



Journalism: State of the Art (Education; 6)

Jim Willis

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A necessity for the professional journalist's library, *Journalism: State of the Art* will prove a valuable resource for the student journalist as well. This book summarizes some 200 media studies many from the most prestigious journal in the trade, *Journalism Quarterly*. In a paraphrased-synthesis format, and using informal terms, the author arranges some of the most interesting studies of the 1980s into eight subject headings including: Ethics Law, and the Journalist; Advertising in the 1980s; Polling and Precision Journalism; and Predictors of Readership and Viewship.

For many years there has been a gap between media researchers and the practicing journalist. Published research about journalism as a discipline may receive attention in the classroom but seldom gets in the newsroom. Viewing the gap between the researcher and practitioner, Willis offers comments from both sides. He surveys nearly 150 news executives on media research and gives an insightful look at what factors cause readers or viewers to pay attention to the news media. From trends in the industry to types of audiences, *Journalism: State of the Art* uses practical research studies presented in an accessible style. Offering the most current data available on media research, this book will prove a great instructional as well as reference tool. It is a must for college journalists, working press, and media marketers.



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