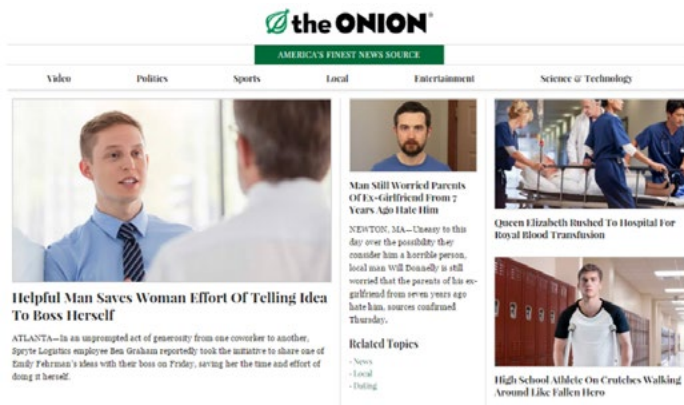


The fake ABC News logo (left) and the real site's logo (right)



http://jxtwo.com/wordpress/wp-content/uploads/2011/04/01_abc_news.png

Activity

Compare the two sites ABCNews.com.co (fake news site) and ABCNews.go.com (major news institution site). What do you notice about the way in which conventions have been used on the fake news site?

The Onion's homepage – farcical stories will often reflect contemporary social issues such as gender inequality (see main headline)

http://www.theonion.com/

The issues arise when some 'news' sites follow the codes and conventions of reputable sites, but their news content is 'fake' or not founded in truth, cannot be corroborated by other sources, or purport opinion as fact. These articles often play into social anxieties or political bias, and are visually designed to engage. A BuzzFeed news analysis found that in the final months of the US presidential campaign, more fake election news stories were shared on Facebook than the top election stories from major news outlets. This means that the online content shared, consumed, and discussed on Facebook was predominantly fake news. This content can be created and shared very quickly, often being shared across multiple social media platforms before the fake news can be proven to be fake. Once a story has this kind of momentum, and has entered the mass audience's mind as a truth, it is difficult to establish otherwise – the legends or myths that constitute the fake news become accepted as fact. One of the most shared fake news items on Facebook from 2016 first appeared on ABCNews.com.co – "Obama Signs Executive Order Banning the Pledge of Allegiance In Schools Nationwide". This article had 2,177,000 Facebook shares, comments, and reactions.

The highest shared political news story of 2016. President Obama was signed Executive Order 13738 – an amendment concerning fair pay and workplace safety.



The site's address, ABCNews.com.co, is very similar to the major news outlet ABC News (ABCNews.go.com), and uses a very similar logo.

This is a clear case of fake news (not satirical) to attempt to politically damage. The ABCNews.com.co site is run by Paul Horner, who identifies himself as an internet 'satirist'. He has had various fake news sites in the past (including NBC.com.co) and has earned thousands of dollars from adverts on his sites.

These sites are intended to mimic existing trusted sources and as such can easily mislead. In addition to this, if an audience is not gathering their news from any other sources, then they are less likely to realise that the news they are sharing and consuming is not fact.

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Future of Print Media?

So far, we have mainly focused on the future of print news. It is important to understand the other areas of print media. Here is a starting point:

Print Media	What has happened?	How the industry has responded?
Advertising	Declining circulations have resulted in a gap between the amount of money spent on advertising compared to the time spent consuming print media: the audience spend far less time consuming compared to the money invested in advertising content Advertising space in printed media is less secure as a result of lower circulation figures	Digital and print advertising is increasingly becoming integrated. Advertisers are combining print, digital, native, and lead-generation efforts in an attempt to saturate the audience. EXAMPLES: Always #likeagirl campaign; Cancer Research UK's Signature Leads To... campaign
Magazines	Social media sites offer the lifestyle media and aspirational images where magazines used to dominate. Instagram is now a place for fashion and lifestyle media that used to be seen solely in magazines. Together with the fact that social media is free, magazines have seen a declining readership.	Offering digital copies, a strong social media presence, and web content which integrates with the printed magazine. Increasingly using 'real people' as part of lifestyle content to encourage readers to connect with the brand. EXAMPLES: All current mainstream lifestyle magazines have varying degrees of digital content. These include <i>Grand Designs</i> , <i>Vogue</i> , <i>Closer</i> , and <i>Marie Clare</i> who all have wide ranging websites, digital downloads, apps, and a strong social media presence.