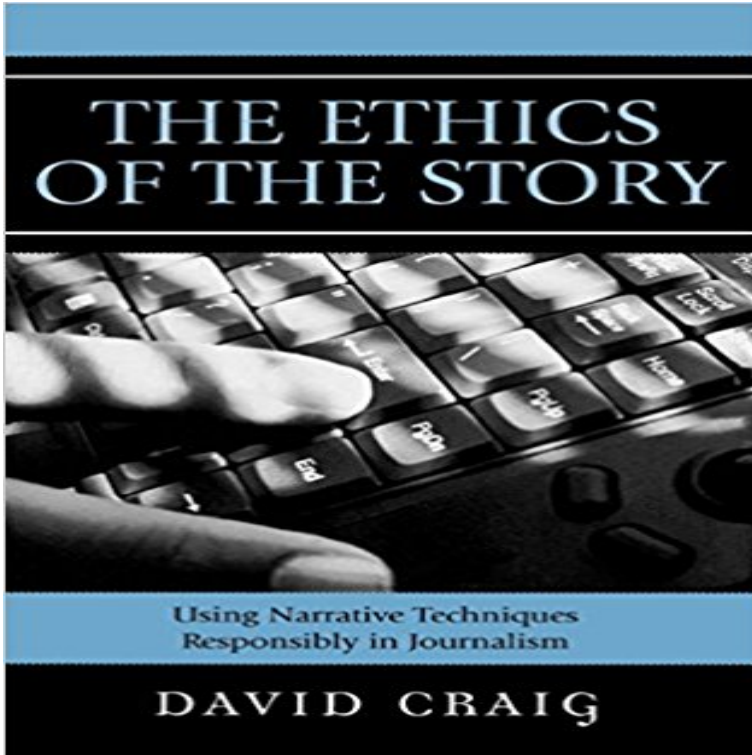


The Ethics of the Story: Using Narrative Techniques Responsibly in Journalism



The best journalists are masters at their craft. With a comma and a colon, a vivid verb and a colorful adjective, they not only convey important information but also create a sense of place and evoke powerful emotions. A compelling story can shape_for good or ill_the way a reader understands people, events, and issues. The Ethics of the Story examines the ethical implications of narrative techniques commonly used in journalism, not just literary journalism but also news and feature writing. The book draws on interviews with 60 talented journalists, including Pulitzer Prize winners, to offer practical advice about ethical choices in writing and editing. Much has been written about journalism ethics, but the discussion has often focused on spectacularly bad decisions_such as Jayson BlairOs and Jack KelleyOs use of fraudulent narrative_rather than the ethical dimension of day-to-day choices about the building blocks of journalistic storytelling. The Ethics of the Story fills a gap in current work on ethics, writing, and editing. It will enlighten any serious wordsmith with a story to tell.

We've started our countdown to National Handbag Day on October 10, and that means we'll have special features for you every day, right up to the big event! Today, we're here to talk about the intersection of celebrity and accessories, and more specifically, how the two can become intertwined in public consciousness for years. The kinds of stars who carry a particular bag do a lot to shape the market's perception of it and the designer who created it, which is why so many brands give out free bags to stars now: they're hoping to create positive associations. In the cases you see below, though, things came along a little bit more naturally. You can't rush love, after all. Think of a bag-celeb duo we missed? Let us know in the comments!

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