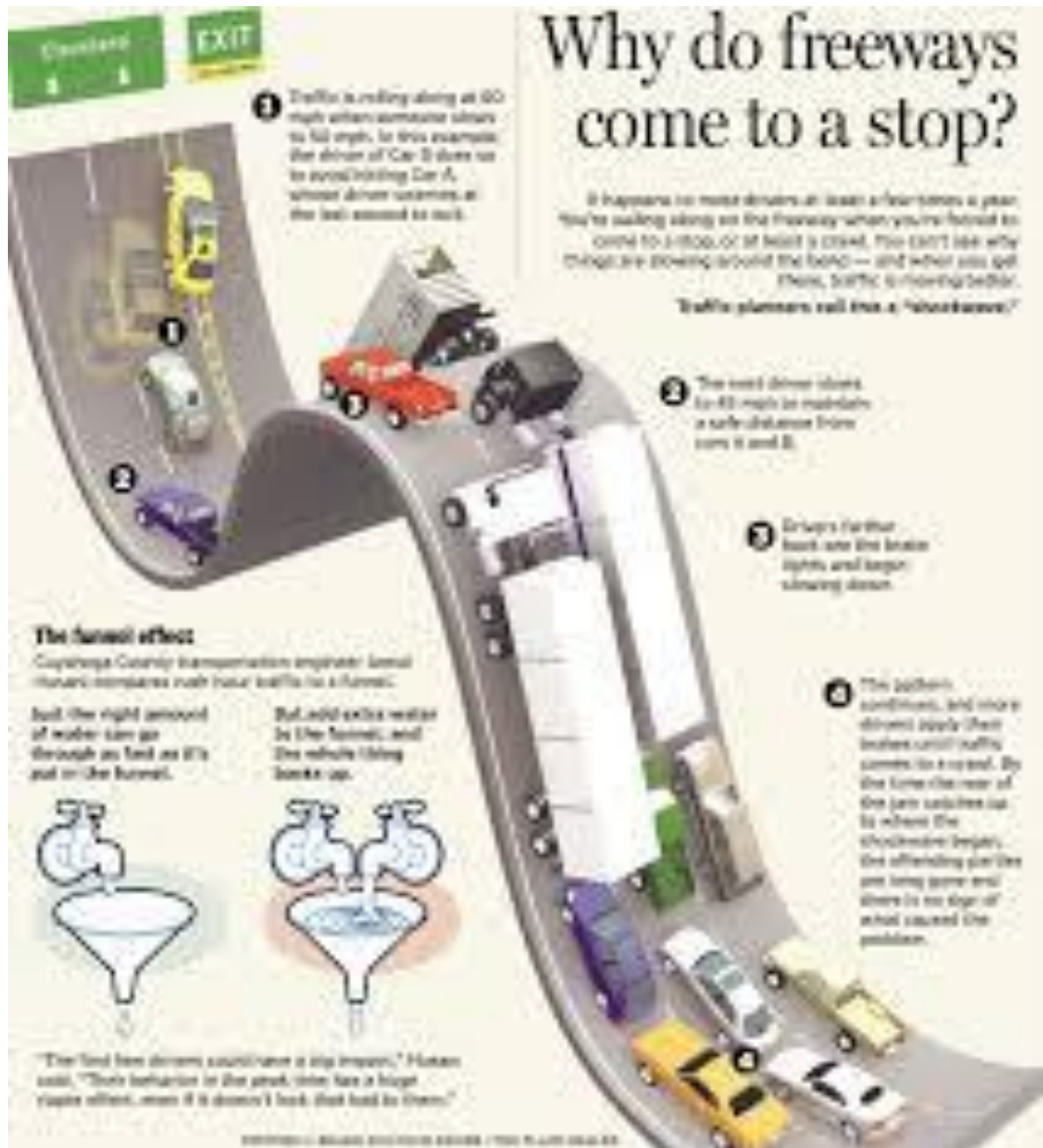
Blogs

# Hard news and Features

- Two basic categories: hard news & soft news.
- Breaking news: the action or event occurred the same day as or the day before publication of the newspaper.
- Example.
- Main bar – side bar.

# The importance of visuals

- Eye track study (Poynter Institute.)
- The marriage of visual and words has to begin early.
- Infographic.



# Why do freeways come to a stop?

It happens to most drivers at least a few times a year: You're sailing along on the freeway when you're forced to come to a stop or at least a crawl. You can't see why things are slowing around the bend — and when you get there, traffic is moving better.

Traffic planners call this a "shockwave."

**1** Traffic is rolling along at 60 mph when someone slows to fill a gap. In this example, the driver of Car B slows to avoid hitting Car A, whose driver swerves at the last second to exit.

**2** The next driver slows to 45 mph to maintain a safe distance from cars A and B.

**3** Drivers farther back see the brake lights and begin slowing down.

**4** The pattern continues, and more drivers apply their brakes until traffic comes to a standstill. By the time the rear of the jam catches up to where the shockwave began, the offending car has long long gone and there is no sign of what caused the problem.

## The funnel effect

Cynthia Cooney, transportation engineer, says that many commuters view their traffic as a funnel.

But the right amount of water can go through as fast as it's put in the funnel.

But add extra water to the funnel, and the whole thing backs up.



"The fact few drivers could have a big impact," Hoken said, "their behavior in the past, often has a huge ripple effect, even if it doesn't look that bad to them."

# blogs

- Short
- Related links
- Short headline
- Focus lead
- Short sentences
- Conversational tone- use “I”
- End up with question or comment that will elicit readers.

# definition

- Webster defines “blog” as a site that contains an online personal journal with reflections, comments and often hyperlinks.
- Blogoshpere: a social network of people who post blogs.

# Terms

- Technorati: a search engine that indexes millions of blogs it is teamed up with the Associated Press to index bloggers' comments posted in newspapers.
- trackbacks: links at the end of a blog.
- Permalink: URLs that link to comments or related sites.
- Flickr: photo-sharing repository
- RSS.

# Blogs as news sources

- Many blogs began as personal journals for friends and other people with common interests.
- They become valuable sources for journalists when news breaks such as tragedies or weather disasters.
- Facebook role in communication after a gunman massacred 32 people. Students used Facebook to communicate with friends and families.
- “ to everyone I haven’t talked to yet, I’m okay.”



# Blogs as news sources

- Growing symbiotic relationship between mainstream media such as newspapers and broadcast, and blogs or other social networks.
- They give you insights into what readers and viewers are concerned about.
- Source for human interest stories.

# Citizen journalism

- The concept of involving readers and viewers in reporting and disseminating news.
- Participatory journalism, user-generated-content.
- It attempts to increase interaction with audience.

# Citizen journalism

- South Korean Web site called OhmyNews.  
In 2000 = 727 citizen reporters  
in 2007 = 60,000 contributors.
- Their motto “every citizen is a reporter all over the world.”
- People are more engaged than ever in creating and disseminating information.

# transparency

- A step further than just encouraging contributions.
- An effort by news organizations to explain how the newspaper or television station determines the news and how it is covered.
- Open editorial meetings to readers to see how the decisions about the news are made.

# Ethics

- Example.
- Solutions to ethical dilemma are not clearly defined.
- Accuracy.
- Attributing.

# After meeting Morsi, Kerry releases immediate aid to Egypt

**By Anne Gearan, Published: March 3**

CAIRO — Secretary of State John F. Kerry released \$250 million in badly needed economic assistance for Egypt on Sunday, telling the country's divided political classes that they must make economic and political reforms to qualify for additional U.S. support.

“The United States can and wants to do more,” Kerry said in a statement released to reporters shortly after his more than two-hour session with Egyptian President Mohamed Morsi. About an hour of their time was spent one on one, in what U.S. officials said would be blunt discussions of Egypt's tanking economy and political deadlock.

“When Egypt takes the difficult steps to strengthen its economy and build political unity and justice, we will work with our Congress at home on additional support,” Kerry said. “These steps will also unlock much needed private-sector investment and broader financial assistance.”

# King Abdullah says nations should help Jordan, Turkey, Lebanon with Syrian refugee crisis

**By Associated Press, Updated: Tuesday, March 5, 4:00 PM**

ANKARA, Turkey — Jordan's King Abdullah II has called on world nations to help Jordan, Turkey and Lebanon shoulder "the tremendous burden" of caring for hundreds of thousands of refugees who have fled the violence in Syria.

Abdullah said Tuesday Turkey and Jordan would continue to provide assistance but urged the international community to contribute. The king was addressing reporters during a visit to Turkey.

The United Nations says there are some 925,000 displaced Syrians around the region and the number could increase to half a million this month.

Jordan is hosting more than 420,000 Syrian refugees, of whom 110,000 are sheltered in a desert camp near its northern border with Syria. Turkey is housing more than 180,000 refugees in 17 camps, while Lebanon has some 317,000.

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# Shopping for healthful food on a limited budget

**By Jane Black, Published: February 27**

NEW YORK — Three adults squatted in the cereal aisle of the Key Foods grocery store in the Bedford-Stuyvesant neighborhood of Brooklyn. Each had plucked a different kind of oatmeal from one of the lower shelves. They were trying to determine which was the most healthful and the most affordable.

It shouldn't have been that hard. And yet, it took a good five minutes for three smart grown-ups to analyze the serving sizes, sugar and sodium contents and the price per unit before they could settle on a 2-pound-10-ounce drum of old-fashioned oats. It contained no sodium or sugar and was \$1.06 cheaper per pound than the runner-up, a smaller box of quick oats.

Helping shoppers make good decisions was the goal of this supermarket tour. It was part of a course called Cooking Matters at the Store, developed by anti-hunger organization Share Our Strength and administered by local partners, such as City Harvest in New York City and [N Street Village](#) in the District. The tours explore how to buy fruits and vegetables on a budget, how to read food labels and how to identify whole grains and compare unit prices. In 2012, 21,000 low-income adults attended a tour in 46 states; 68 percent of them were receiving some kind of federal food assistance.



# A treat in store as Rihanna launches her clothing collection

05 MARCH 2013

Having successfully conquered the music world, [Rihanna](#) set her sights on the fashion industry - and on Monday the fruits of her efforts were unveiled. The star, 25, made a flawless appearance to officially launch her River Island collection in London's Oxford Street.

The *Umbrella* singer stepped out showcasing one of her own designs, a floor-length black gown that featured a high split and a cutaway back, as she held a special shopping evening, which included a mini catwalk show shown live on plasma screens in the shop's front window.

# Kate reveals that her baby is moving as she talks to crowds in Grimsby

05 MARCH 2013

Pregnant [Kate Middleton](#) has revealed that she can feel her baby moving. On a visit to **Grimsby** on Tuesday, a wellwisher asked, "How is the baby? Is it moving?" Kate replied, "Yes, very much so."

**Prince William's** wife didn't let her admirers down and looked stunning in a chestnut brown Celeste wool coat from Hobbs. The piece is a staple of [Kate's wardrobe](#), and continues to be part of her maternity wear.

The coat was teamed with a pretty patterned dress from London high street label Great Plains. She completed her look with trademark black suede court shoes and a matching clutch bag.

- <https://www.facebook.com/pages/Essam-Sultan-%D8%B9%D8%B5%D8%A7%D9%85-%D8%B3%D9%84%D8%B7%D8%A7%D9%86/137923242939959?ref=ts&fref=ts>
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