

Yellow Journalism...in the 21st Century?

So the concept started in the late 1800s and early 1900s with sensational stories, bold headlines that caught the eye of readers (and would be heard from newsboys yelling the titles), titillating or scandalous content, daily or occasional check-ins on some storyline that could only be heard via parts, etc.

While we often relegate "yellow" journalism styles to this time frame, the reality is that it was birthed during this time frame, and never really went away. While some "conservative" media at the time tried to shy away from such tactics, the public lapped it up even more when it was banned from libraries and such.

So, the question is, how do we see Yellow Journalism in the 21st Century? With your group you'll be looking into this....

Investigate:

- What content is out there in media today that seemingly has no "news" value for readers/listeners/watchers at all, but gets our attention?
- What are some of the ways that media gets our attention in the media landscape today - essentially, in a sea of content, how do they get their content to stand out?
- Where can we see some media play loosely with the truth, share half-truths, or bury the truth by telling perhaps only part of the story, or lacking context, etc?
- How does sensationalism make itself known in story selection, photo selection, quote selection, etc?

Include in your presentation:

- Commentary (Your group opinion) on whether yellow journalism has gotten better or worse
- How have new technologies advanced or hindered yellow journalism
- Specific examples of yellow journalism from a wide variety of sources

Your Presentation should have 18-20 examples of different kinds of yellow journalism.