**Mass Media and its influence on early American Life**

**What is “Yellow Journalism”?**

* Any journalism that treats news in an unprofessional or unethical fashion has a term of Yellow Journalism.
* Techniques include exaggeration of news events, scandalous or untrue information
* It presents badly-searched news and eye-catching headlined in order to sell as more information/newspapers as possible.

**SENSANTIONALISM**

* Between 1895 and 1905 newspapers would do \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to sell papers.
* Newspapers used reader’s emotions to get them to read stories. This is called sensationalism.

**Characteristics of yellow journalism**

* 1. “Scare” headlines with excessively large type in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ink.
* 2. Many photos, some of them faked.
* 3. Made-up stories, faked interviews, misleading headlines.
* 4. Sunday color comics.
* 5. Campaigns for those who suffered abuse.

**Sensational news stories…**

* Are \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to appear one way. They don’t tell both sides , or all sides, of a story.
* Focus on rich and famous people , crime and excess.
* Don’t tell hard news, but only focus on sensational angles of a story that aren’t that important.
* Use quotes from unnamed people as facts.

**The New York world**

* One newspaper that used sensationalism
* Exclusively was owned by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .
* The paper ran stories that were
  + Crusades (standing behind a worthy cause, usually for the underdog , such as the poor)
  + Stunts (when the reporter takes part in making the news story happen) News stories were colorful and unusual.

**Other things about *THE WORLD:***

* Pulitzer ran an editorial page, which was his favorite part of the newspaper. He was very liberal and wrote editorials on many causes.
* Showed crime scenes, drawings and photos that were very large to get attention.
* Ran \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (a new idea) and held contests.

**The “other” paper: *The New York Journal***

* Owned by William Randolph Hearst,
* a wealthy man from California.
* Spent whatever it took to have the “best” paper.
* Hired the best journalists at \_\_\_\_\_\_\_\_\_\_\_\_\_ salaries.
* Used many drawings and photos.

**Other things about *The Journal:***

* All-color photos of the Dedication of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Reported sports events around the country.
* Sent two gold expeditions to Alaska.
* Sent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as a reporter to cover Queen Victoria’s 75th Celebration.

**Oh, and one more thing…**

* When President McKinley was inaugurated, Hearst hired a special train from Washington, D.C. To New York, with artists drawing pictures for a special issue to beat the other papers with pictures. The train broke a speed record from Washington to New York.

**And…**

* Hearst was really into reporting detective stories. One of the worst was when a headless, armless, legless body was found in a river.
* Hearst built each day by reporting the finding of each body part.

**Competition between Hearst and Pulitzer**

* When Hearst started the *World,* he hired Pulitzer’s entire staff *away* from him or higher salaries. Pulitzer hired them back within a day.
* Afterwards Hearst raised that price and had hired back all of Pulitzer’s employees within \_\_\_\_ hours. At the end they stayed with Hearst.

**The first famous cartoon**

* The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_was drawn by Richard Outcault for Joseph Pulitzer’s *World* . It was a little boy dressed in a yellow nightshirt that would comment on happenings in the city . People would buy *The World* just to read The Yellow Kid.

**Believe it or not…**

* Hearst hired the Yellow Kid’s cartoon from Pulitzer .
* Pulitzer hired another cartoonist to keep drawing the Yellow Kid for him, giving New York two Yellow Kid cartoons at the same time.
* The term “yellow journalism” comes from the competition of the Yellow Kid cartoon.

**Nellie Bly**

* Pulitzer’s most famous reporter. was a woman named Elizabeth Cochran.
* Because it was considered improper at the time for women journalists to use their real names, she used a pseudonym: Nellie Bly

**Stunt journalism**

* Bly’s journalistic style was to write about the lives of ordinary people. She got her information by going undercover and pretending to be someone else.
* This is called stunt journalism when a reporter becomes part of the story.

**Nellie’s most famous stunts**

* She became a worker in a “\_\_\_\_\_\_\_\_\_\_\_”, a factory in New York City that workers toiled in for 10 hours a day with only one bathroom break.
* She had herself committed to a mental institution for women which was said to be the worst in NY. Not only did she report on how the patients were abused, but also how they were fed contaminated meat.

**Her biggest stunt of all**

* After reading Jules Verne’s book, *Around the World in Eighty Days* in 1889, Nellie wanted to attempt to break the 80-day record in Verne’s book.
* The newspaper held a competition which involved guessing the time it would take her to circle the globe.
* Over 1,000,000 people entered the contest and when she arrived back in New York on 25th January, 1890, she was met by a massive crow to see her break the record in 72 days, 6 hours, 11 minutes and 14 seconds.

***The World* and the Statue of Liberty**

* France made the Statue of Liberty as a gift for the U.S.
* France paid for the statue and to have it shipped to the U.S., but America was supposed to pay for a pedestal to place it on. Until the pedestal was in place, the statue couldn’t be shipped.
* Because no one in the country was interested in raising the money, the World held a fund drive to do it. The final sum donated by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ readers was $101,091.

**Radio**

* Radio became a beacon of American life at the turn of the 20th century.
* Information/news could enter homes at speeds unseen in the previous century.
* President Roosevelt (FDR) used to give “fire side chats” every week to the nation.