

**THE HEROES AND SCOUNDRELS JOURNALIST IN POPULAR CULTURE  
PROJECT  
IT'S A BOOK  
IT'S A VIDEO  
IT'S A WEBSITE  
AND SO MUCH MORE**

**THE BOOK:**

***Heroes and Scoundrels: The Image of the Journalist in Popular Culture***

By Matthew C. Ehrlich, professor of journalism at the University of Illinois at Urbana-Champaign and Joe Saltzman, professor of journalism and communication at the University of Southern California, published by the University of Illinois Press, 2015.



Following the crusaders and scandalmongers of the Fourth Estate through more than a century of pop culture.

Whether it's the rule-defying lifer, the sharp-witted female newshound, or the irascible editor in chief, the journalists portrayed in popular culture have shaped our views of the press and its role in a free society since mass culture arose over a century ago.

Drawing on portrayals of journalists in television, film, radio, novels, comics, plays, and other media, Matthew C. Ehrlich and Joe Saltzman survey how popular media have depicted the profession across time. Their creative use of media artifacts provides thought-provoking forays into such fundamental issues as how pop culture mythologizes and demythologizes key events in journalism history and how it confronts issues of race, gender, and sexual orientation on the job.

From *Network* to *The Wire*, from Lois Lane to Mikael Blomkvist, *Heroes and Scoundrels* reveals how portrayals of journalism's relationship to history, professionalism, power, image, and war influence our thinking and the very practice of democracy.

"A perceptive study of an enduring and tantalizing question: What do they think of us? Ehrlich and Saltzman craft a persuasive, sometimes painful, sometimes hilarious montage of the omnipresence of journalists in popular culture. But the book does more than that. The authors' work also tells us a great deal about the powerful and defining role of popular culture itself. No one is safe from the roving eye of entertainment." – **Richard Reeves, author of *What the People Know: Freedom and the Press***

"Stimulating and thought-provoking. . . . No other work comes close to covering the subject as broadly." – **Maurine H. Beasley, author of *Women of the Washington Press: Politics, Prejudice, and Persistence***

"The assumption behind *Heroes and Scoundrels: The Image of the Journalist in Popular Culture* is that the audience's perception of the messenger shapes the message. That's hardly a new idea but, applied to journalism in a democracy, it's vastly significant. For example, it turns out that, while the media have been transformed by technology, archetypal images of journalists have persisted. Maybe everything hasn't changed all that much after all. That, along with other important insights gained from formidable research, will help both journalists and their audiences better understand the news of the future. Besides, it's fun to read all those stories." – **Warren Olney, Host and Executive Producer, "To the Point" and "Which Way, LA?"**, KCRW-FM

"A great read that showcases depictions of journalists over the past century in popular culture. Its thoughtful analysis integrates cultural theory with media concepts and provides important historical context that will interest professionals and academics alike." – **Bonnie Brennen, author of *Qualitative Research Methods for Media Studies***

"Using a multidisciplinary approach that draws on everything from language studies to cultural studies, Matthew C. Ehrlich and Joe Saltzman creatively and entertainingly address the history of the journalist's image, 1890 to the present. Fascinating chapters focus on the images of photographers, war correspondents, gay and lesbian journalists, journalists of color, women journalists, and journalists of the sci fi future. The dueling myths of the journalist as hero and scoundrel, the book persuasively argues, raise questions about the enduring tension in society between the press as a force for freedom and a tool of oppression." – **Loren Ghiglione, author of *CBS's Don Hollenbeck: An Honest Reporter in the Age of McCarthyism***

**Matthew C. Ehrlich** is a professor of journalism at the University of Illinois at Urbana-Champaign and the author of *Journalism in the Movies* and *Radio Utopia: Postward Audio Documentary in the Public Interest*, named winner of the AEJMC Tankard Book Award for outstanding research. **Joe Saltzman** directs the Image of the Journalist in Popular Culture, a project of the Norman Lear Center at the Annenberg School for Communication and Journalism at the University of Southern California. He is a professor at USC Annenberg and author of *Frank Capra and The Image of the Journalist in American Film*.

*Heroes and Scoundrels* is included in The History of Communication series edited by Robert W. McChesney and John C. Nerone. This series invites original and well-researched books on the history of media – radio, TV, newspapers, magazines, the Internet – and on their many functions as reporters, advertisers, opinion leaders, public relations for government and corporate interests, and businesses that compete with each other.

*Heroes and Scoundrels: The Image of the Journalist in Popular Culture* is available on Amazon in hard-cover, paperback, ebook, Kindle and Apps for iPads, iPhones and other smart phones.

## **THE WEB SITE:**

The *Heroes and Scoundrels* Web site continuously updates and adds supplementary material to the book. It includes original and reprinted articles, visuals and links to special materials for each chapter: History, Professionalism, Difference, Power, Image, War and The Future. It is available at [www.ijpc.org](http://www.ijpc.org) – Heroes and Scoundrels.

The *Heroes and Scoundrels* Web site is an invaluable addition to the book for students, teachers, journalists and researchers. It is updated weekly and anyone can email the authors for more information and clarification.

## **THE VIDEO:**

The 40-hour video companion to the book was written and produced by the authors, edited by Megan Chao and Joe Saltzman and narrated by Jennifer Glimpse. It is a production of The Image of the Journalist in Popular Culture (IJPC), a project of the Norman Lear Center at the Annenberg School for Communication and Journalism, the University of Southern California.

The companion video follows the outline of the book and is divided by the same chapters using excerpts from more than 350 movies, television, and radio programs, Broadway plays and video games. More than 8,000 hours of video were edited down to the 40-hour final video project, which summarizes through visual and audio excerpts the examples used in the book. Only members of the IJPC Associates will be legally allowed to receive the video package. It is available on mp4 files stored on a 1TB Hard Drive. You must specify whether you want the Apple or Windows application.

## **THE CLASS:**

*The Heroes and Scoundrels* Journalist in Popular Culture Project offers you everything needed to create a stimulating IJPC class:

- \*The book itself, which brings the IJPC into the field of journalism studies – *Heroes and Scoundrels: The Image of the Journalist in Popular Culture* by Matthew C. Ehrlich and Joe Saltzman. The introduction, six chapters, and the conclusion create an automatic semester-long outline for you. A syllabus is available upon request.

- \*The *Heroes and Scoundrels* Web site, which is constantly being updated, adding valuable materials on the subject.

- \*The 40-hour video project that is broken down chapter by chapter for easy viewing outside of class (you can also show the excerpts you want to emphasize in class).

- \*Homework is ready-made – chapters from the book, the video component, and the Web site provide innumerable potential assignment ideas.

For more information contact either Matthew C. Ehrlich ([mehrlich@illinois.edu](mailto:mehrlich@illinois.edu)) or Joe Saltzman ([saltzman@usc.edu](mailto:saltzman@usc.edu)).

# **40-HOUR VIDEO COMPANION TO THE BOOK**

*HEROES AND SCOUNDRELS:*

*THE IMAGE OF THE JOURNALIST IN POPULAR CULTURE*

By Matthew C. Ehrlich

Professor of journalism at the University of Illinois at Urbana-Champaign  
and

Joe Saltzman

Professor of journalism and communication at the University of Southern California  
University of Illinois Press, 2015

*The Heroes and Scoundrels* Video was written and produced

by Matthew C. Ehrlich and Joe Saltzman

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It is a production of The Image of the Journalist in Popular Culture (IJPC)

A Project of the Norman Lear Center

Annenberg School for Communication and Journalism

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Only members of the IJPC Associates will be legally allowed to receive the video package, which includes the video for each chapter:

Chapter One – History – 3:31:31

Chapter Two – Professionalism – 5:35:43

Chapter Three – Difference – 7:19:38

Chapter Four – Power – 7:01:58

Chapter Five – Image – 6:47:03

Chapter Six – War – 4:22:41

Conclusion – The Future – 3:02:54

## **IMMEDIATE ACCESS TO BOTH THE BOOK AND THE VIDEO:**

The book is available on Amazon in hardcover, paperback, e-book, Kindle and apps for iPads, iPhones and other smart phones.

The complete video program will be available to IJPC Associates on Quicktime Player .mp4 files. We have purchased a series of 1TB Hard drives for your convenience. Since the 40-hour video package takes up about 250GB, that means you will have 750GB of storage space for your own videos, documents and photographs.

But there are several unavoidable costs involved:

\* Only members of the IJPC Associates will be legally allowed to receive the video package free of charge. If you are not already a member of the IJPC Associates, with proof of purchase of the book, your annual fee will be reduced from \$50 to \$35. If you are a member, this cost will not apply.

\*The cost of the brand-new 1TB Hard drive, complete with the mp4 files of the 40-hour *Heroes and Scoundrels* video package is \$80.00. This includes shipping and handling costs. That price only covers the cost of the hard drive and shipping/handling. There is no charge for the 40-hour video set. Please specify whether you want Apple or Windows application.

There are several ways that you can use the video files stored on your new hard drive for student use:

\*You can make copies and store them in your digital lab or library or student resource center giving students permission to copy the mp4 files to their own hard drives, computers or flash drives (one chapter at a time).

\*You can schedule outside classroom or digital lab time so students can watch the weekly video assignments in groups or individually. You could schedule a viewing classroom situation several afternoons and evenings to accommodate student needs (depending on the size of the class).

\*If your IT department is sophisticated enough, it should be able to set up a closed, password-protected campus Internet site so students can watch the videos anywhere at any time.