



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

David Craig

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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 Blair’s and Jack Kelley’s 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.



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