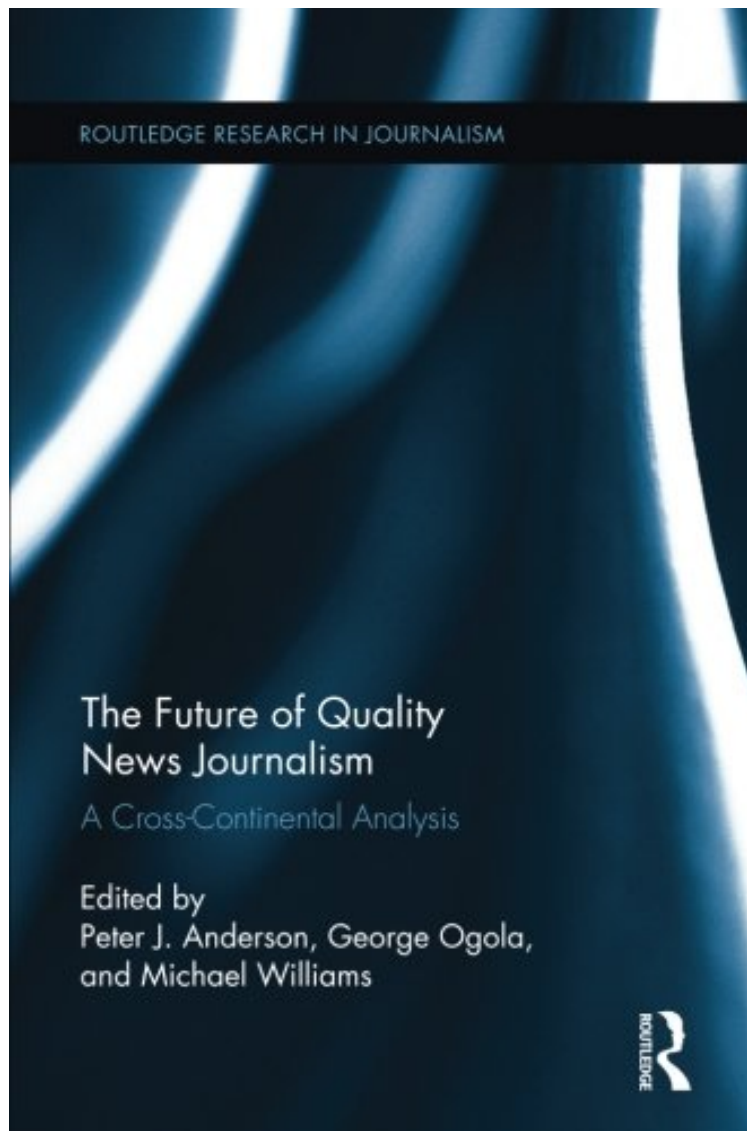


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In the face of the continuously changing challenges of the digital age, it is difficult for quality news journalism to survive on any significant scale if a means for adequately funding it is not available. This new study, a follow-up to 2007's *The Future of Journalism in the Advanced Democracies*, includes a comparative analysis of possible alternative business models that may save the future of the quality news business across the developed, intermediate, and developing worlds. Its detailed evaluation encompasses also the different ways in which wider key issues are affecting the prospects for quality news as a core ingredient of effectively working democracies. It focuses on the United States, the United Kingdom, South Africa, India, Kenya, and selected parts of the Arab World, providing a comprehensive cross-cultural survey of different approaches to addressing these various issues. To keep the study firmly rooted in the "real world" the contributors include distinguished practitioners as well as experienced academics.

"This impressive work of scholarship and analysis spotlights the essential role that quality journalism and news organizations plays in civil society and focuses urgently needed attention on the challenges of sustaining such enterprises." --Eric Freedman, Michigan State University "Much has been written in the trade and online journals about how digital and social media tools have changed the newsgathering and news writing process, but this book highlights how news organizations are dealing with not only this issue but also the issue of the changing business model for print, online and broadcast." --Leigh Wright, Journalism and Mass Communication Educator About the Author Peter J. Anderson is Reader in News Media and Research Coordinator for the Journalism, Media and Communication (JOMEC) School at the University of Central Lancashire, UK. George Ogola is a Senior Lecturer in Journalism at the University of Central Lancashire and writes as a columnist for *Business Daily*, a Nairobi based financial newspaper. Michael Williams is a part-time Senior Lecturer in Journalism at the University of Central Lancashire and a journalist writing for the *Independent*, the *Daily Telegraph*, the *Daily Mail*, and the *New Statesman*.