Chapter 10

Journalism

Journalists’ Personal Values

- Ethnocentricity
  - See things through own culture’s eyes
- Committed to democracy
- Committed to capitalism
- Romantic about small town, rural life
- Heroize individualism
- Tempered by moderation
- Prefer social order over disorder

Variables Affecting News

- News hole
  - Space left for news after the ads
- News flow
  - Quantity of events worth covering
- Perceptions about audiences
- Availability of material
- Competition
Non-Newsroom Influences on News

- Executive orders
- Pressure from advertisers
- Pressure from sources