

Herbert Brucker, veteran writer and newspaper editor, whose career as a journalist and teacher spans half a century, has written a direct and authoritative appraisal of journalism today - its strengths, its weaknesses, and the impact of rapid technological change on newspapers and broadcasting. He addresses himself forcefully to the controversial question growing out of the Nixon administrations headlined battle with the press: who controls journalism - and to what end? The author views growing corporate control over mass media as a threat to our democratic system, and emphasizes that editorial decisions must be made by independent journalists rather than by men primarily interested in profit. He takes a strong stand in favor of responsible, unbiased reporting, press councils, and freedom of access by the press to courtrooms, documents, and other sources often kept secret. He stresses that the need for a free press will remain even as the electronic and computer revolutions alter our methods of communication, for Whoever communicates to large numbers of his fellow men and women has power. It is essential that in the future, journalism, no matter how transmitted, remain a competent and unbiased reporter and interpreter - literally a fourth estate of the realm still, apart from all the rest. It must be free not only from government power but also from money power. Provocative and knowledgeable, this hard-hitting book is a challenge to tomorrows journalists as well as to concerned citizens everywhere.

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