

Ideals of Journalism

पत्रकारिता के आदर्श

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Ideals of Journalism

- *Journalism's first obligation is to truth*

Journalistic truth is a process that begins with the professional discipline of assembling and verifying facts.

Journalists try to convey a fair and reliable account of their meaning.

Ideals of Journalism

- *Its first loyalty is to citizens*
- News organizations must maintain loyalty to citizens and the larger public interest above any other if they are to provide the news without fear or favor.
- Commitment to citizens also means journalism should present a representative picture of all constituent groups in society.

Ideals of Journalism

- *Its essence is disciplines of verification*
- Journalists rely on a professional discipline for verifying information.
- This discipline of verification is what separates journalism from other modes of communication, such as propaganda, fiction or entertainment.

Ideals of Journalism

- *Its practitioners must maintain an independence from those they cover*
- Independence is an underlying requirement of journalism. Independence of spirit and mind is the principle, journalists must keep in focus.

Ideals of Journalism

- *It must provide a forum for public criticism and compromise*
- The news media are the common carriers of public discussion. This discussion serves society best when it is informed by facts. It also should strive to fairly represent the varied viewpoints and interests in society.

Ideals of Journalism

- *It must strive to keep the significant interesting and relevant*
- Journalists must continually ask what information has the most value to citizens and in what form people are most likely to assimilate it.
- It must balance what readers know and what they want.

Ideals of Journalism

- *It must keep the news comprehensive and proportional*
- Journalism is our modern cartography. It creates a map for citizens to navigate society.
- Its value depends on a completeness and proportionality in which the significant is given greater visibility than the insignificant.

Thank You