JOURNALISM

Multiliteracies | Graduate Outcomes | Industry Standards

Journalism Values and Practices

Journalism skill sets and disciplinary knowledge can be conceived along two axis: one which defines a set of professional values and orientations and another which defines a set of industrial and professional practices. These have both been conceived of in a variety of ways by scholars but two recent attempts to articulate these practices and values provide a way of conceptualising these two axis for the purposes of this report.

Deuze (2005) in a comprehensive investigation of what he calls professional journalism ideology identifies "five ideal-typical traits or values" which he argues are the key characteristics of journalism's professional self-definition.

Domingo and colleagues (2008), in their investigation of new forms of participatory journalism, provide a helpful conceptualisation of journalism industry practices and procedures. They identify five stages in the reporting and production process from news identification through to reception and engagement that frame the work that journalists do.

Journalism Ideology	
Public service	journalists provide a public service (as watchdogs or 'newshounds', active collectors and disseminators of information)
Objectivity	journalists are impartial, neutral, objective, fair and (thus) credible
Autonomy	journalists must be autonomous, free and independent in their work
Immediacy	journalists have a sense of immediacy, actuality and speed (inherent in the concept of 'news');
Ethics	journalists have a sense of ethics, validity and legitimacy
	Deuze (2008)

Journalism Processes & Practices	
Access/ Observation	access to news events and news data is negotiated and reporting involves first hand observation and analysis
Selection/ filtering	reporting resources are prioritised according to perceived public impact
Processing/ editing	stories are edited and packaged
Distribution	stories are published and publicised
Interpretation	audience/public reaction is monitored and engaged
	Domingo and colleagues (2008)

Graduate Qualities and Journalism Curriculum Renewal

These two models of journalistic professional identity and processes can be looked at as producing a grid of skills, processes and values in journalistic work.

Historically journalism education has been good at providing skills, knowledge and experience in part of this matrix of professional competencies. Most journalism courses would provide a thorough introduction to journalistic values, particularly across the first three columns of the journalistic process as represented in the above diagram. However they have been much less focused on the last two stages.

Journalism Values and Practices Model					
	Access/ Observation	Selection/ filtering	Processing/ editing	Distribution/ Platforms	Reception/ Interpretation
Public Service	Negotiate access	Prioritise for relevance and impact	Process for clarity and impact	Maximise reach and access	Facilitate active citizenship
Objectivity	Seek a range of sources including citizen voices	Represent diverse points of view	Fact-check and verify	Produce non-sensationalised but impactful delivery	Ensure transparent accountability for journalistic processes
Autonomy	Balance access and independence	Provide independent critical analysis incorporating open processes	Provide independent critical analysis	Negotiate commercial imperatives and potential conflicts	Ensure transparent accountability for journalistic processes
Immediacy	Negotiate timely access to information & include user generated content	Use varied technologies/ platforms to minimise intrusive gatekeeping	Use layered processes & delivery methods to ensure different story iterations & immediacy in breaking news	Use multiple technologies and produce varied story iterations	Facilittate active engaged feedback loops
Ethics	Protect confidentiality and journalistic independence	Ensure respect for minority and diverse viewpoints	Ensure respect for minority and diverse viewpoints	Maximise reach and access	Develop engaged communities