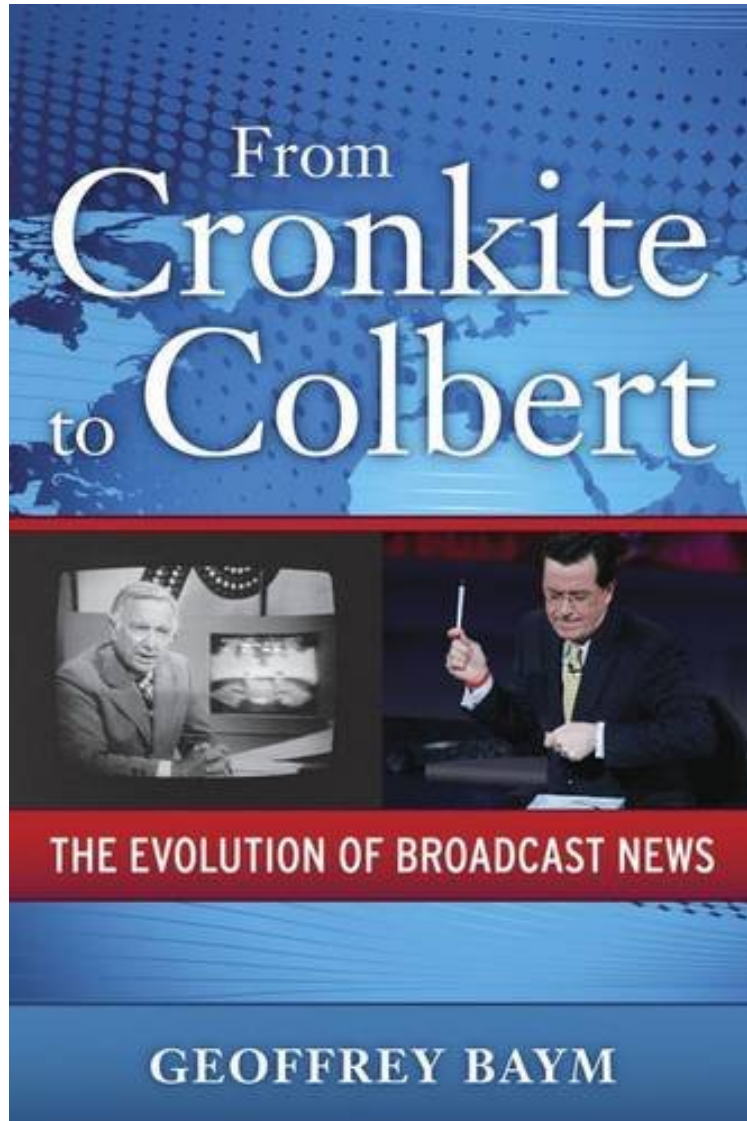


[Free download] From Cronkite to Colbert: The Evolution of Broadcast News

## From Cronkite to Colbert: The Evolution of Broadcast News

*Geoffrey Baym*

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**Geoffrey Baym : From Cronkite to Colbert: The Evolution of Broadcast News** before purchasing it in order to gage whether or not it would be worth my time, and all praised From Cronkite to Colbert: The Evolution of Broadcast News:

7 of 7 people found the following review helpful. An excellent study of the changing face of newsBy Carolyn B."From Cronkite to Colbert" is a fascinating study of the slow evolution of television news. Ironically, I read it as my exasperation with current news program structures and journalistic coverage of stories kept gnawing at me. Why did I

keep finding myself turning to C-Span or "The Daily Show" for my news? Why were pundits' opinions coming in the guise of news? I hadn't realized it, but the erosion of reliable, credible news coverage was intentional and insidious. This book provided numerous "ah ha!" moments for me. Dr. Baym's choice of CBS News as a research subject represents the ever-changing face of television journalism. By focusing on the iconic Walter Cronkite's reliability to Dan Rather's fall from grace, the book provides evidence of symptomatic problems within television news. Thankfully, the author stayed aligned to his research mission, and did not turn the book into tangential arguments. The changes at CBS News are representational, but certainly not all inclusive of both cable and broadcast news. However, by maintaining a focus on one network, the readers may be inclined to think about the changes in other network news programs as well. For instance, it can be argued that from Huntley and Brinkley (contemporaries of Walter Cronkite) to Brian Williams on NBC, numerous parallels are evident with CBS. What I find most compelling is the author's observation of how both "The Daily Show" and "The Colbert Report" have, through the use of satire, returned us to the age of reliable, investigative journalism. Though Stewart calls his show "Fake News," "The Daily Show" actually holds a mirror up to our perception of current events. As I read through the examples from transcripts of both Stewart's and Colbert's programs, it became evident that, just as the erosion of credible news has been almost imperceptible as it was happening, so, too, has the re-establishment of investigative journalism through Stewart/Colbert become a sleight of hand. The author demonstrates that there is a sound reason why television audiences are switching to "The Daily Show" for their nightly news. In addition, as a professor of Mass Communication, I am always looking for ways to deepen the students' understanding of the media. Dr. Baym's book is a marvelous text to explicate the changing face of news. The juxtaposition of the two Presidential impeachment processes (Nixon and Clinton) easily translates into lecture material and is a perfect example of how news has become almost intrusive. While it is not written at an undergraduate level, it would, however, make an excellent companion text for graduate students and for the very curious. For instance, if you are wondering "What happened to television news?," "From Cronkite to Colbert" is the book for you. I highly recommend this book. Backed by considerable research and evidence, the author has not only proven his point about the manner in which news has changed, but has given the reader the opportunity to look beyond the examples provided in the book. 0 of 0 people found the following review helpful. Great if you can follow. By Ed S. I worked in the industry so I expected it to be fun and insightful reading. But, either it was a doctoral thesis or should have been. It took determined, dogged reading to understand the premises and just get through it. But if one can persevere through the trenches, it has some very intelligent insights and interesting and justifiable theories. It achieves the same thing as TV news itself, judged by the masses who want to be entertained and invigorated every second: it's a dull and boring narrative of a subject that could be enlightening and thought-provoking. 0 of 0 people found the following review helpful. From Anchor to entertainer. By Montana Church I needed it for class but it was a good read about the history of news.

With increasing numbers of people tuning out the nightly news and media consumption falling, late-night comedians have become some of the most important newscasters in the country. From Cronkite to Colbert explains why. It examines a historical path that begins at the height of the network age with Walter Cronkite and Edward R. Murrow--when the evening news was considered the authoritative record of the day's events and forged our assumptions about what "the news" is, or should be. The book then winds its way through the breakdown of the paradigm of "real" news and into its reinvention in the unlikely form of such shows as The Daily Show and The Colbert Report. From Cronkite to Colbert makes the case that rather than "fake news," these shows should be understood as a new kind of journalism, one that has the potential to save the news and reinvigorate the conversation on democracy in today's society. Winner of the 2010 NCA Award for Outstanding Book in Political Communication! FEATURES Uses a tripartite analytical framework for tracking the history of broadcast news from Cronkite to Colbert: high modern, postmodern, and neomodern Puts recent media developments in context with intellectual and philosophical history including the writings of Wittgenstein, Bakhtin, and Foucault Explains the concept and action of "media convergence" clearly and critically Looks at the "post network" age in news history and illustrates the problems and possibilities of the era of "digital instability" in which many media platforms--cable, satellite, internet, smart phones, and more--converge to create a new "life after TV" Plays with now familiar media images--Ted Koppel's "big head;" Jon Stewart's repetitive clip technique; Stephen Colbert's "The Word" feature--in order to illustrate media postmodernity

"Geoffrey Baym is the Jon Stewart of journalism studies (though not as funny): If you want to see the emerging shape of television journalism, watch The Daily Show. If you want to understand its roots, significance and potential for invigorating democracy, read From Cronkite to Colbert: The Evolution of Broadcast News."--Michael X. Delli Carpini, University of Pennsylvania "How did a comedian whose show comes on after puppets making crank phone calls come to be seen as the chief advocate of a responsible democratic media? Geoffrey Baym offers an original and convincing interpretation of the historical significance of Jon Stewart, Stephen Colbert, and other practitioners of contemporary 'infotainment.' The result is a thought-provoking and important reflection on the transformation of television news and of American political discourse."--Dan Hallin, University of California, San Diego "The story that

Baym tells in *From Cronkite to Colbert* is essential reading, not just for scholars of journalism or popular culture but also for political communication effects scholars. For scholars trying to understand why Stewart and Colbert have become so relevant, Baym offers thoughtful and well-supported arguments. Baym's text is both undeniably important and eerily prescient."--Political Communication About the Author

Geoffrey Baym is an Associate Professor in the Department of Media Studies at the University of North Carolina at Greensboro. He has written numerous journal articles and book chapters on the changing styles and standards of news media and political discourse. He has worked as a newswriter, reporter, and researcher for media outlets such as the CBS Network News, KSL Television in Salt Lake City, and the Tucson Citizen.