1.1

Definition	Origins	Principles
What is journalism, and how is it distinct from other writing?	Where did the practice come from historically?	What shared principles govern sound practice?

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1.2

Gathering + Checking + Presenting = **Information about current events** for the public.

The Diagnostic Filter (Must Have Both)

Diagnostic	**Diagnostic**
Discipline of Verification: Actively checking and verifying reports.	**Public Purpose:** Serving the public, not the writer or a client.

Note: Rumor, Publicity, and Gossip share the presentation form, but lack one or both of these critical features.

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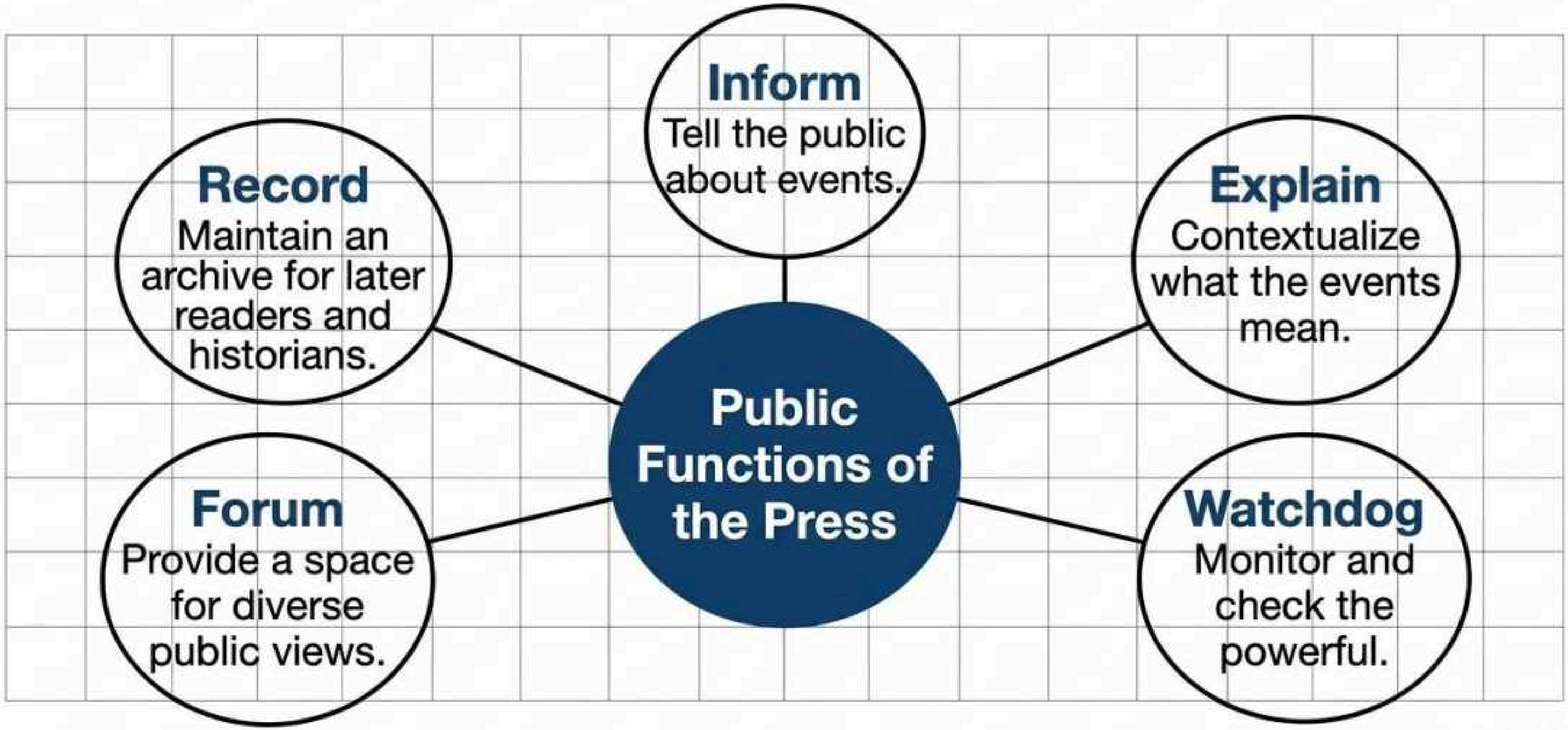
1.3

News	Opinion	Advertising
Reports facts.	Argues for a view (e.g., editorials, columns).	Paid persuasion. (Includes “sponsored content” operating as advertising dressed as reporting).

Clear labeling is required to ensure readers know **what they are consuming.**

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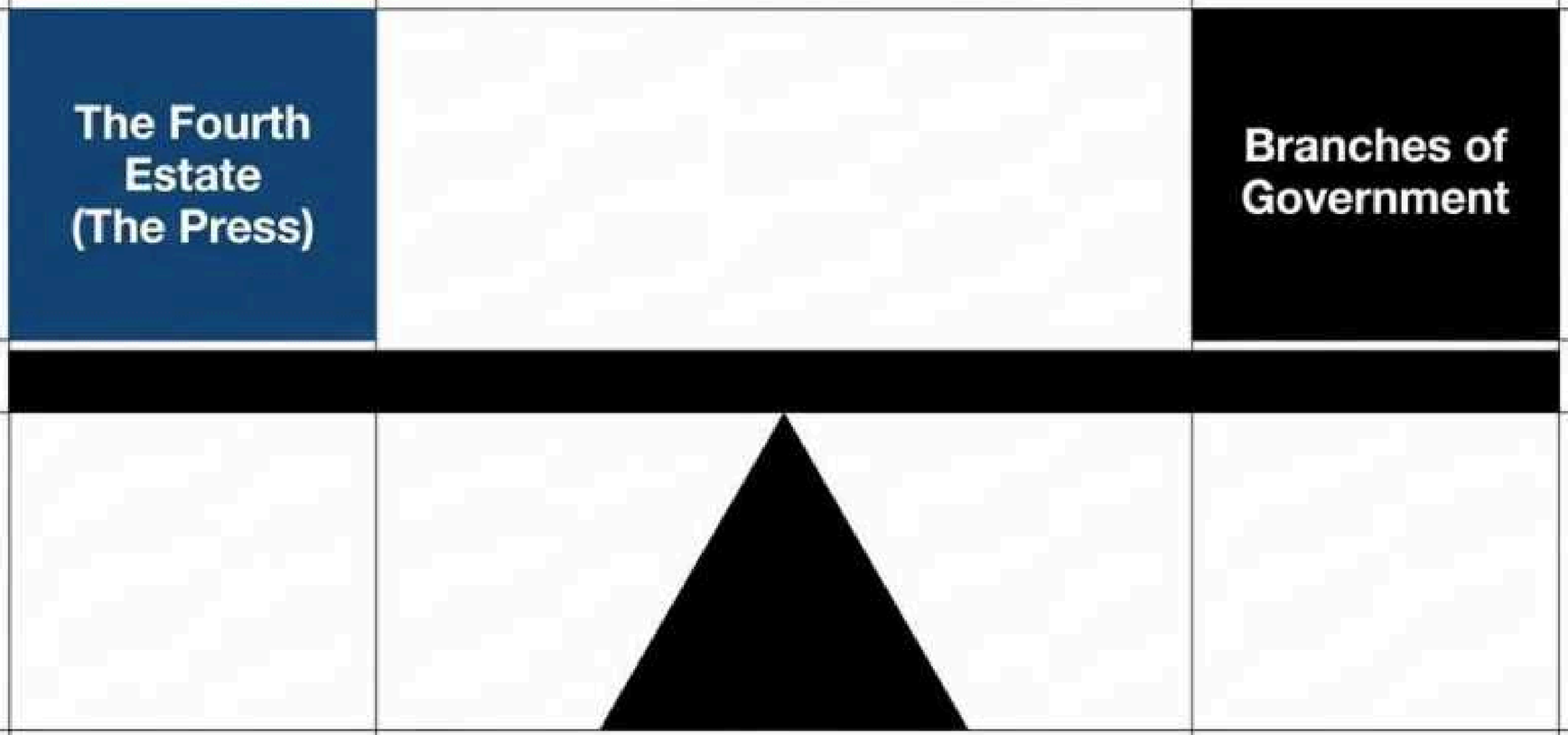
1.4



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1.5

US Context:
First Amendment (1791) — "Congress shall make no law abridging the freedom of speech, or of the press."



An institutional check on power.

Protected

Bare Minimum / Unprotected

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1.6

News is old; news as a business is newer.

Date: Pre-1440s

Handwritten newsletters circulating in Europe.

Date: 1440s

Movable type introduced in Europe (Johannes Gutenberg).

↓

Printed news spreads.

Date: 1605

Relation printed in Strasbourg.

↓

The first regularly printed newspaper.

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1.7

1690

Publick Occurrences printed in Boston.

Shut down by authorities after a single issue.

18th – Early 19th Century

The Partisan Press Era

- Newspapers were explicitly tied to political parties.
- Operated as open partisan voices.

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1.8

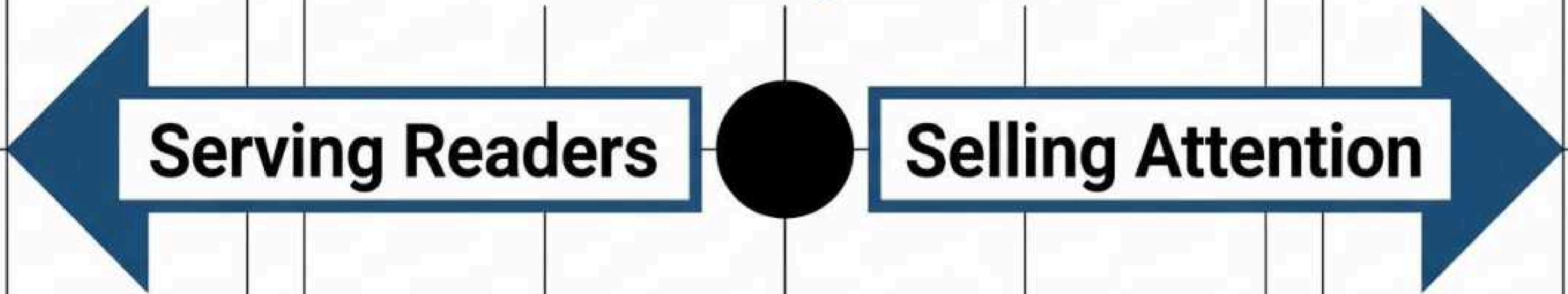
The Catalyst & Mechanism

The Catalyst (1833): New York Sun launches the Penny Press.

Cheap papers (1 cent) + Ad-supported revenue = Mass ordinary readership

(Focusing on local events, crime, human interest)

The Enduring Tension



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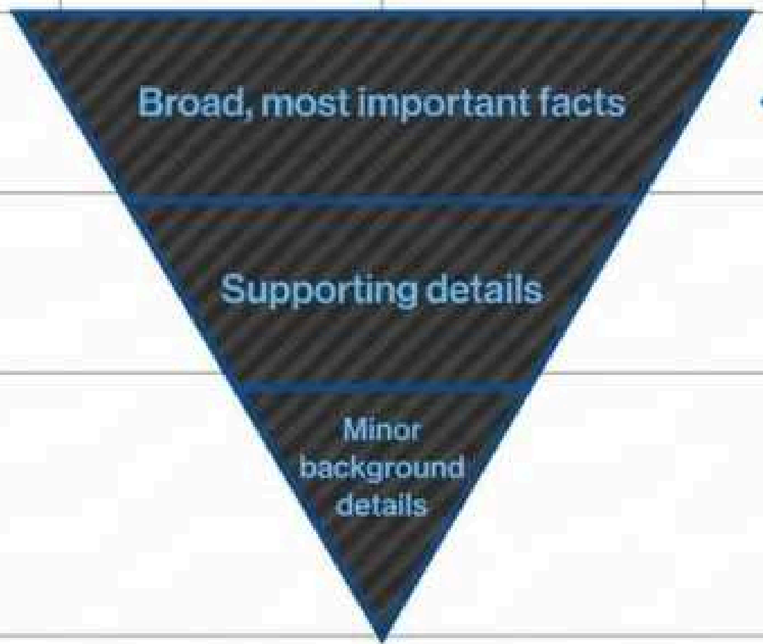
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Technology (1840s):

Telegraph enables rapid, wired news transmission.

Economics (1846):

New York papers form the Associated Press to share Mexican War reporting costs.

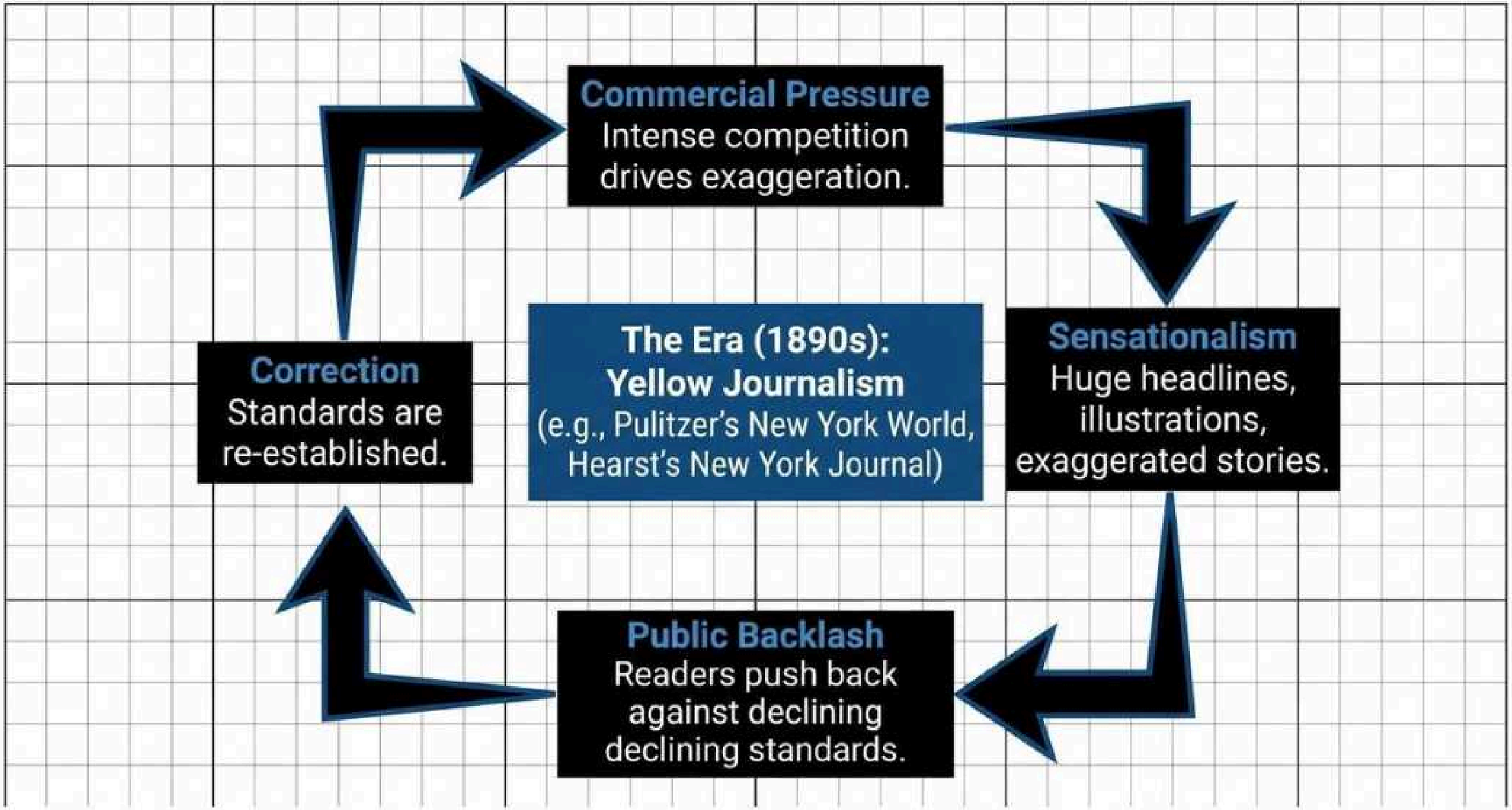


Format Result: The Inverted Pyramid.

Wire stories required short, factual, neutral writing to suit the varied political leanings of multiple client papers.

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1.10



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1.11

The Era (Early 1900s): The Muckrakers
Magazine reporters engaging in patient, deep investigation.

Inputs

- Ida Tarbell (Investigating Standard Oil)
- Lincoln Steffens (Investigating corrupt city governments)

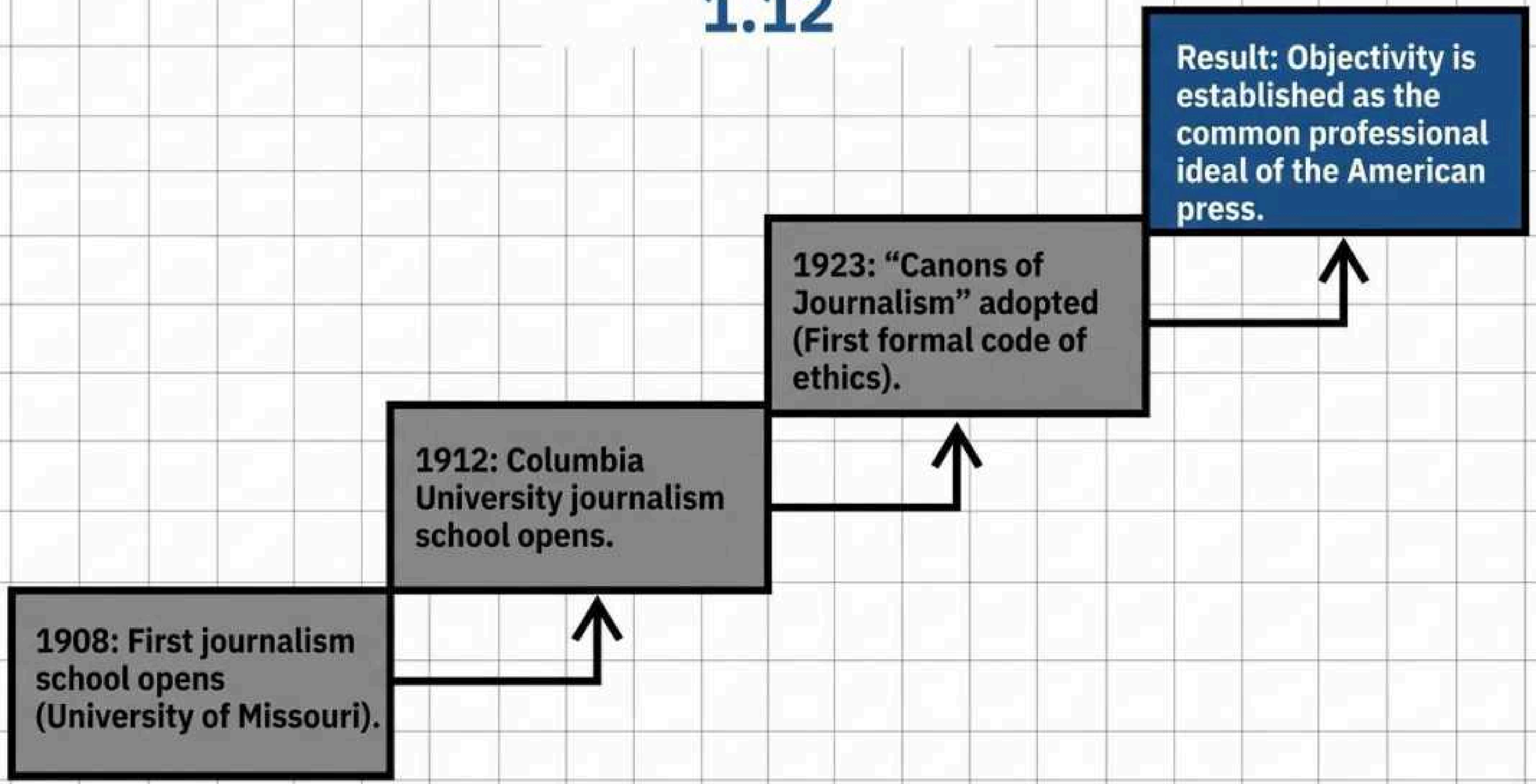
The Expanded Impact

Target: Public Power
(Government / Cities)

Target: Private Power
(Corporations / Monopolies)

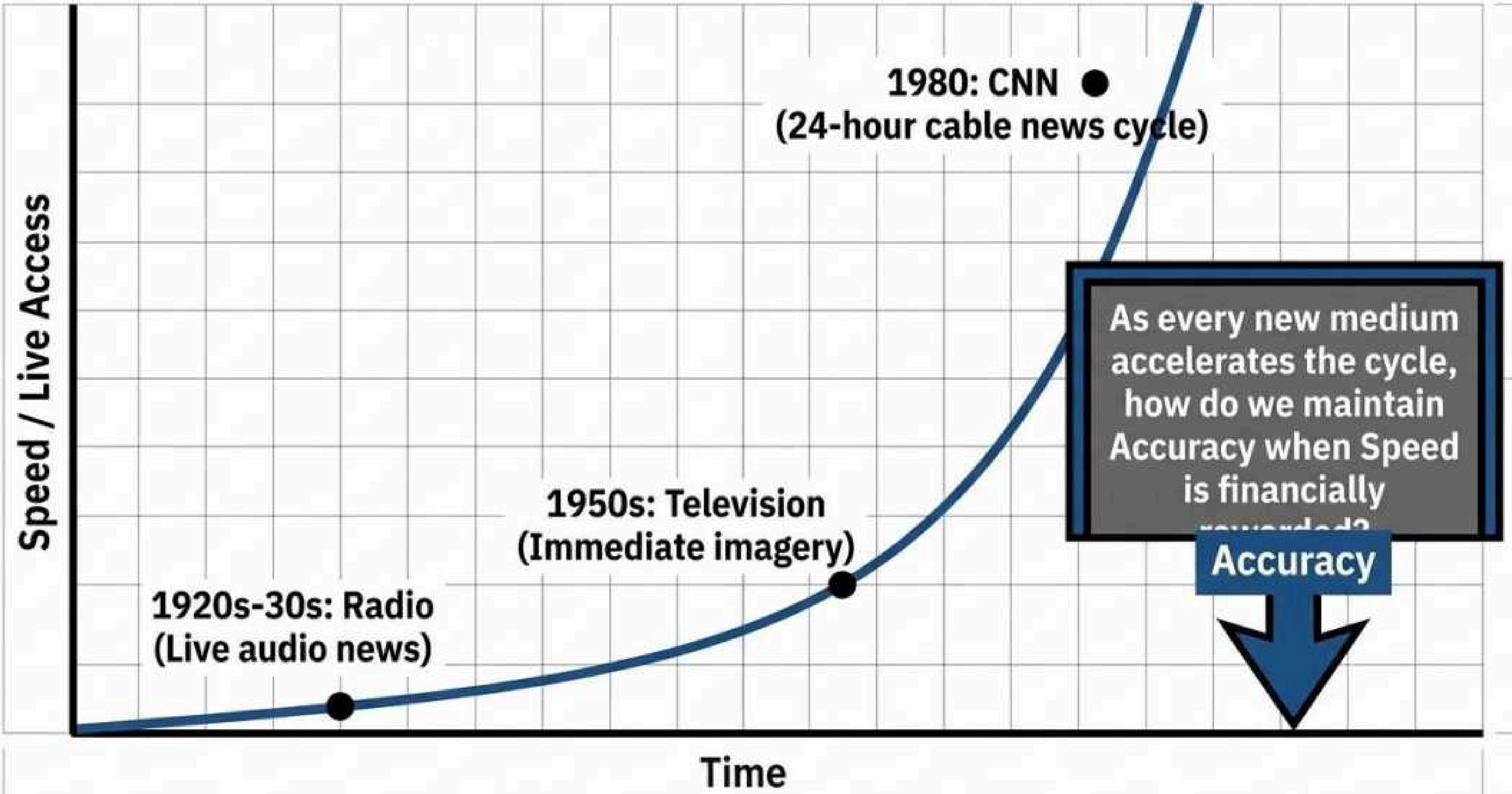
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1.12



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1.13



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Context: A foundational 2001 framework outlines 9 shared professional principles.

1.14

1. Truth
The first obligation is to the truth.

2. Citizens
The first loyalty is to citizens.

3. Verification
Its essence is a discipline of verification.

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1.15

4. Independence
Maintain distance from subjects covered.

5. Monitor
Serve as an independent monitor of power.

6. Forum
Provide a space for public criticism and compromise.

7. Relevance
Strive to make the significant interesting.

8. Proportion
Keep news comprehensive and balanced.

9. Conscience
Allow practitioners to exercise personal ethics.

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The Flawed View: Neutrality

- Objectivity viewed as pure neutrality.
- (Critique: Impossible, as choosing a story is an inherent judgment).
- Leads to False Balance: giving equal time to claims the evidence does not support.

✓ The Professional Standard: Method

- Objectivity belongs to the method, not the person.
- It demands open, transparent steps of verification that anyone else could repeat.

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1.17



Conclusion: These ideas must be turned into applied skills.

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1.18

Case Study: The Danger (1835)
The New York Sun “Moon Hoax”. Published an invented series claiming winged creatures lived on the moon. Sold massive copies before admitting the hoax.
Hunger for attention temps outlets to prioritize the **Exciting** over the **True**.
Taught readers to demand verification—prompting the public to ask, “How do they know?”

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1.19

Case Study: The Promise & Ethics (1887)

Nellie Bly goes undercover in Blackwell's Island women's asylum for the New York World.

Revealed neglect and cruelty, resulting in official investigation and institutional funding.

When, if ever, is deception by a reporter justified in order to reveal a wrong that cannot be seen any other way?

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Application Exercise: Analyze a recent news story using two core frameworks.

Framework 1: Identify the Function

- ☐ Informing?
- ☐ Explaining?
- ☐ Watching power?
- ☐ Offering a forum?

Framework 2: Identify the Method

What specific elements in the text revealed how its facts were verified?

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