

Eco journalism asst. 6 points

Part 1: News Media Topic Selection (Agenda-Setting): Read chapter 9 (Environmental Journalism) in our textbook. Then go to any major/mainstream news organization's website in the U.S. or another global news outlet (ex: CNN, AJC, New York Times, PBS or NPR, BBC, The Guardian, etc.) and make a cursory review of its range of news stories and topics this week across all its sections/beats (ex: international, regional, politics, business, sports, science, technology, living, dining, editorial, etc.). Address the following questions:

1. What stories (if any) did you see that you think qualify as being related to *environmental issues* and in what sections were they? Estimate what proportion of overall news stories for this day or week seemed to involve environmental topics, which can include environmental justice. **(half a point)**
2. What stories (if any) did you see that were related to *nonhuman animal issues* and in what sections were they? Estimate what proportion of overall news stories for this day or week seemed to involve nonhuman animal topics. **(half a point)**
3. Given your findings to the first two questions, apply several concepts from the textbook chapter on Environmental Journalism that you feel are pertinent or help explain your findings. (Draw from the chapter in an obvious/direct way.). **(one point)**
4. Identify several missed opportunities for where an environmental/eco-centric/bio-centric perspective (perspectives related to nature, nonhuman animals, or environmental justice for humans) could have been a relevant component in a current anthropocentric news story/topic, but was not. What is your argument for how it would have fit and been newsworthy? **(one point)**

Part 2: News Story Construction and Framing: Find a current news story that relates in some way to nonhuman animals (domesticated and/or wild/free). To do so, you could perhaps go to a news site that you like and then search for a species of animal or an animal issue (zoo, aquarium, farm, circus, hunting, pets, fur, fishing, animal research, wildlife conservation, etc.).

1. Using the media style guidelines at www.animalsandmedia.org/main/journalism-guidelines/ analyze the news story in terms of how it *did* follow (if at all) and *did not* follow the guidelines. (Give the analysis a few paragraphs and mention specific guidelines). You may prefer to look at the guidelines in [this pamphlet](#) or watch me discuss them in this [youtube video](#). **(2 points)**
2. What specific improvements in social construction and framing of issues would you recommend to that news organization/journalist based on these guidelines? And do you have any additional recommendations based on your own value system? **(1 point)**

FOR GRADE POSTING:

It was interesting to hear your critical take on environmental and animal protection coverage (or lack thereof) in mainstream news media. I've attached my feedback and the points earned per question in the attached document that has your name in the title along with "eco journalism

assignment feedback.docx”. Consider writing a weekly or monthly letter to the editor giving constructive feedback on news coverage.