

The news “business”

Principles of Journalism

February 22, 2018

Quiz

Turning Point Cloud
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“Freedom of the press is guaranteed
only to those who own one.”

-A.J. Liebling
journalist and social critic

Takeaways (ownership)

- Market vs. “public sphere” theories
- The difference between types of private ownership
 - Public corporation
 - Private corporation
 - Family
 - Venture-funded
- The difference between types of public ownership
 - Nonprofit
 - Publicly owned
 - State owned

Takeaways (economics)

- Types of “customer” / “business model”
- Understand barriers to entry and marginal costs
- Define types of media competition
- Explain the nature and problems of media consolidation

“A press which is actuated by the purpose of genuine usefulness to the public interest can never be too strong financially, so long as its strength is used for the support of popular government.”

-President Calvin Coolidge

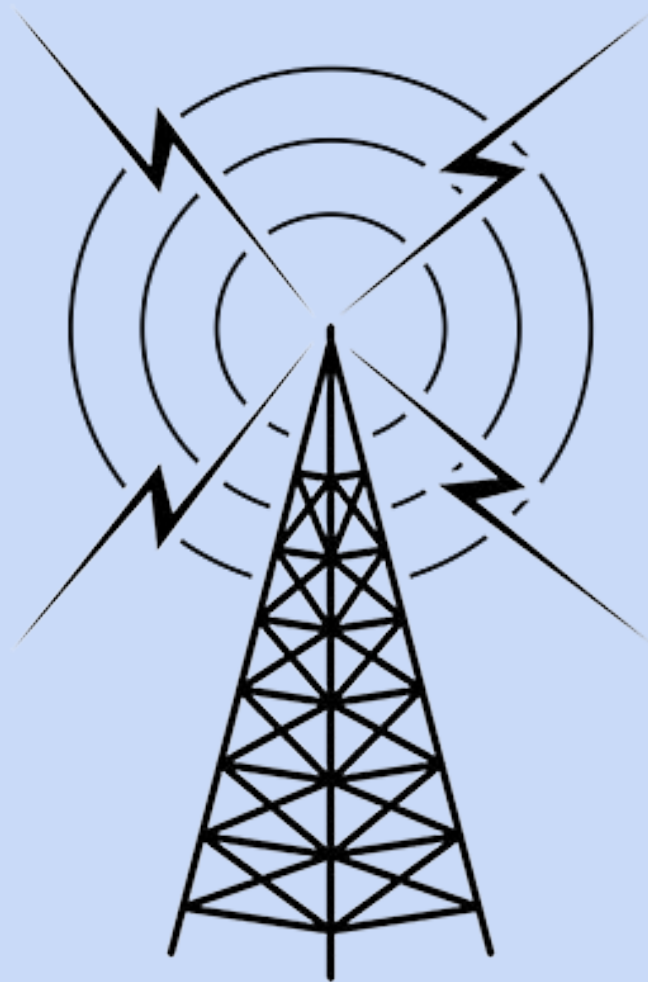
in address to the American Society of Newspaper Editors Jan. 17, 1925

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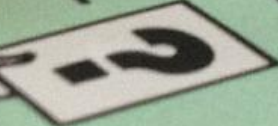
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The rise and fall of the daily newspaper

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"I cannot repeat too often that America is a nation of idealists. That is the only motive to which they ever give any strong and lasting reaction. No newspaper can be a success which fails to appeal to that element of our national life."

-President Calvin Coolidge

in address to the American Society of Newspaper Editors Jan. 17, 1925