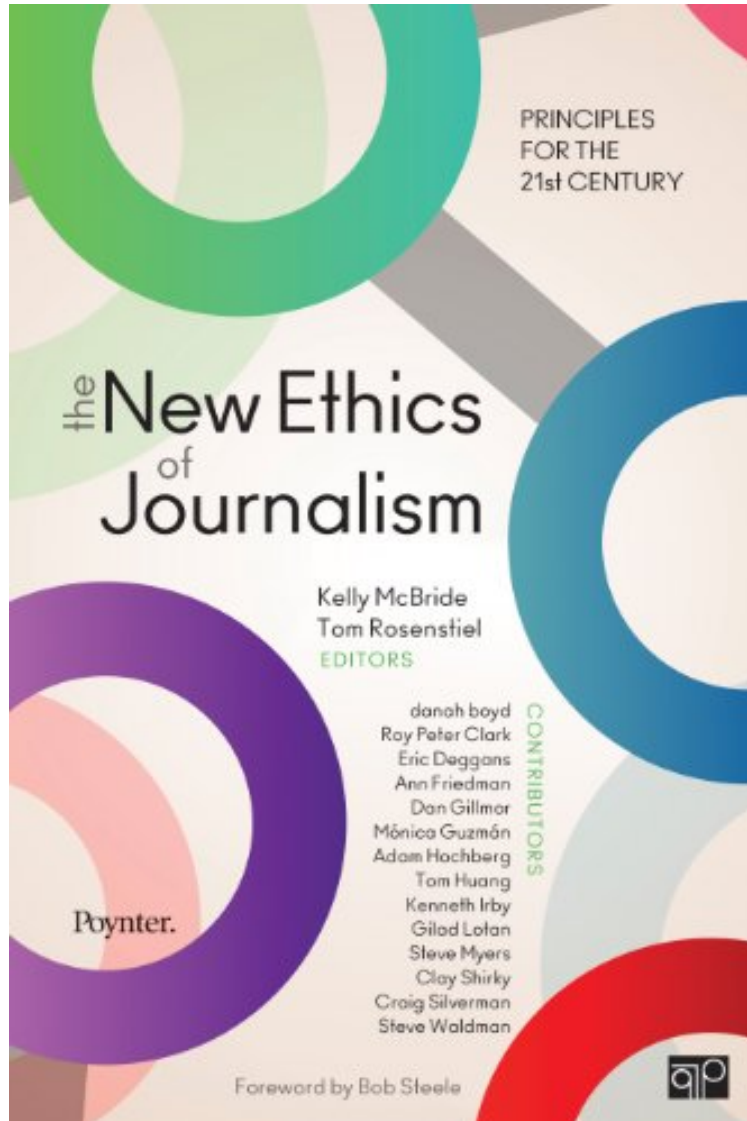


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Featuring a new code of ethics for journalists and essays by 14 journalism thought leaders and practitioners, *The New Ethics of Journalism: Principles for the 21st Century*, by Kelly McBride and Tom Rosenstiel, examines the new pressures brought to 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.

"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 *About the AuthorKelly 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 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.