



The Two W's of Journalism: The Why and What of Public Affairs Reporting (Routledge Communication Series)

Davis "Buzz" Merritt, Maxwell E. McCombs

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In this timely volume, the authors explore public affairs journalism, a practice that lies at the core of the journalism profession. They go beyond the journalistic instruction for reporting and presenting news to reflect on *why* journalism works the way it does. Asking current and future journalists the critical questions, "Why do we do it?" and "What are the ways of fulfilling the goals of journalism?" their discussion stimulates the examination of contemporary practice, probing the foundations of public affairs journalism.

With its detailed examination of factors influencing current journalistic practice, *The Two W's of Journalism* complements and expands on the skills and techniques presented in reporting, editing, and news writing textbooks. The perspectives presented here facilitate understanding of the larger role journalism has in society. As such, the volume is an excellent supplemental text for reporting and writing courses, and for introductory courses on journalism. It will also offer valuable insights to practicing journalists.

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