

**#fakenews**

Fake News  
Media Lit

**FAKE NEWS!!!**



**GET EVERYBODY INSIDE!**

# What is fake news?

Fake news is a type of journalism or propaganda that consists of *deliberate disinformation* or *hoaxes* spread via traditional print news, broadcast news, or social media.

The false information is often caused by reporters paying sources for stories, an unethical practice called *checkbook journalism*.

This news often finds a way to the mainstream media and can be confusing and harmful for some viewers/listeners. Examples are found not only in politics, but also in areas such as vaccinations, nutrition, and stock values.

# Why does fake news exist?

Fake news is written and published usually with the intent to mislead in order to damage another agency, entity, person, and/or to gain financially or politically.

Publishers of fake news often use *sensationalist*, dishonest, or outright *fabricated* headlines to increase readership. Similarly, *clickbait* stories and headlines earn advertising revenue from this activity.

For media outlets, the ability to attract viewers to their websites is necessary to generate online advertising revenue. If publishing a story with false content attracts users, this benefits advertisers and improves ratings.

# Why is fake news bad?

Fake news undermines serious media coverage and makes it more difficult for journalists to cover significant news stories. An analysis by *BuzzFeed* found that the top 20 fake news stories about the 2016 presidential election received more engagement on social media than the top 20 election stories from major media outlets (confirmed news sources).

Donald Trump brought attention to the phrase “fake news” when he used to describe all negative press coverage of himself during the recent election and during his time in the White House.



Don't be rude.  
**You are fake news.**

# Seven types of fake news

1. Satire or parody- no intention to cause harm but has potential to fool someone.
2. False connection- when headlines, visuals, or captions do not support the content.
3. Misleading content- misleading use of information to frame an issue or an individual
4. Imposter Content- when genuine content is shared with false contextual information

## Seven types of fake news

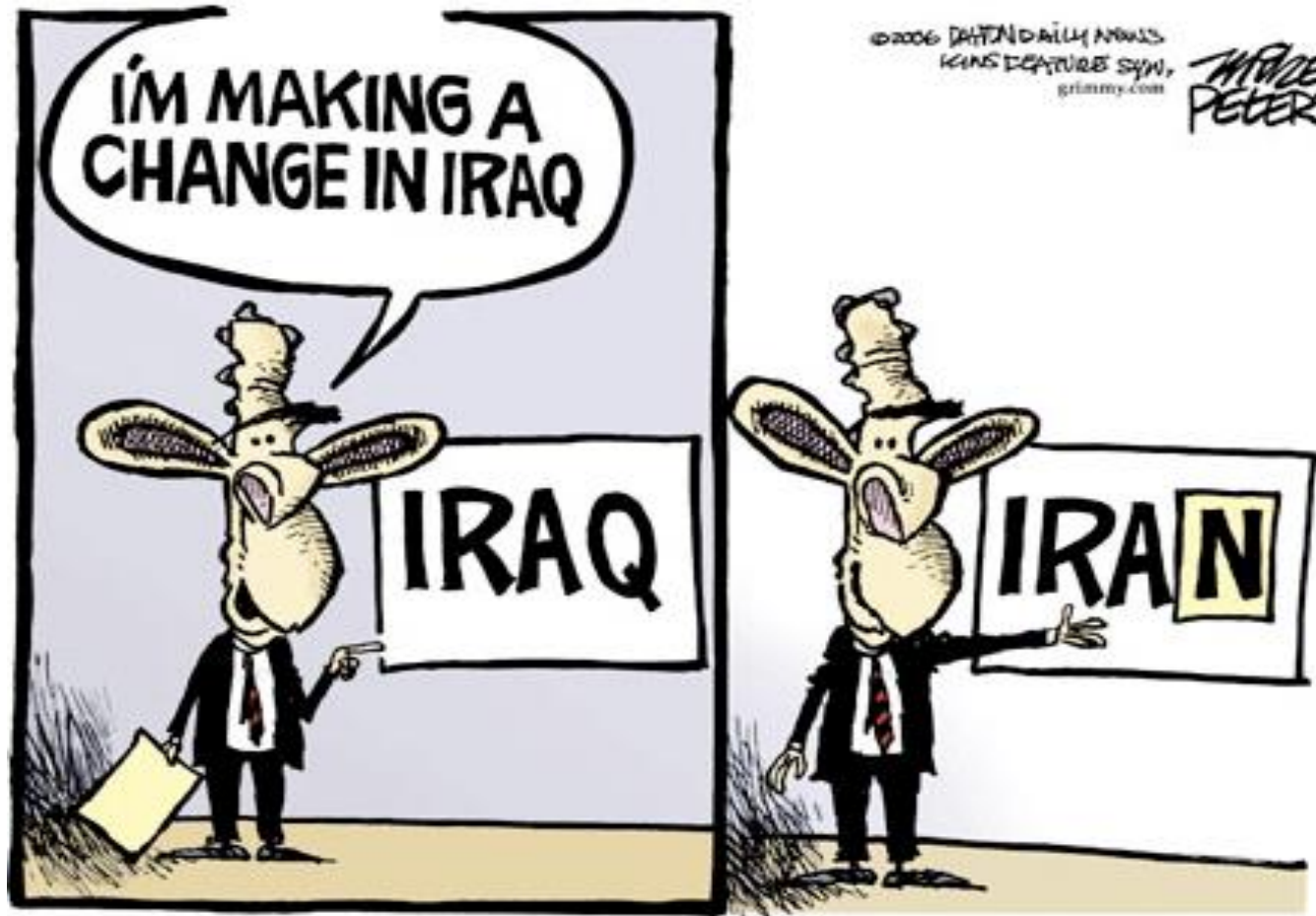
5. False context- when genuine sources are impersonated with false/made-up sources
6. Manipulated- when genuine information or imagery is manipulated to deceive.
7. Fabricated content- content is 100% false, designed to deceive and do harm



# Parody



Satire



# Misleading



# Manipulated



“The dangers of a one sided story”

# Manipulated



Manipulated



# Manipulated



How we  
saw it



How it really  
happened



How other  
people  
saw it

**Fabricated**



12

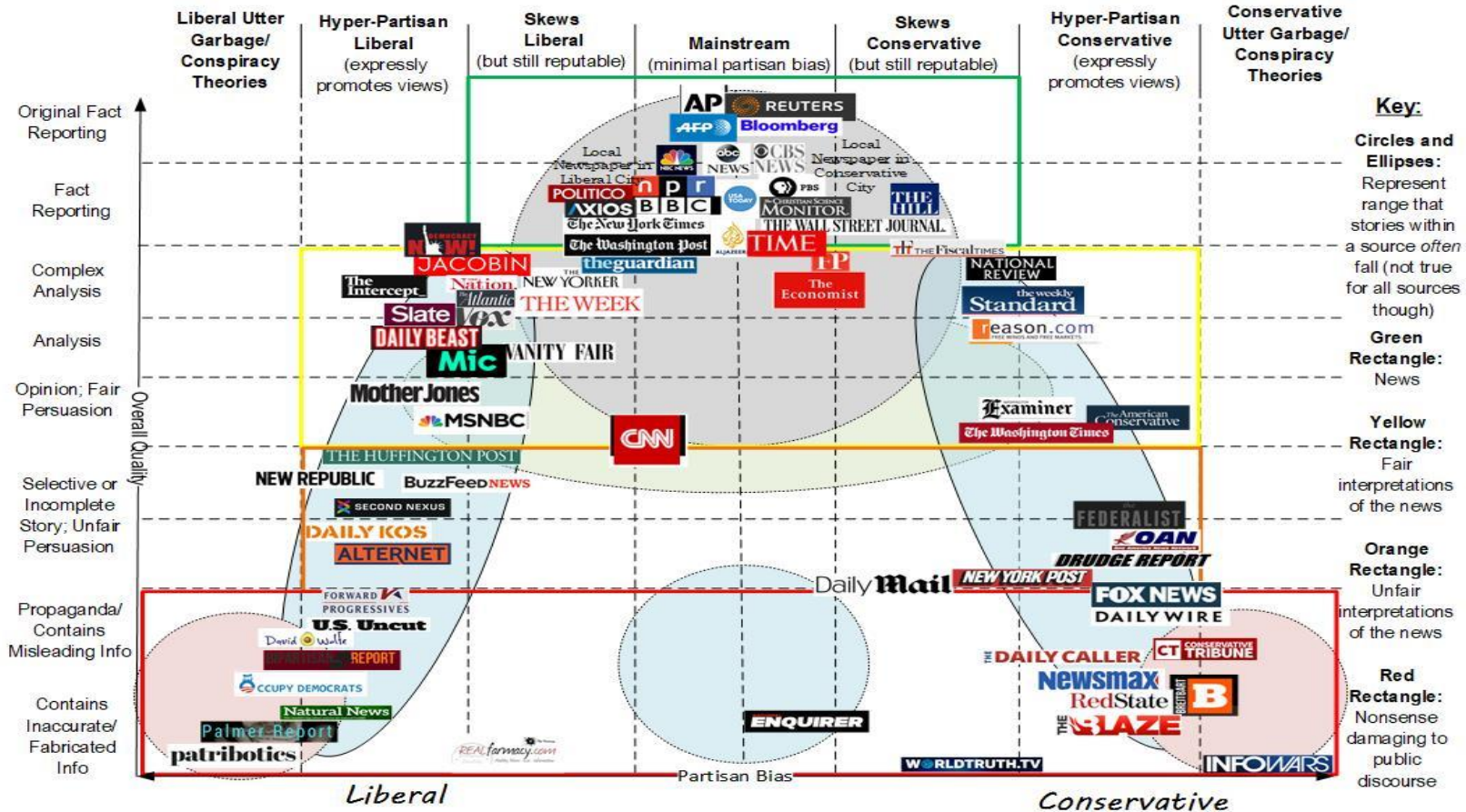
COMMENTS



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MARCH 17, 2017 **BREAKING NEWS**





# Who writes this stuff??

Companies/conglomerates exist to employ “fake news” writers and publish them on website as well as social media avenues.

These stories “trend” or go “viral” and have a mass effect quickly once shared, retweeted, or searched on the internet.

Freelance writers, teenagers, politico social media experts/users all contribute to writing and posting fake news.

# Satirical News

The purpose of satirical news is to not mislead viewers but rather to inform them and share humorous commentary about real news and the mainstream media.

Satirical news will often poke fun at current events and trending issues, or focus on a certain political or famous/infamous public figure.

Examples: *Saturday Night Live's Weekend Update*, *The Daily Show*, *The Colbert Report*, *The Late Show with Stephen Colbert*, and *The Onion*



**FAKE NEWS**

# Hoaxes & the “War of the Worlds Broadcast”

What happens when someone takes a joke too far? Sometimes mass hysteria!

A *hoax* is a falsehood deliberately fabricated to cover up the truth, deceive, trick or play a joke on someone. Hoaxes a form of fake news, but have a different reason for being broadcasted to the world.

One of the most famous hoaxes is the “War of the Worlds Broadcast” from 1938. This broadcast caused mass hysteria and panic to all of the listeners due to Orson Welles decision to withhold that the broadcast was fictional.

<https://www.youtube.com/watch?v=9A29XwESOA8> - Broadcast Documentary (50 min)

<https://www.youtube.com/watch?v=ptfsRfiOiWo>



# Aftermath of the broadcast

- \*Mass hysteria in the streets, radio station, and traffic jams
- \*Within 3 weeks, over 12, 500 articles were printed in the newspaper regarding the broadcast
- \*Introduction of FCC broadcast regulation/rules
- \*How would this broadcast have affected our country today? What would have happened and how would the news have spread? How does breaking news spread in our country today? (Think 9/11, presidential assassinations, etc)