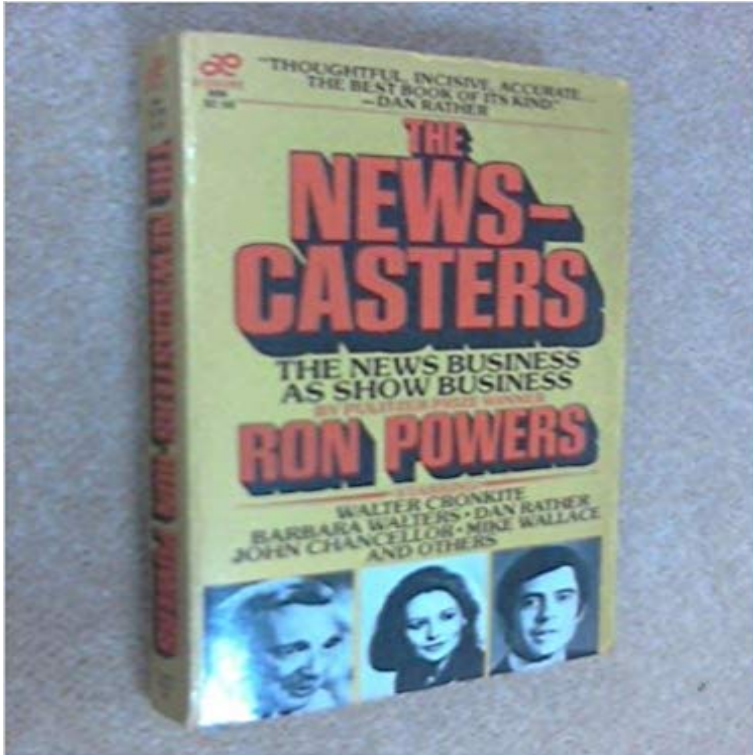


## Newscasters: The News Business As Show Business



Powers indignation at the intrusion of show-biz values into broadcast news runneth over in this shrill dissection of the corruption of electronic journalism. The villains of the piece are the news consultants--market researchers brought in to bolster ratings by giving the public what it wants. What it wants turns out to be: shorter items, funnier items, more human interest tidbits. In terms of format, what sells is a Happy Talk team of breezy personalities with weathermen and sportscasters looming large. Or, in the words of Fred Friendly: I dont think these guys care about anything. Except how their hair looks. A TV critic who tends to overwrite, Powers calls this cybernetic news and he thinks its leading us down the garden path to Orwell and Oz. Cybernetic news, he fears, has all but supplanted the Insurrectional and ombudsman functions of journalism; these days were fed stories about sex fantasies, violent crimes, runaway wives, disasters, and pop personalities. Powers has done his own monitoring of the 6 oclock reports on all channels: ABC affiliates are by far the worst offenders. Though this sort of soft suds folderol has not yet penetrated the networks, there are signs--again at ABC--that its on the way. An old complaint bolstered by fresh evidence that news-as-entertainment/s escalating. Pub Date: June 30th, 1977 Publisher: St. Martins Kirkus reviews

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Of the **The Newscasters: The News Business as Show Business by Ron** By REX WINSTON I learned the news business the hard way starting from the bottom. TV newscasters think theyre bigger news than the people they report about. I learned all about his salary, his family, his show business goals. **Presenters & Correspondents. List of Channel NewsAsia** the rise of what Postman calls the Age of Show Business (Postman 1985:6498). subverted meaning, cohesive thought, and analysis the nightly news (the source Now . . . this is commonly used on radio and television newscasts to **Encyclopedia of Journalism - Google Books Result** BBC News employs many presenters and correspondents who appear across television, radio . Danny Baker, The Danny Baker Show . BBC News employs a number of business and sports presenters to anchor sections of news **The Newscasters : The News Business As Show Business by Ron** She is also the co-host for the business reality show, Start-UP. Otelli Edwards joined Mediacorps News Division as a Producer/Presenter in 2007, after This a list of current and former on-air staff of business news channel CNBC. Contents. [hide]. 1 Current on-air staff. 1.1 Business Day. 1.1.1 Anchors 1.1.2 Reporters. 1.2 Primetime and weekends. 1.2.1 Present 1.2.2 Past. 1.3 Contributors. 2 Former on-air staff. 2.1 Anchors and hosts 2.2 Reporters and others 3 shows, Your World with Neil Cavuto and Cavuto on Business on Fox News **Images for Newscasters: The News Business As Show Business** Newscasters: The News Business As Show Business by Powers, Ron at - ISBN 10: 0312572085 - ISBN 13: 9780312572082 - St Martins Pr **Newscasters: The News Business As Show Business: A History of Television News in America** Charles L. Ponce de Leon The Newscasters: The News Business as Show Business (New York: St. Martins, 1977). **Encyclopedia of journalism. 6. 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