



Advanced Reporting: Discovering Patterns in News Events

Donald L. Shaw, Maxwell McCombs, Gerry Keir

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The volume represents a comprehensive survey of the skills needed to select, gather, organize, and present information to audiences in today's competitive mass media market. The authors assert that news media do not necessarily know the solutions to the many problems challenging our complex and dynamic social system, but the news media have the power and ability to set the agenda, to shift the spotlight of attention from one topic to another.



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