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This new book addresses a key issue in current debates around journalistic theory and practice. Drawing on his extensive research and teaching experience in this field, Guy Starkey offers a clearly structured, easily accessible discussion of "balance" in the media, and the difficulties inherent in both achieving and measuring it. Providing an analysis of theoretical issues, an exploration of practical considerations, and a review of methods for assessing journalistic output, it will appeal to students of journalism and media studies.