

- 1) Have you ever watched something discussed on the news that you **knew** wasn't true (by this I mean something different than having a different opinion with something on the news...)?

- 2) "In 1983, approximately _____ corporations controlled the vast majority of all news media in the United States. Today, ownership of the news media has been concentrated in the hands of just _____ incredibly powerful media corporations."

- 3) Do you think it is good or bad that the news has been more concentrated? Explain why:

- 4) Do you think that the media is influential in teaching society about human nature, family values, morals, reality, etc? Why or why not?

- 5) There is a phrase from the article that explains that news coverage is "exciting for two minutes". Have you ever noticed that many times, you can only tune in to a news story for a couple minutes before it gets boring?
 - a) Why do you think you get bored of a news story?

 - b) What does the article seem to think is the reason why people get bored during a news story?

- 6) In the first paragraph of the second page, what does the author mean by "the Bonanza of coverage"?

- 7) In the same paragraph, the author describes how various images are played during news segments. For example, a 3 second clip of a lab with workers in coats and masks, as well as an assembly line. Often times the news story might not even talk about any white coated workers, or assembly lines, our brains process this information into the news story. Why (or why not) would you consider this a form of subliminal messages?

8) This article is written from the perspective of an independent online news source who does not have all the fancy video technology and the various correspondents to send to locations for news. Considering the section of text titled, "Nothing Made Into Something", do you get the sense that this author has been mocked or been told he is less trustworthy simply for his low-technology independent media? Yes? No? Why or why not?

9) The author compares traditional news coverage to the work of a hypnotist. You may have never realized before that when we watch TV, our mind goes into a kind of trance. Describe a time in which you watched TV and it was obvious you were in a trance.

10) Is it kind of scary to think that you go into a trance while watching TV? Or does it not bother you? Why or why not?

11) Have you ever dismissed a news source, witness, or author, because you didn't know who they were? Why?

12) Would you say that you trust the news you get from mainstream television? Why or why not?

13) Do you read online news stories? Would you say you trust online news stories?

14) We all make a decision as to whether you trust news or not, whether it is NBC, or some freelance news blogger online. Name two important characteristics that cause you to feel news is a little more trustworthy.