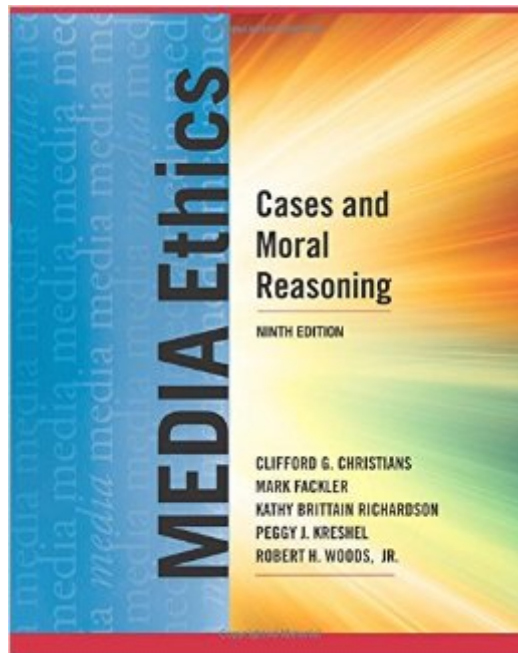


The book was found

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 starsÂ Â See all reviewsÂ (12 customer reviews)

Best Sellers Rank: #83,244 in Books (See Top 100 in Books) #44 inÂ Books > Textbooks >

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Customer Reviews

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.

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

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

I had a hard time getting through this book for my college class. In fact, I withdrew from the class

and will be starting over in September. I kept finding myself thinking that I could have written the information better with easier understanding. I also found that this used book for \$60 was way over priced for the size (under 300 pages).

Good quality

Very helpful

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