

Contents

<i>List of tables and figures</i>	vii
<i>List of contributors</i>	viii
<i>Acknowledgements</i>	xi
<i>Introduction</i>	1
Part I Media reporting of social work	
1 Media reporting of social work: a framework for analysis Bob Franklin and Nigel Parton	7
Part II Journalists, broadcasters and public images of social work	
2 The professional press: social work talking to itself Terry Philpot	55
3 Reporting social work: a view from the newsroom Anne Fry	63
4 Social work: 'image' and images on television David Perrin	76
5 Do-gooders on display: social work, public attitudes and the mass media Peter Golding	88
Part III Social work under scrutiny	
6 A receptacle for public anger Martin Ruddock	107
7 Social work and the media: pitfalls and possibilities Valerie Howarth	116

vi *Contents*

8	Hidden agendas and moral messages: social workers and the press Louis Blom-Cooper	129
9	Press reporting of Kincora Marie Smyth	138
Part IV Remedies and strategies: improving the public image		
10	Promoting positive images of people with learning difficulties: problems and strategies Steve Dowson	157
11	Growing old in the eyes of the media Tim Dant and Malcolm Johnson	169
12	Running a campaign: appropriate strategies for changing times Tom White	183
13	Speaking up: community action and the media John Callaghan	197
14	Public relations and social services: a view from the statutory sector Lynne Walder	208
15	The social work profession and professional public relations Sally Arkley and David Jones	218
	<i>References</i>	227
	<i>Index</i>	237