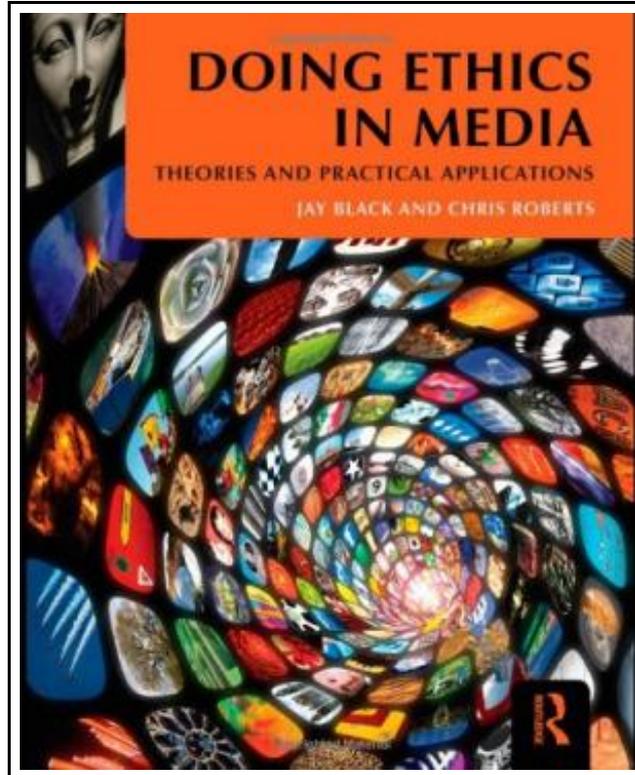


Doing Ethics in Media



Filesize: 5.65 MB

Reviews

Extensive manual! Its such a great read. It really is loaded with knowledge and wisdom You wont really feel monotony at at any time of your time (that's what catalogs are for regarding if you ask me).

(Myrl Hintz)

DOING ETHICS IN MEDIA



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Taylor & Francis Ltd. Mrz 2011, 2011. Taschenbuch. Book Condition: Neu. 234x189x32 mm. Neuware - Providing an accessible examination of ethics, *Doing Ethics in Media* introduces students to ethical theory and provides a grounded discussion of ethics in the context of today's media outlets. Emphasizing the understanding of ethics, the text will help readers 'do ethics' expeditiously, honestly, and efficiently when they enter the workplace and need to make critical ethical decisions on deadline. The text is organized around six decision-making questions, and cases demonstrate the application of these questions to real-world scenarios. Each chapter focuses on a specific ethical theory or issue, with a thorough discussion of the key points accompanied by practical applications, demonstrated through references to classic and contemporary issues in media. Student voices are heard throughout the book, illustrating how they have grappled with and applied the concepts in their own worlds and in the media. Distinctive features include: a new approach to ethical decision making through the '5W's and H' questions that serve as the book's framework discussions and case studies aimed at five media disciplines: journalism, new media, advertising, public relations, and entertainment. Cases engage students at early stages of their careers, and consider that most students will change careers several times comprehensive materials on classic moral theory and current issues such as truth telling and deception, values, persuasion and propaganda, privacy, diversity, loyalty, moral development, and codes of ethics user-friendly approach throughout the book challenges students to think for themselves rather than imposing answers on them connects the model or theory to every decision-making challenge (44 cases and dozens of practical applications) a Companion Website with ancillary materials for students and for instructors (including a test bank and instructor's manual). This text has been written for undergraduates and graduate students studying media ethics...



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