

Reporters and The Reported Assessment

Reporters and the Reported is assessed by an article of 1200 words you will write based on the lectures in the first semester. They are not to be thought of as an academic essay. The article is to be accessible, informal, use everyday language and, above all, be engaging to the reader throughout. Imagine you are writing for a broadsheet newspaper or a serious current affairs magazine. It must draw on evidence and arguments from relevant lectures in the series. It is marked out of 100 with 50 as a pass. The criteria by which it is assessed are:

- Is the piece engaging? Does it hold the reader's attention from top to bottom?
- Language – is it accessible to everyday readers?
- Does the writer logically and sensibly defend the position he is taking? Have you
- Understood the issues and used evidence to support your report and argument?
- Are the facts and assertions made accurate? Have you accurately reported the lectures?
- Spelling, grammar and style are important as well as the argument.

We expect each essay to draw on evidence from at least four of the lectures in the series plus at least two pieces of evidence from the reading list I attached at the start of the semester and which you'll find at the end of this memo: it could be from a book, a website or a newspaper/magazine. You do not have to agree with the lectures or the articles you quote – indeed, I am looking for you to express your own views- but you do need to show you know and understand what the lecturers are saying. I will allocate half the marks for evidence that you have absorbed the lectures and half for the strength and coherence of your own argument. I will also expect at least two pieces of evidence from beyond the lectures and the reading list – books, articles, websites, blogs, lectures - which interested you and which you think are relevant to the argument.

The essay title is

“Does the phone hacking scandal show that good journalism will be the first casualty of the digital revolution in the media?”

Your deadline is 3 pm on Thursday 19th January. Please send your essay via email to Jenny Moseley I will have a short Q & A session after Mark Brayne's lecture on Friday 4 November to deal with any queries – or you can always email me. Please keep a hard copy in case of any problems. I will return your essays to you marked and with my comments by Friday 10th February.

Just to remind you of the reading list/reading recommendations:

Reading

You need to develop the habit of reading the trade press, such as *Broadcast* and *Press Gazette*, as well as the media pages of the national newspapers, especially *The Guardian's* media section on Mondays, *The Observer* and *The Independent*. You should also regularly check the Media Guardian's website. The Bute Resources Centre has a large selection of books about all aspects of the media. Most of these resources, and many others, can be

accessed on the Internet. You should also develop a habit of comparing how different newspapers, magazines and broadcasters cover different stories – don't just read your favourite publications or watch your favourite programme – you can often learn different approaches from looking at their competitors.

For this part of the course, the following books, reports and websites are highly recommended:

Hargreaves, I. (2003) *Journalism: Truth or Dare*, Oxford University Press
Marr, A. (2004) *My Trade: A Short History of British Journalism*..MacMillan
Tett, Gillian, (2009) *Fool's Gold*, Little, Brown
Peston, Robert (2008) *Who Runs Britain?* Hodder & Stoughton
Phillis, B. (2003) *Final Report of the Independent Inquiry into Government Communications*, (http://www.cabinetoffice.gov.uk/reports/communications_review/index.asp).
Alan Rusbridger, (2004) *The Guardian's post Hutton guidelines for journalists*, (<http://media.guardian.co.uk/huttoninquiry/story/0,,1135126,00html>) (Alternatively, select Special Reports, then go to Comment and Reaction).
BBC (2004) *The BBC's Journalism After Hutton; The Report of the Neil Review Team* (http://www.bbc.co.uk/info/policies/neil_report.shtml).
BBC (2007) *From Seesaw to Wagon Wheel: Safeguarding Impartiality in the 21st Century* (<http://www.bbc.co.uk/bbctrust.research/impartiality.html>).
International News Safety Institute (2007) *Killing The Messenger* (<http://www.newssafety.com>)
Dart Centre Europe (www.dartcenter.org)
International Press Institute (www.freemedia.at)
Media Guardian (www.mediaguardian.co.uk)
Hold The Front Page (www.holdthefrontpage.co.uk)
For Guidelines and Codes of Practice:
Society of Editors, Code of Practice (www.societyofeditors.co.uk)
Ofcom Broadcasting Code (www.ofcom.org.uk)
BBC Editorial Guidelines (www.bbc.co.uk/guidelines).

In addition, students can also consult some older books on ethics which still have some interesting arguments in them:

Belsey, A. and Chadwick, R. (1992) *Ethical Issues in Journalism and the Media*, Routledge.
Calcutt, D. (1990) *Report of the Committee on Privacy and Related Matters*, HMSO.
Clarkson, W. (1990) *Dog Eat Dog: Confessions of a Tabloid Journalist*, Fourth Estate.
Day, L.A. (1991) *Ethics in Media Communications: Cases and Controversies*, Wadsworth.
Fink, C. (1988) *Media Ethics: In the Newsroom and Beyond*, McGraw Hill.
Goodwin, G. and Smith, R.F. (1994) *Groping for Ethics in Journalism*, Iowa State University Press.
Klaidman, S. and Beauchamp, T. (1987) *The Virtuous Journalist*, Oxford University Press