

BNN

BUSINESS NEWS NETWORK



NBC



channel



**one
NEWS**



What's up with the News?

- 5th Period Explorations

**Selena Gomez
'confirms'
relationship with
Samuel Krost**

FOX411's star snaps of the day

**What are those kooky celebs up to
now?**

“With regards to reading celebrity magazines, over 25 percent of participants noted that they never read magazines, however, over 45 percent of survey takers admitted that they spend two or more hours a week reading celebrity news or magazines that focused on celebrities. Slightly over 40 percent noted that they spend two or more hours a week watching news programs that focus on celebrity news,”

-- <https://mcjblogproject.wordpress.com/> -- On Celebrity

**news vs. world news
Madonna Denies Being
Drunk on Stage**

Really? Is this the stuff we are being told about? Well, believe it or not, this is only being reported because the media thinks this is what we will be attracted to. You know; all those stupid celebrity rumors and stuff that we don't need to know about that is being put in place of news about wars, stock markets, presidential debates, all of the IMPORTANT things going on in our world!!! How does that make you feel? We are being manipulated into letting them only show us what they want us to see, tell us what they want us to hear, and sometimes it's not just trash like this, but stuff that's not true.

Fact-Checking Site Finds Fox News Only Tells the Truth 18 Percent of the Time

*KFC serves customer
deep fried rat*

*Selfie sticks? How
about selfie shoes?*

*Montauk Monster'
Mystery Gets More
Mysterious*

*Experts Confirm the
Mummified Remains of
Faeries*

I looked at some of these and was like, “Whaaaa?” Where do people even get this stuff?!? But you have to admit, the titles are intriguing... Well, that’s the problem. This is the stuff the media lets us see because it’s what they want us to see. They think “Oh, let’s just show a bunch of fake stuff to make big \$\$\$!” And it works, because we get interested in it. Here is the media’s big plan...

The big plan:

The corporate Media doesn't inform us, it keeps all the big stories hushed up because they want to keep us stupid, so we will keep believing their lies. They get us excited over things like power, fame, explosions, disasters, and things like that to make us scared, which makes us more interested. The media does everything in its power to exploit our addictions to these subjects, and doesn't care if the world improves from it or not. Also, the Media is inconsistent. If something doesn't sell big, they toss it because they can't make boring things exciting.

How sick is that?



The difference...

Tabloid: A smaller than standard newspaper which focuses on less "serious" content, especially celebrities, sports, and sensationalist crime stories.

Broadsheet: A standard or full sized newspaper that takes a serious look at major news stories.

Tabloid	Broadsheet
Mix fact and emotion	More fact than emotion
Shorter sentences	Longer sentences
Use biased and emotional language	Unbiased and clear language
Stories are mixed together	Divided into clear sections
Less complex vocabulary	Complicated Vocabulary
Focus on famous people, private lives and scandal	Focus on major national and international events

Continued...

Tabloid

- Informal
- Use of puns
- Exaggeration for effect
- Slang
- Chatty language
- Informal names used
- Short, snappy sentences
- Over-the-top language
- Brand names
- More focused upon appearance

Broadsheet

- More formal
- Metaphors rather than puns
- Rhetorical questions
- More complex sentences (look for sentences separated by lots of commas, semi-colons etc.)
- Puns sometimes used, although more subtle
- Statistics
- Descriptions of people tends to relate to personality or position in society

Politician's comments often included, with a commentary by the journalist

All of this goes hand in hand with consumerism.

So, when we buy these magazines or watch this channel, we are saying “Ooooh, we like this. Make more!” Well, the same goes for when we buy a product. But often times, we aren’t aware of how these products -that we are essentially telling them to make more of- are affecting the environment.

Logging

Now, I'm sure some of you are like "Same Ol' same ol'." But logging is a big thing. We use a lot of wood. As in 78 MILLION ACRES DISAPPEAR A YEAR!!! Think of that next time you throw away a piece of paper because it's wrinkled or ripped! That endangers more and more animals! The point of this slide is to show that we are using too much of our resources to quickly.

