

ANNENBERG MEDIA

TV—What You Don't See

How the news constructs storyworlds

1. Explain in what sense this quote was intended: "Most of what you see on TV is a lie."
2. What is a "cutaway shot".
- 3 .What does "b roll" refer to?
4. How is black and white imagery used during the interview with Peter Jennings?
5. What effect does Jennings say that a low camera angle has?
6. Write a paragraph, discussing what you think is meant by the quote from the video that making an advertisement is "always a moral issue." (It may help to think about the way the real world changes by becoming more and more like storyworlds).