

The book was found

How To Watch TV News: Revised Edition



Synopsis

A scathing and prescient look at television news?now updated for the new tech-savvy generation
Television news : genuine information or entertainment fodder? Fifteen years ago, Neil Postman, a pioneer in media education and author of the bestselling *Amusing Ourselves to Death*, and Steve Powers, an award-winning broadcast journalist, concluded that anyone who relies exclusively on their television for accurate world news is making a big mistake. A cash cow laden with money from advertisers, so-called news shows glut viewers with celebrity coverage at the cost of things they really should know. Today, this message is still appallingly true but the problems have multiplied? along with the power of the Internet and the abundance of cable channels. A must-read for anyone concerned with the way media is manipulating our worldview, this newly revised edition addresses the evolving technology and devolving quality of America?s television news programming.

Book Information

Paperback: 192 pages

Publisher: Penguin Books; Revised ed. edition (June 24, 2008)

Language: English

ISBN-10: 0143113771

ISBN-13: 978-0143113775

Product Dimensions: 5.1 x 0.5 x 7.7 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 29 customer reviews

Best Sellers Rank: #195,075 in Books (See Top 100 in Books) #173 in [Books > Humor & Entertainment > Television > History & Criticism](#) #393 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction](#) #1622 in [Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies](#)

Customer Reviews

Neil Postman (1931-2003) was chairman of the Department of Communication Arts at New York University and founder of its Media Ecology program. He wrote more than twenty books.

In his previous books, Neil Postman has made some excellent observations about society. I am particularly a fan of his book "Amusing Ourselves to Death". In this work, Postman evaluates the televised media in "How to Watch TV News". Much like his other works, he raises some important points. News programs are typically filled with a collection of tidbits for a period of time slightly longer

than fifteen minutes. The new items are chosen largely on whether they will draw viewers which in turn will draw advertising dollars. The advertising dollars pay the TV news media. So it is not really important what is covered in the news so much as what news will draw ratings. The content of the news is another issue. In reality, we get the the cliff notes version of the news. We only receive part of the picture. We lack a lot of the background information necessary to make judgements. Because we lack a lot of the information, we are vulnerable to the any bias injected by the news reporter or news station. One of the main points of the book is that we need to read newspapers and magazines to stay informed. Without supplemental information or complete picture, we lack the ability to make an informed judgment. Printed news allows us to select the important stories and eliminate the irrelevant stories. This is an option we don't have with television news. Postman goes through further scenarios that TV affects. Particularly the chapter that deals with the effects of news on children is enlightening. Even though the material is somewhat dated, Channel One programming is also addressed as part of this discussion. Overall, Postman makes an informed and intelligent statement with this book.

You think you watch the news to learn of events; however, news "products" are designed to (1) sell commercials and (2) tell you what to think. There is no coherent way to present complex topics in 2 minutes. This is not a new phenomenon but was in place at its inception. Neil details this as an insider. Enjoy

Something everyone should read. Relevant to today.

How to Watch TV News is an excellent resource for the budding media theorist or the person who wants to know why New Orleans and the Iraq War do not get the same airtime as a news anchor saying "Keep \$#&* that chicken!" The argument is simple - we need to learn HOW to watch TV. The understanding and properly contextualizing media (TV or otherwise) is not a given. It is not inherent to our DNA to know why some stories are presented in certain ways and others not at all. The book exposes the danger and resulting vulnerability we all face when engaging with our televisions in an uninformed way.

I purchased this book as a textbook for a college course I was taking. It was very interesting and informative. I would have found it so even if I weren't required to read it for the course. It'll open your eyes to the world of media!

glad i bought this love it

The book was arrived on time. Bought it for to help me pass the class. It was a lot of reading though.

As some other reviewers have stated, this book is mostly about a bit dated trip around a TV newsroom. Only perhaps 20% of the content is Postman, it is quite obvious when it is, and most of that is rehashed or dated material from his other works.

[Download to continue reading...](#)

How to Watch TV News: Revised Edition Watch Officer's Guide: A Handbook for All Deck Watch Officers - Fifteenth Edition Watch Out! On the Road (Watch Out! Books) Watch Out! At Home (Watch Out! Books) Watch Apple Trees Grow (Watch Plants Grow!) Watch Repair for Beginners: An Illustrated How-To Guide for the Beginner Watch Repairer Apple Watch: Master Your Apple Watch - Complete User Guide From Beginner to Expert (2016 guide, ios, apps, iphone) How to Watch and Stream on Apple TV for Free: The latest and best method to watch and stream on Apple TV 4th Gen and other versions in less than 15 minutes(free streaming devices tutorial & TV Guide) The Good News About the Bad News: Herpes: Everything You Need to Know History News: The Roman News History News: The Egyptian News History News: The Greek News History News: The Aztec News Ivy and Bean No News Is Good News (Book 8) (Ivy & Bean) Simply Good News: Why the Gospel Is News and What Makes It Good Breaking Cat News: Cats Reporting on the News that Matters to Cats Losing the News: The Future of the News that Feeds Democracy (Institutions of American Democracy) Solar Water Heating--Revised & Expanded Edition: A Comprehensive Guide to Solar Water and Space Heating Systems (Mother Earth News Wiser Living Series) Good News About Sex & Marriage (Revised Edition): Answers to Your Honest Questions about Catholic Teaching 44 Apps Inteligentes para Ejercitar su Cerebro: Apps Gratuitas, Juegos, y Herramientas para iPhone, iPad, Google Play, Kindle Fire, Navegadores de Internet, ... Phone, & Apple Watch (Spanish Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)