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Schuldson, Michael. "The New Journalism." *Communication in History*. Ed. David Crowley and Ed. Paul Hyer. 6th. Boston, MA: Pearson Education, INC., publishing as Allyn & Bacon, 2011. Print.

Journalism began to develop drastically; differing from the Penny Press, reporting was invented near the end of the 19th century. In "The New Journalism" by Michael Schuldson, the description of different journalistic sources was emphasized whereas different styles of journalism took different stances on the new discipline. Journalists often chose their style based on the ideals of entertaining or based on the ideals of factuality; some reports subscribed concurrently to both.

The role of an informational model of journalism was focused on factual, fairness, and objectivity, but also tended to be seen as more reliable by the audience it appealed to. The role of a story-telling model of journalism tended to appeal to the working-class.

In fact, to illustrate the idea of a story-telling style of journalism, Joseph Pulitzer was analyzed along with his contributions as a remarkable journalist owning a variety of newspapers. As an Austrian-Jewish immigrant who fought in the civil war at 17, Pulitzer purchased *the St. Louis Post and Dispatch* in 1878. Joseph Pulitzer promoted the Democratic Party, carried statistics of trade from the Merchants' Exchange, the produce markets, and the waterfront. In 1879, Pulitzer was the first to have published local firms' stocks issued, and his accomplishments to that point led him to purchasing the New York World in 1883. Valerian Bribyedoff, a portrait artist, and Walt McDougall, a cartoonist, began working with Pulitzer marking the beginning of the modern era of newspaper illustration. All of these characteristics helped to define the story-telling aspects of entertainment journalism. Informational journalism was regarded differently

and has often been associated with high culture. *The New York Times* was shown as an exemplar for informational journalism due to its high standard of stating the facts as they are with no regard to entertainment.