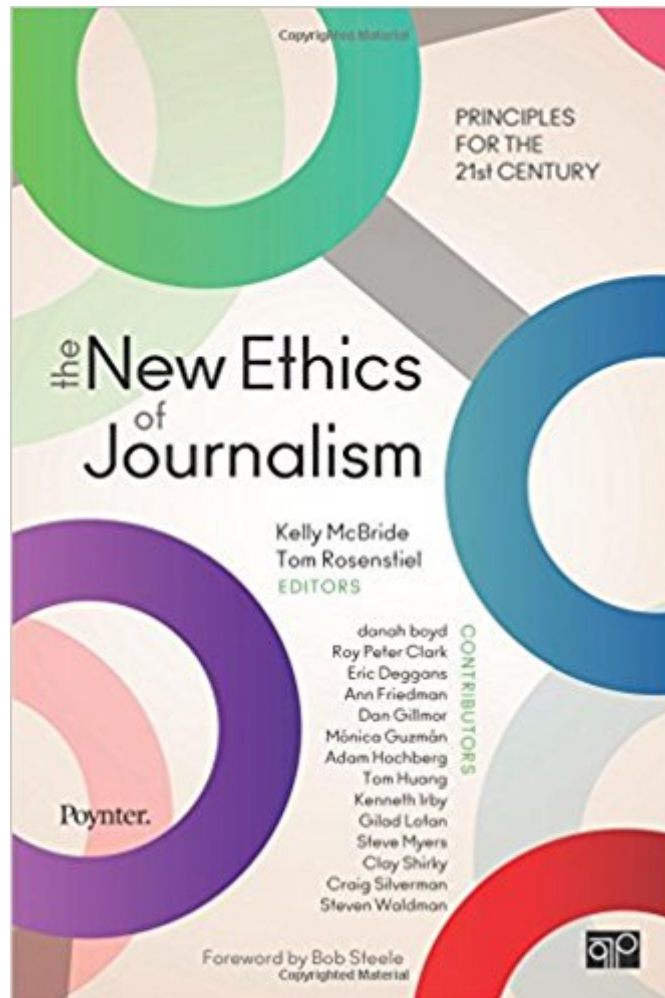




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# The New Ethics Of Journalism: Principles For The 21st Century



## Synopsis

The New Ethics of Journalism: A Guide for the 21st Century by Kelly McBride and Tom Rosenstiel provides an authoritative and practical book on Poynter's "green light" process in ethical decision making for journalists and journalism students. The work will include chapters on the roles and responsibilities of journalists (e.g., values, newsroom culture, decision making models), the landscape (e.g., owners, audiences, economics, citizens), and pressure points (e.g., accuracy, conflicts of interest, bias, and coverage of vulnerable people). In addition, the work will include a variety of case studies: "raw," workshop style, deconstructed, and in dialogue.

## Book Information

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## Customer Reviews

"This is an essential book about a profoundly important subject published at a critical time. The New Ethics of Journalism: Principles for the 21st Century focuses intensely on the role that journalism plays in our society, a role that remains urgent and unique even as so much changes in the profession and in the business of journalism, as well as in our global society." --Bob Steele, Distinguished Professor of Journalism Ethics at DePauw University and Director of The Janet Prindle Institute for Ethics -- Bob Steele \* Bob Steele \*

Kelly McBride is a writer, teacher, and one of the country's leading voices when it comes to media ethics. The world's largest newsrooms, including the New York Times, the Washington Post, CNN, NPR and the BBC, frequently seek her advice for internal decisions and quote her expertise in their

stories. On the faculty of the Poynter Institute since 2002, she currently runs the Ethics Department and the Reporting, Writing and Editing Department. She is also the director of Poynter's Sense-Making Project, a Ford Foundation initiative examining the transformation of journalism from a profession for a few to a civic obligation of many, the values of the Fifth Estate, and the effects of technology on democracy. Kelly was lead writer on ESPN's Poynter Review Project. She is co-editor with Tom Rosenstiel of *The New Ethics of Journalism: Principles for the 21st Century* (SAGE, 2013), which features essays by 14 thought leaders. Tom Rosenstiel is an author, journalist, researcher, and media critic. Before joining the American Press Institute in January 2013, he was founder and for 16 years director of the Project for Excellence in Journalism at the Pew Research Center in Washington, D.C. and co-founder and vice chair of the Committee of Concerned Journalists. He has worked as media writer for the Los Angeles Times, chief congressional correspondent for Newsweek, press critic for MSNBC, business editor of the Peninsula Times Tribune, and a reporter for Jack Anderson's Washington Merry Go 'Round column. He is the author of seven books, including *The Elements of Journalism: What News People Should Know and the Public Should Expect*, which has been translated into more than 25 languages; *Blur: How to Know What's True in the Age of Information Overload*; and *The New Ethics of Journalism: Principles for the 21st Century* (2013), co-edited with Kelly McBride.

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!

As a journalism major, it's helpful. As someone looking for an interesting read -- probably not the best

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

Very little highlighting on some pages, but near new!! Thanks!

Great Condition! Thank You

Great deal

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.

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