



Blur: How to Know What's True in the Age of Information Overload

By *Bill Kovach, Tom Rosenstiel*

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Amid the hand-wringing over the death of "true journalism" in the Internet Age—the din of bloggers, the echo chamber of Twitter, the predominance of Wikipedia-veteran journalists and media critics Bill Kovach and Tom Rosenstiel have written a pragmatic guide to navigating the twenty-first century media terrain. Yes, old authorities are being dismantled, new ones created, and the very nature of knowledge has changed. But seeking the truth remains the purpose of journalism. How do we discern what is reliable? *Blur* provides a road map, or more specifically, reveals the craft that has been used in newsrooms by the very best journalists for getting at the truth. In an age when the line between citizen and journalist is becoming increasingly unclear, *Blur* is a crucial guide for those who want to know what's true.

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Editorial Review

From Publishers Weekly

Veteran journalists Kovach and Rosenstiel (*The Elements of Journalism*) begin their intelligent and well-written guidebook by assuring readers this is not unfamiliar territory. The printing press, the telegraph, radio, and television were once just as unsettling and disruptive as today's Internet, blogs, and Twitter posts. But the rules have changed. The gatekeepers of information are disappearing. Everyone must become editors assuming the responsibility for testing evidence and checking sources presented in news stories, deciding what's important to know, and whether the material is reliable and complete. Utilizing a set of systemic questions that the authors label "the way of skeptical knowing," Kovach and Rosenstiel provide a roadmap for maintaining a steady course through our messy media landscape. As the authors entertainingly define and deconstruct the journalism of verification, assertion, affirmation, and interest group news, readers gain the analytical skills necessary for understanding this new terrain. "The real information gap in the 21st century is not who has access to the Internet and who does not. It is the gap between people who have the skills to create knowledge and those who are simply in a process of affirming preconceptions without growing and learning." (Nov.) (c)

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From [Booklist](#)

Starred Review What if the nuclear accident at Three Mile Island occurred today, in the age of the Internet, talk radio, and hyperpartisan "news" programs? Journalists Kovach and Rosenstiel examine that frightening prospect in this book that looks at how Americans will sort out news and information as journalism struggles in the Internet era. After offering historical perspective on the way news gathering has worked and its current state of uncertainty, the authors offer sound lessons on the "tradecraft of verification" necessary for Americans to sort out truth from vested opinion. They offer examples of how reporters typically verify information in contexts from covering wars to politics. They break down the process by emphasizing the kind of information content (news versus commentary); its completeness, source, and tested evidence; and, finally, what readers are learning from what they read. Applying their criteria, the authors analyze several instances of news reporting, commentary, talk-show haggling, and blogging to discern how readers, listeners, and viewers can sort through the cloud of information. Kovach and Rosenstiel combine journalism and civics in this valuable and insightful resource to help Americans adapt to an era that demands that readers become their own editors and news aggregators. --Vanessa Bush

Review

"The authors offer sound lessons on the 'tradecraft of verification' necessary for Americans to sort out truth from vested opinion... Kovach and Rosenstiel combine journalism and civics in this valuable and insightful resource to help Americans adapt to an era that demands that readers become their own editors and news aggregators." *?Booklist (starred)*

"Kovach and Rosenstiel provide a roadmap for maintaining a steady course through our messy media landscape. As the authors entertainingly define and deconstruct the journalism of verification, assertion, affirmation, and interest group news, readers gain the analytical skills necessary for understanding this new terrain." *?Publishers Weekly*

"Insightful... Offers step-by-step analysis of the processes by which the best journalists practice their craft

and can have their work evaluated by consumers slogging their way through the mire of available information.” ?*Kirkus*

“*Blur* is an impassioned and practical brief for what its authors call ‘verification’--the effort by journalists and others who publicly exchange information about public affairs to examine evidence and test the truth value of the assertions they and others are making. It argues persuasively for the virtues of traditional journalism without in any way resisting the sweeping changes the Internet has brought to the profession. It’s hard to imagine a more urgently necessary task, for journalism and for democratic societies, than the one Kovach and Rosenstiel have taken on.” ?*Nicholas Lemann, Dean, Columbia University Graduate School of Journalism*

“Two trailblazing newspapermen make a powerful case that with information reaching us at warp speed, Americans can--and must--learn the tough-minded skepticism that drove the country’s great journalists. Kovach and Rosenstiel’s riveting, terse book shows how citizens can gauge fact from fiction, discern neutral sources from interested parties, and parse the news as American journalism goes through its big upheaval.” ?*Dean Baquet, Washington Bureau Chief, New York Times*

“If I had \$1 million I would buy a copy of this book for every high school senior in America. If I had \$2 million, I would use the second million to offer cash incentives for every one of those high school seniors to read what might be the most important book they will read in their lives--the one volume that will help them evaluate everything else they read until the day they die.” ?*David M. Shribman, executive editor, Pittsburgh Post-Gazette*

“This is one of the most important books of the year. Rosenstiel and Kovach take today’s media landscape apart, examine each component--partisan blogs, social media, Web sites that follow the traditional journalistic values, newspapers, networks and cable--and help us understand what they are, the pressures they bring on each other and how together they have changed forever how news is gathered and distributed. Always enlightening and at times scary as when they speculate on how the Three Mile Island nuclear plant accident might have played out in the age of cable and the internet, this is a sobering but even handed analysis that should be valuable to all of us in journalism and the citizens we serve.” ?*Bob Schieffer, CBS News Chief Washington Correspondent*

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Phyllis Richards:

Do you among people who can't read satisfying if the sentence chained inside straightway, hold on guys this aren't like that. This *Blur: How to Know What's True in the Age of Information Overload* book is readable by means of you who hate the perfect word style. You will find the facts here are arrange for enjoyable studying experience without leaving perhaps decrease the knowledge that want to deliver to you. The writer involving *Blur: How to Know What's True in the Age of Information Overload* content conveys the idea easily to understand by many people. The printed and e-book are not different in the content but it just different in the form of it. So , do you even now thinking *Blur: How to Know What's True in the Age of Information Overload* is not loveable to be your top list reading book?

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Chad Smith:

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Pierre Winter:

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