

News Staged for the Camera: The Pseudo-Event

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Watching the evening news, you may notice an unusually large number of stories whose date and place were set in advance, such as press conferences, product launches, commemorations, and award ceremonies. These are not things that suddenly happened, like an earthquake or a fire, but events prepared from the start to stand in front of the camera. The term for an event created for the purpose of being reported is the 'pseudo-event.' Put simply, a pseudo-event means 'an event that did not happen on its own but was planned and staged by someone so that it would be reported by the media and widely p