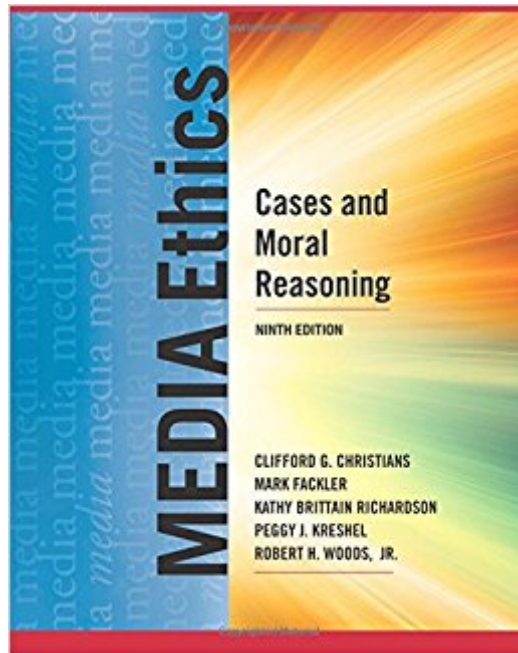




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Media Ethics: Cases And Moral Reasoning



Synopsis

Media Ethics: Cases and Moral Reasoning, Ninth Edition challenges students to think analytically about ethical situations in mass communication by using original case studies and commentaries about real-life media experiences. This market-leading text facilitates and enhances students' ethical awareness by providing a comprehensive introduction to the theoretical principles of ethical philosophies. Media Ethics introduces the Potter Box (which uses four dimensions of moral analysis: definitions, values, principles and loyalties) to provide a framework for exploring the important steps in moral reasoning and analyzing the cases that follow. Focusing on a wide spectrum of ethical issues facing media practitioners, the cases in this new Ninth Edition include the most recent issues in journalism, broadcasting, advertising, public relations and entertainment.

Book Information

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Average Customer Review: 4.1 out of 5 stars 15 customer reviews

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Customer Reviews

Clifford G. Christians, University of Illinois
Mark Fackler, Calvin College
Kathy Brittain Richardson, Berry College
Peggy J. Kreshel, University of Georgia
Robert H. Woods

I bought this for a college class and I have no complaints. It arrived on time and there were no tears, markings, etc.

Bought for class. I liked the cases presented in the book but it was a little light on the ethical schools of thought. I wish it went into more detail on those.

Way more hard-hitting, informative read than expected. Their case studies incorporate the must-know with more risky content than expected.

This was a very interesting case. This textbook was full of examples, although I have to admit, I was puzzled with the way the courts ruled on some of these cases. I wouldn't have agreed.

I had to buy this for my college class...

Good quality

Good book with interesting topics and true stories. Easy read and informative. I used this book for a course and passed.

pretty new

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