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Titolo	The invention of journalism ethics [[electronic resource]] : the path to objectivity and beyond / / Stephen J.A. Ward
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Nota di contenuto	Introduction : reinventing journalism ethics -- Objectivity : senses and origins -- Objectivity : ancient, early modern, positivist -- The invention of journalism ethics : the seventeenth century -- The invention of a public ethic : the eighteenth century -- Anticipating objectivity : the nineteenth century -- Objectivity and after : the twentieth century -- Pragmatic objectivity -- Epilogue : the future of objectivity.
Sommario/riassunto	Does objectivity in the news media exist? In <i>The Invention of Journalism Ethics</i> Stephen Ward argues that, given the current emphasis on interpretation, analysis, and perspective, journalists and the public need a new theory of objectivity. He explores the varied ethical assertions of journalists over the past few centuries, focusing on the changing relationship between journalist and audience. This historical analysis leads to an innovative theory of pragmatic objectivity that enables journalists and the public to recognize and avoid biased and unbalanced reporting. Ward convincingly demonstrates that journalistic objectivity is not a set of absolute standards but the same fallible but reasonable objectivity used for making decisions in other professions and public institutions.

