



# American Journalism: History, Principles, Practices

*W. David Sloan, Lisa Mullikin Parcell*

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News consumers made cynical by sensationalist banners--"AMERICA STRIKES BACK," "THE TERROR OF ANTHRAX"--and lurid leads might be surprised to learn that in 1690, the newspaper Publick Occurrences gossiped about the sexual indiscretions of French royalty or seasoned the story of missing children by adding that "barbarous Indians were lurking about" before the disappearance. Surprising, too, might be the media's steady adherence to, if continual tugging at, its philosophical and ethical moorings.

These 39 essays, written and edited by the nation's leading professors of journalism, cover the theory and practice of print, radio, and TV news reporting. Politics and partisanship, press and the government, gender and the press corps, presidential coverage, war reportage, technology and news gathering, sensationalism: each subject is treated individually. Appropriate for interested lay persons, students, professors and reporters.

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