

The background features a dark blue gradient with faint, light blue circular patterns and a scale on the left side. The scale is a semi-circle with tick marks and numbers ranging from 140 to 260. There are also several concentric circles and dashed lines with arrows, suggesting a technical or scientific theme.

HOW DID I GET HERE?

BRINGING OUTSIDE KNOWLEDGE INTO THE CLASSROOM

LYNN M. PATARINI

CENTRAL CONNECTICUT STATE UNIVERSITY

MIDDLESEX COMMUNITY COLLEGE

UNIVERSITY OF NEW HAVEN-LYME ACADEMY OF FINE ARTS



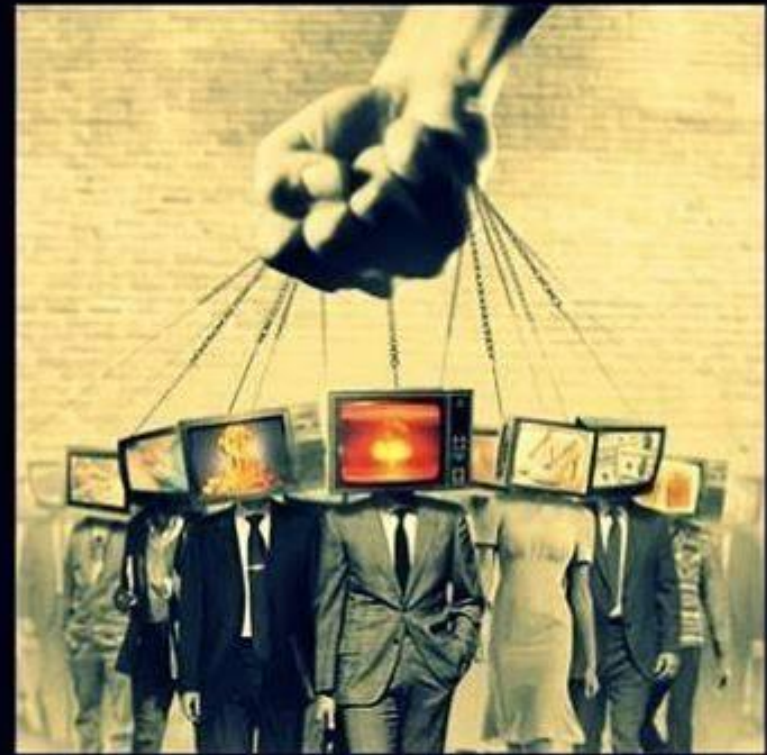
NEW BRITAIN
HERALD

Hartford  Courant



Tribune Media

THE MEDIA LANDSCAPE



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

George Orwell

CONSOLIDATION

1983



In 1983, 90% of American media was owned by **50 companies**

2011



In 2011, that same 90% is controlled by **6 companies**

THESE SIX COMPANIES ARE:



GE

Notable
Properties:

COMCAST

NBC

**UNIVERSAL
PICTURES**

**FOCUS
FEATURES**



**NEWS-
CORP**

Notable
Properties:

FOX

**WALL STREET
JOURNAL**

**NEW YORK
POST**



DISNEY

Notable
Properties:

ABC

ESPN

PIXAR

MIRAMAX

**MARVEL
STUDIOS**



VIACOM

Notable
Properties:

MTV

NICK JR

BET

CMT

**PARAMOUNT
PICTURES**



**TIME
WARNER**

Notable
Properties:

CNN

HBO

TIME

**WARNER
BROS**



CBS

Notable
Properties:

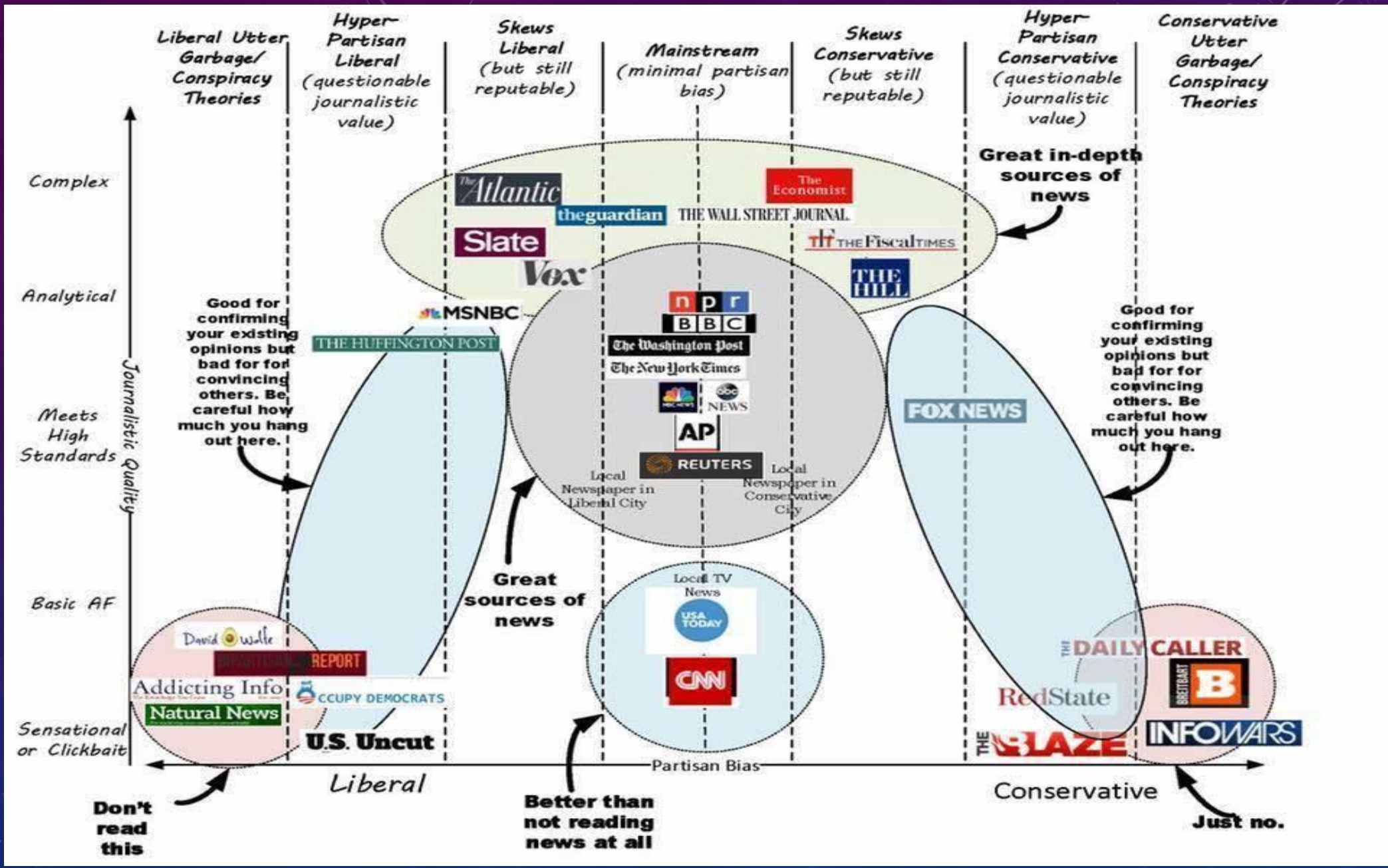
SHOWTIME

**SMITHSONIAN
CHANNEL**

NFL.COM

JEOPARDY

60 MINUTES



BRINGING THIS ALL TOGETHER

Analyzing Sources

- ❖ Defining Bias
- ❖ Stereotyping Benefits & Doubts
- ❖ Propaganda Verses Actual News
- ❖ News Verses Editorial

"ALTERNATIVE FACTS"



**WHEN REAL FACTS
PROVE YOU WRONG.**

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.