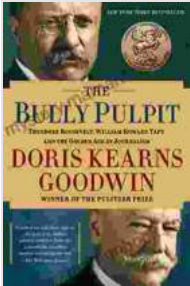


# Theodore Roosevelt, William Howard Taft, and the Golden Age of Journalism



## The Bully Pulpit: Theodore Roosevelt, William Howard Taft, and the Golden Age of Journalism

by Doris Kearns Goodwin

★★★★☆ 4.6 out of 5

Language	: English
File size	: 61861 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 929 pages

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The Gilded Age, which lasted from the 1870s to about 1900, was a period of rapid economic and industrial growth in the United States. It was also a time of great social and political change, as the country struggled to come to terms with its new status as a world power. One of the most important developments of this period was the rise of the mass media, and in particular, the growth of newspapers and magazines.

This new era of journalism, known as the Golden Age of Journalism, was characterized by a number of important trends, including the rise of investigative reporting, the development of new advertising techniques, and the emergence of a new class of professional journalists.

## **The Rise of Investigative Reporting**

One of the most important trends of the Golden Age of Journalism was the rise of investigative reporting. Investigative reporters, such as Ida Tarbell, Lincoln Steffens, and Upton Sinclair, used their skills to expose corruption and wrongdoing in government, business, and society. Their work helped to bring about a number of important reforms, including the passage of the Pure Food and Drug Act and the Meat Inspection Act.

## **The Development of New Advertising Techniques**

Another important trend of the Golden Age of Journalism was the development of new advertising techniques. Advertisers began to use new methods to reach their target audiences, such as using catchy slogans, eye-catching images, and persuasive language. These new techniques helped to make advertising more effective, and they also helped to increase the revenue of newspapers and magazines.

## **The Emergence of a New Class of Professional Journalists**

The Golden Age of Journalism also saw the emergence of a new class of professional journalists. These journalists were trained in the art of reporting and writing, and they were committed to providing accurate and unbiased information to their readers. This new class of journalists helped to raise the standards of journalism, and they played an important role in shaping public opinion.

## **Theodore Roosevelt and William Howard Taft**

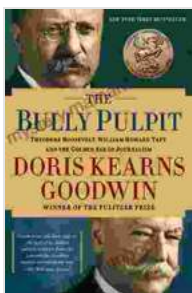
Two of the most important figures of the Golden Age of Journalism were Theodore Roosevelt and William Howard Taft. Roosevelt was president of the United States from 1901 to 1909, and Taft was president from 1909 to

1913. Both presidents were strong supporters of the free press, and they believed that journalists played an important role in a democracy. Roosevelt was particularly outspoken in his support of investigative reporting, and he often used the media to attack his political opponents.

Taft was not as outspoken as Roosevelt in his support of the media, but he also believed that journalists played an important role in a democracy. Taft was particularly interested in the development of new advertising techniques, and he believed that advertising could be used to promote economic growth and prosperity.

## The Legacy of the Golden Age of Journalism

The Golden Age of Journalism was a time of great change and innovation in the field of journalism. The trends that emerged during this period, such as the rise of investigative reporting, the development of new advertising techniques, and the emergence of a new class of professional journalists, continue to shape the way that journalism is practiced today. The legacy of the Golden Age of Journalism is a rich one, and it is one that continues to inspire journalists today.



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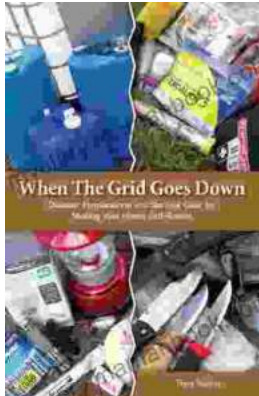
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