

## CHAPTER 24

*News, Truth, and a Conclusion*

As we begin to make more and more exact studies of the press, much will depend upon the hypothesis we hold. If we assume with Mr. Sinclair, and most of his opponents, that news and truth are two words for the same thing, we shall, I believe, arrive nowhere. We shall prove that on this point the newspaper lied. We shall prove that on that point Mr. Sinclair's account lied. We shall demonstrate that Mr. Sinclair lied when he said that somebody lied, and that somebody lied when he said Mr. Sinclair lied. We shall vent our feelings, but we shall vent them into air.)

{The hypothesis, which seems to me the most fertile, is that news and truth are not the same thing, and must be clearly distinguished.<sup>1</sup> The function of news is to signalize an event, the function of truth is to bring to light the hidden facts, to set them into relation with each other, and make a picture of reality on which men can act.) Only at those points, where social conditions take recognizable and measurable shape, do the body of truth and the body of news coincide. That is a comparatively small part of the whole field of human interest. In this sector, and only in this sector, the tests of the news are sufficiently exact to make the charges of perversion or suppression more than a partisan judgment. There is no defense, no extenuation, no excuse whatever, for stating six times that Lenin is dead, when the only information the paper possesses is a report that he is dead from a source repeatedly shown to be unreliable. The news, in that instance, is not "Lenin Dead" but "Helsingfors Says Lenin is Dead." And a newspaper can be asked to take the responsibility of not making Lenin more dead than the source of the news is reliable; if there is one subject on which editors are most responsible it is in their judgment of the reliability of the source. But when it comes to dealing, for example, with stories of what the Russian people want, no such test exists.)

1. When I wrote *Liberty and the News*, I did not understand this distinction clearly enough to state it, but cf. p. 89 ff.

{The absence of these exact tests accounts, I think, for the character of the profession, as no other explanation does. There is a very small body of exact knowledge, which it requires no outstanding ability or training to deal with. The rest is in the journalist's own discretion. Once he departs from the region where it is definitely recorded at the County Clerk's office that John Smith has gone into bankruptcy, all fixed standards disappear. The story of why John Smith failed, his human frailties, the analysis of the economic conditions on which he was shipwrecked, all of this can be told in a hundred different ways. (There is no discipline in applied psychology, as there is a discipline in medicine, engineering, or even law, which has authority to direct the journalist's mind when he passes from the news to the vague realm of truth. There are no canons to direct his own mind, and no canons that coerce the reader's judgment or the publisher's. His version of the truth is only his version. How can he demonstrate the truth as he sees it? He cannot demonstrate it, any more than Mr. Sinclair Lewis can demonstrate that he has told the whole truth about Main Street. And the more he understands his own weaknesses, the more ready he is to admit that where there is no objective test, his own opinion is in some vital measure constructed out of his own stereotypes, according to his own code, and by the urgency of his own interest. He knows that he is seeing the world through subjective lenses. He cannot deny that he too is, as Shelley remarked, a dome of many-colored glass which stains the white radiance of eternity.)

(And by this knowledge his assurance is tempered.) He may have all kinds of moral courage, and sometimes has, but he lacks that sustaining conviction of a certain technic which finally freed the physical sciences from theological control. It was the gradual development of an irrefragable method that gave the physicist his intellectual freedom as against all the powers of the world. His proofs were so clear, his evidence so sharply superior to tradition, that he broke away finally from all control. But the journalist has no such support in his own conscience or in fact. The control exercised over him by the opinions of his employers and his readers, is not the control of truth by prejudice, but of one opinion by another opinion that it is not demonstrably less true. Between Judge Gary's assertion that the unions will destroy American institutions, and Mr. Gompers' assertion that they are agencies of the rights of man, the choice has, in large measure, to be governed by the will to believe.

{The task of deflating these controversies, and reducing them to a point where they can be reported as news, is not a task which the reporter can perform. It is possible and necessary for journalists to bring home to people the uncertain character of the truth on which

their opinions are founded, and by criticism and agitation to prod social science into making more usable formulations of social facts, and to prod statesmen into establishing more visible institutions. The press, in other words, can fight for the extension of reportable truth. But as social truth is organized to-day, the press is not constituted to furnish from one edition to the next the amount of knowledge which the democratic theory of public opinion demands. This is not due to the Brass Check, as the quality of news in radical papers shows, but to the fact that the press deals with a society in which the governing forces are so imperfectly recorded. The theory that the press can itself record those forces is false. It can normally record only what has been recorded for it by the working of institutions. Everything else is argument and opinion, and fluctuates with the vicissitudes, the self-consciousness, and the courage of the human mind.

If the press is not so universally wicked, nor so deeply conspiring, as Mr. Sinclair would have us believe, it is very much more frail than the democratic theory has as yet admitted. It is too frail to carry the whole burden of popular sovereignty, to supply spontaneously the truth which democrats hoped was inborn. And when we expect it to supply such a body of truth we employ a misleading standard of judgment. We misunderstand the limited nature of news, the illimitable complexity of society; we overestimate our own endurance, public spirit, and all-round competence. We suppose an appetite for uninteresting truths which is not discovered by any honest analysis of our own tastes.

If the newspapers, then, are to be charged with the duty of translating the whole public life of mankind, so that every adult can arrive at an opinion on every moot topic, they fail, they are bound to fail, in any future one can conceive they will continue to fail. It is not possible to assume that a world, carried on by division of labor and distribution of authority, can be governed by universal opinions in the whole population. Unconsciously the theory sets up the single reader as theoretically omniscient, and puts upon the press the burden of accomplishing whatever representative government, industrial organization, and diplomacy have failed to accomplish. Acting upon everybody for thirty minutes in twenty-four hours, the press is asked to create a mystical force called Public Opinion that will take up the slack in public institutions. The press has often mistakenly pretended that it could do just that. It has at great moral cost to itself, encouraged a democracy, still bound to its original premises, to expect newspapers to supply spontaneously for every organ of government, for every social problem, the machinery of information which these do not normally supply themselves. Institutions, having failed to furnish themselves with instruments of knowledge, have become a

bundle of "problems," which the population as a whole, reading the press as a whole, is supposed to solve.

The press, in other words, has come to be regarded as an organ of direct democracy, charged on a much wider scale, and from day to day, with the function often attributed to the initiative, referendum, and recall. The Court of Public Opinion, open day and night, is to lay down the law for everything all the time. It is not workable. And when you consider the nature of news, it is not even thinkable. For the news, as we have seen, is precise in proportion to the precision with which the event is recorded. Unless the event is capable of being named, measured, given shape, made specific, it either fails to take on the character of news, or it is subject to the accidents and prejudices of observation.

Therefore, on the whole, the quality of the news about modern society is an index of its social organization. The better the institutions, the more all interests concerned are formally represented, the more issues are disentangled, the more objective criteria are introduced, the more perfectly an affair can be presented as news. At its best the press is a servant and guardian of institutions; at its worst it is a means by which a few exploit social disorganization to their own ends. In the degree to which institutions fail to function, the unscrupulous journalist can fish in troubled waters, and the conscientious one must gamble with uncertainties.

The press is no substitute for institutions. It is like the beam of a searchlight that moves restlessly about, bringing one episode and then another out of darkness into vision. Men cannot do the work of the world by this light alone. They cannot govern society by episodes, incidents, and eruptions. It is only when they work by a steady light of their own, that the press, when it is turned upon them, reveals a situation intelligible enough for a popular decision. The trouble lies deeper than the press, and so does the remedy. It lies in social organization based on a system of analysis and record, and in all the corollaries of that principle; in the abandonment of the theory of the omniscient citizen, in the decentralization of decision, in the coordination of decision by comparable record and analysis. If at the centers of management there is a running audit, which makes work intelligible to those who do it, and those who superintend it, issues when they arise are not the mere collisions of the blind. Then, too, the news is uncovered for the press by a system of intelligence that is also a check upon the press.

That is the radical way. For the troubles of the press, like the troubles of representative government, be it territorial or functional, like the troubles of industry, be it capitalist, coöperative, or communist, go back to a common source: to the failure of self-govern-

people to transcend their casual experience and their prejudice, by inventing, creating, and organizing a machinery of knowledge. It is because they are compelled to act without a reliable picture of the world, that governments, schools, newspapers and churches make such small headway against the more obvious failings of democracy, against violent prejudice, apathy, preference for the curious trivial as against the dull important, and the hunger for sideshows and three legged calves. This is the primary defect of popular government, a defect inherent in its traditions, and all its other defects can, I believe, be traced to this one.

## *Organized Intelligence*

CHAPTER 25. THE ENTERING WEDGE

CHAPTER 26. INTELLIGENCE WORK

CHAPTER 27. THE APPEAL TO THE PUBLIC

CHAPTER 28. THE APPEAL TO REASON