



The Worcester Institute for Senior Education

# Future of the News Business

*Spring 2013*

We will cover a range of economic, technological, political, and social issues related to the news business.

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## Class Schedule

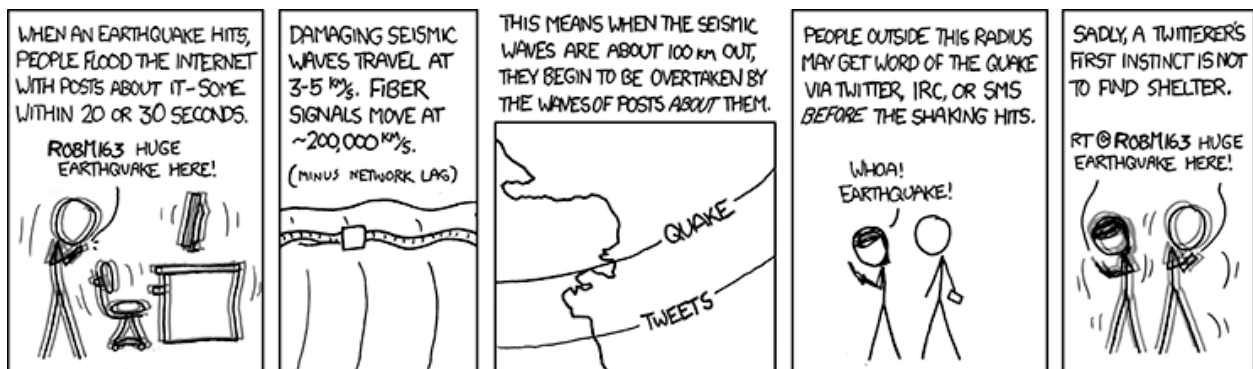
Because of the snow day on February 8, we will extend the course by one week. We will have classes, weather permitting, on February 15 and 22, March 1, 8, and 15.

We will have at least three guest presentations. Details will follow.

## Course Topics

After a ridiculously fast overview of the history of the news business, we'll dive into the various and often overlapping aspects of the news business:

- How our news is researched, written, and reported.
- How we pay for our news directly (through subscriptions or at the newsstand) and indirectly (by way of advertising and subsidies).
- How the journalism profession is changing.
- How we obtain our news in print, on television (broadcast and cable), on the radio, and, increasingly online through web browsers and mobile apps.
- How we decide which news outlets are trustworthy and which ones are run by cretinous ideologues and/or incompetent hacks.
- How social media is changing how we receive, interpret, and report the news.
- How the news changes the way we act and think.



## Predictions

At the end of last year's course, I made four predictions. We'll discuss how I did. At the end of this course, I'll make another set of predictions for the coming year.

## Materials

There are no required reading materials. Continue to listen to, watch, and read the news.

All presentations will be available on

<http://queenlake.com/wise/future-of-the-news-business-2013/>.

I reserve the right to post each session's slides up to 15 minutes before class time.

## Suggested Readings

- *Gutenberg the Geek (Kindle Single)* - Jeff Jarvis
- *Too Big to Know: Rethinking Knowledge Now That the Facts Aren't the Facts, Experts Are Everywhere, and the Smartest Person in the Room Is the Room* - David Weinberger
- *The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think* - Eli Pariser