News and the Sociology of Professions
The rise of professionalism

• The idea of science and the 19th century evolution of newspaper

• Journalists as professionals: neutrality and other news routines

• The integration of journalistic routines into other institutions
  • Parajournalism
  • Politics as campaigning
Key events in evolution of journalism as a profession

- The rise of public relations
- WW II and Edward R. Murrow
- The selling of candidates: 1960 - 1968
- Watergate and Vietnam -- journalism as a cynical profession
- Heavy news commercialization in the 1980s
Problems with professionalism

• Bennet: as much the problem as the solution

• Schudson: journalism has become "event-centered, negative, detached, technical, and official"