



# The Universal Journalist: Fourth Edition

*By David Randall*

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## The Universal Journalist: Fourth Edition By David Randall

This is a new edition of the world's leading textbook on journalism. Translated into more than a dozen languages, David Randall's handbook is an invaluable guide to the "universals" of good journalistic practice for professional and trainee journalists worldwide. Irrespective of language or culture, good journalists share a common commitment to the search for truth, often in difficult circumstances. David Randall emphasizes that good journalism isn't just about universal objectives: it must also involve the acquisition of a range of skills that will empower journalists to operate in an industry where ownership, technology and information are constantly changing. This acclaimed handbook challenges old attitudes, procedures and techniques of journalism where they are seen as cynical and sloppy. This fully updated edition contains scores of new anecdotes and examples, drawing on the author's own experience as a national newspaper reporter and columnist.

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## **Editorial Review**

### **Review**

"Easily the best introduction to being a reporter I have come across. It provides solid, no-nonsense advice on the skills needed to do the job but is also willing to tackle the bigger issues every journalist must grapple with from time to time. Best of all, it has been written by a true newsman and his enthusiasm for the task in hand is evident on every page." --Paul Jones, course leader, Press Association Editorial Training

"David Randall shows there is a way to produce honest and thoughtful journalism." --Campaign for Press and Broadcasting Freedom

"One of the best books around about plying the trade. Packed with handy hints and anecdotes ... An essential, down-to-earth guide to what the job is all about." --*Press Wise Bulletin*

"The range of the book is impressive. I particularly liked the book for its sharp and gritty approach." --*Free Press*

"The best book on journalism I have ever read." --Don Johnston, editorial consultant

"I like its common-sense practicality, its firm belief in honest reporting, and its commitment to quality... David Randall's fluent style and his superb range of examples make this book a pleasure to read. Anyone who wants to be a journalist should go through it -- again, and again, and again." --Val Williams, The Thomson Foundation

### **About the Author**

David Randall is a British journalist and newspaper consultant. Formerly assistant editor of the *Observer* (London), where his news pages twice won awards, he has written, edited and lectured on newspapers in Britain, Africa and Eastern Europe. Since 1998 he has been News Executive at the *Independent* newspaper in London.

## **Users Review**

### **From reader reviews:**

#### **Daryl Thurmond:**

This book untitled The Universal Journalist: Fourth Edition to be one of several books in which best seller in this year, honestly, that is because when you read this e-book you can get a lot of benefit upon it. You will easily to buy this particular book in the book shop or you can order it through online. The publisher in this book sells the e-book too. It makes you more easily to read this book, as you can read this book in your Touch screen phone. So there is no reason to you personally to past this guide from your list.

#### **Karolyn Kaufman:**

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**Michael Vines:**

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**Doris Whobrey:**

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