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NEWSWORKERS AND NEWSMAKERS

A Study in News Use

DAVID L. ALTHEIDE

NEW, AND ESPECIALLY TV NEWS, is the most widespread source of public information in our society today (Roper Organization, 1971). This realization has encouraged social scientists to examine the news process. The pioneering studies of news by Park (1940), Hughes (1940), White (1950), and Breed (1955) showed news to be an organizational product and not a mirror of some objective reality. This point has been further emphasized in research by Cohen and Young (1973), Epstein (1973), Tuchman (1969, 1972, 1974), Molotch and Lester (1974, 1975), and Roshco (1975). This paper pursues this line of reasoning but shows that: (1) the uses of news by assemblers (newsworkers) and promoters (newsmakers) is negotiated and variable, and (2) news is used by all parties to the news process. The point is not merely that news depends on practical perspectives, and that these may differ, but that as a cultural idea, "news" is a legitimizing term for a range of interests. Persons assigned to work on news programs have a different use for news than those

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Newsmakers 03 Issue 3

Marcel A. Müller



Newsmakers 03 Issue 3:

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