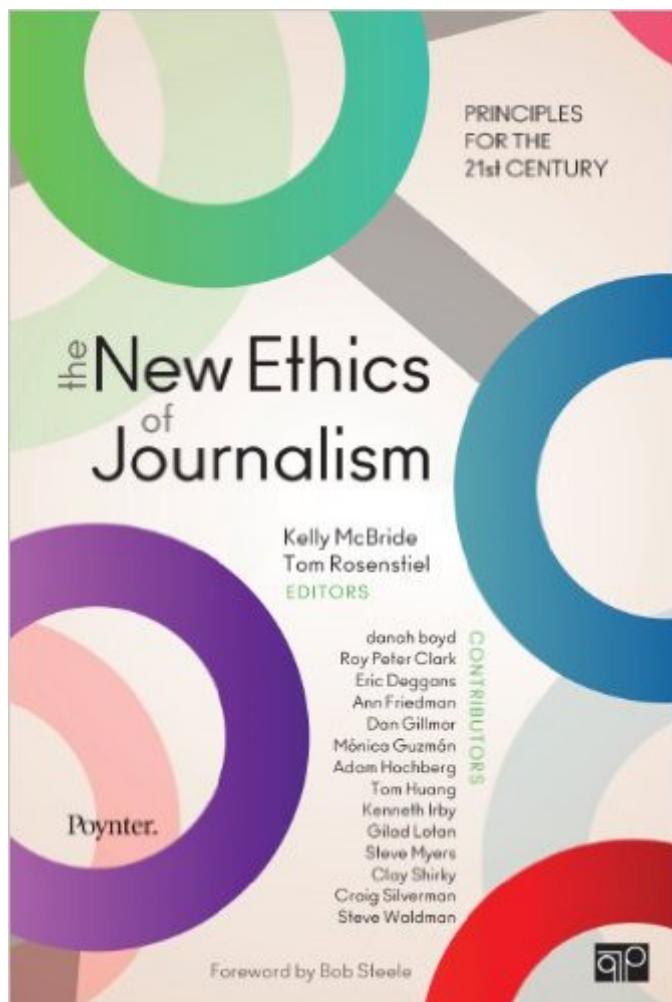


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# The New Ethics Of Journalism: Principles For The 21st Century



## **Synopsis**

Featuring a new code of ethics for journalists and essays by 14 journalism thought leaders and practitioners, *The New Ethics of Journalism: Principles for the 21st Century*, by Kelly McBride and Tom Rosenstiel, examines the new pressures brought to bear on journalism by technology and changing audience habits. It offers a new framework for making critical moral choices, as well as case studies that reinforce the concepts and principles rising to prominence in 21st century communication. The book addresses the unique problems facing journalism today, including how we arrive at truth in an era of abundant and unverified information; the evolution of new business models and partnerships; the presence of journalists on independent social media platforms; the role of diversity; the meaning of stories; the value of images; and the role of community in the production of journalism.

## **Book Information**

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## **Customer Reviews**

It is a very good book. Journalism ethics needed an overhaul and this book recognizes the dramatic changes that have taken place. I like the new ethical tenets but I think the authors made a mistake

dropping independence. It is going to take some time to work out what the authors mean by community as an ethical principle but the section on the community in the book is outstanding. Eric Deggans' piece on diversity is the star of the book. The great virtue of the book is that it should fuel vigorous discussion.

This is a book that everyone in journalism or brand publishing should read ASAP. Awesome collection of contributors and thorough and thoughtful reassessment of what ethics mean in the modern publishing age. Five stars because the essays here are awesome and the content is important. Minus one star because it's a little dry and repetitive. Still very worth it!

Due to the outrageous price of this short book, I have only read the sample. That includes the introduction and the first essay. The message of those sections is that there is an ethical problem posed by journalists being bound not to tell people what to think, but at the same time being ethically bound to guide people who do not think like they do, "they" being liberal philosopher kings who know what is true. The early resolution seems to be for journalists to cover stories they think are truly socially significant at the expense of what they judge insignificant, and to tell people who is a true authority and who is not. Getting people to pay for one-sided propaganda is one aspect of the problem, so government will have to get involved to fix that problem. Thus way people will come to correct thinking of their own accord, having never been exposed to errant thinking and having officially dismissed errant thinking as not worth considering. The alternative, not discussed in the part I read, is to expose both sides of the debate. For example, I think Creationism and 9/11 conspiracy theories are nonsense, but I debate believers point-by-point, and I don't dismiss them as crazy. Such debates are always done for the benefit of an audience of some sort, as true believers cannot be convinced. To win such debates you have to know the subject in depth, but once you know the subject it's easy to show the errors. Journalist need now know every subject, they only need to find competent opposing viewpoints. The new leftist mentality is to dismiss opposition rather than engage it. Doing so presents an ethical problem that cannot be solved, so the work is rather to rationalize it. Perhaps later essays in the book get beyond the early material. I'd read it if were reasonably priced.

Very good condition. Since it is my text book & not a read for pleasure, it fulfilled its purpose.

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