

Abstract

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**Rethinking Public Service
Journalism**

Kovach and Rosenstiel (2001) in their famous book *The Elements of Journalism* identify in ten points the basic principles of journalism. The first three points are the following: Journalism's first obligation is to the truth, its first loyalty is to citizens and its essence is a discipline of verification. They highlight the key importance of independence and they put out that it must hold the politically and economically powerful accountable. Interestingly they don't say that journalism must be neutral and impartial. In the recent years we experienced a re-emerging role of journalism, what's first obligation is to the untruth, its first loyalty is to the political power and its essence is a discipline of disinformation and lie. The classic noble idea about the role of journalism is undermined, many people ridicules the watchdog-journalism stating that there is no journalism without political or economic interests, every journalist is a political activist. This is a new challenge what has to be debated on the basis of public service journalism, and needs old and new tactics and strategies