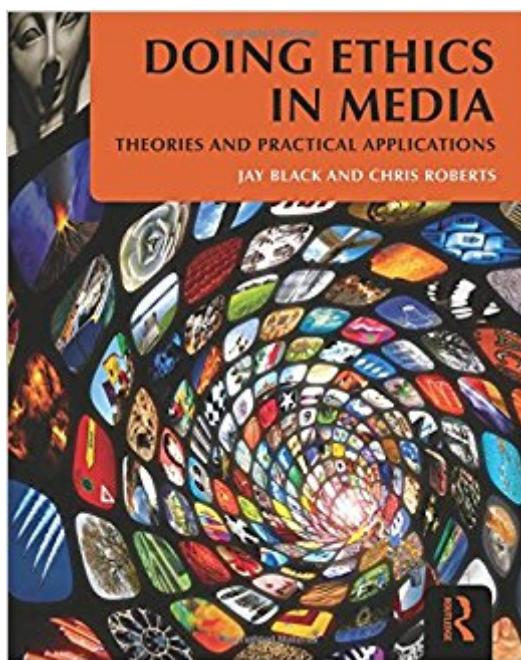


The book was found

Doing Ethics In Media: Theories And Practical Applications



Synopsis

Doing Ethics in Media: Theories and Practical Applications is an accessible, comprehensive introduction to media ethics. Its theoretical framework and grounded discussions engage students to think clearly and systematically about dilemmas in the rapidly changing media environment. The 13-chapter text is organized around six decision-making questions—• the "5Ws and H" of media ethics. The questions encourage students to articulate the issues; apply codes, policies or laws; consider the needs of stakeholders; sift and sort through conflicting values; integrate philosophic principles; and pose a "test of publicity." Specifically, the questions ask: • What's your problem? • Why not follow the rules? • Who wins, who loses? • What's it worth? • Who's whispering in your ear? • How's your decision going to look? As they progress through the text, students are encouraged to resolve dozens of practical applications and increasingly complex case studies relating to journalism, new media, advertising, public relations, and entertainment. Other distinctive features include: • Comprehensive materials on classic moral theory and current issues such as truth telling and deception, values, persuasion and propaganda, privacy, diversity, and loyalty. • A user-friendly approach that challenges students to think for themselves rather than imposing answers on them. • Consistent connections between theories and the decision-making challenges posed in the practical applications and case studies. • A companion website with online resources for students, including additional readings and chapter overviews, as well as instructor materials with a test bank, instructor's manual, sample syllabi and more. www.routledge.com/textbooks/black • A second website with continuously updated examples, case studies, and student writing • www.doingmediaethics.com. Doing Ethics in Media is aimed at undergraduates and graduate students studying media ethics in mass media, journalism, and media studies. It also serves students in rhetoric, popular culture, communication studies, and interdisciplinary social sciences.

Book Information

Paperback: 456 pages

Publisher: Routledge (March 9, 2011)

Language: English

ISBN-10: 0415881544

ISBN-13: 978-0415881548

Product Dimensions: 7.4 x 1 x 9.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #59,575 in Books (See Top 100 in Books) #64 in Books > Textbooks > Business & Finance > Business Ethics #133 in Books > Business & Money > Business Culture > Ethics #2829 in Books > Business & Money > Management & Leadership

Customer Reviews

Jay Black is Poynter Jamison Chair in Media Ethics, Emeritus, at the University of South Florida St. Petersburg. He is founding co-editor of the Journal of Mass Media Ethics and has authored or edited ten volumes. He was named co-winner of the first Freedom Forum Journalism Teacher of the Year award in 1997. Chris Roberts is an assistant professor at the University of Alabama. He started his media career working for newspapers and radio stations in his hometown of Anniston, Alabama, before becoming a full-time reporter and editor for newspapers in Birmingham, Ala., and Columbia, S.C.

The only reason I haven't given this book a 5-star rating is because I haven't finished the course for which I'm using it. I can say this about it, though: First of all, the physical quality of the book is great. The cover has a welcoming visual and tactile feel to it, and the pages are clearly made of durable paper. I plan on keeping this book when the course is over. The book's content will certainly prove applicable outside of the classroom. This book is obviously a resource that will be useful no matter what corner of the media industry I end up in. Doing Ethics in Media is a subject matter that traverses many disciplines and several industries. The book's authors are well-spoken, well-written and credible--both having amassed decades in industry and life experience. Additionally, the supplemental online multimedia materials, which are free, have also already helped add to my grasp of course content. I look forward to using this book in the future--both in class and in my career.

For some reason, a few pages in the pp. 300-305 range were ripped out. Fortunately, this didn't interfere with my work for the class I used the book for.

I was privileged to have the author as the professor! Great textbook to prepare for Journalism!

[Download to continue reading...](#)

Doing Ethics in Media: Theories and Practical Applications Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Sport Beyond Television: The Internet, Digital

Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Nursing Theories and Nursing Practice (Parker, Nursing Theories and Nursing Practice) Philosophies And Theories For Advanced Nursing Practice (Butts, Philosophies and Theories for Advanced Nursing Practice) Five Nights at Freddy's - The Theories Collection: Learn all of the secrets of Freddy Fazbear's Pizza, with dozens of theories and notes from FNAF experts! Gauge Theories in Particle Physics, Vol. 2: Non-Abelian Gauge Theories: QCD and the Electroweak Theory (Volume 1) Theories of Personality (PSY 235 Theories of Personality) Personality Theories Workbook (PSY 235 Theories of Personality) Middle Range Theories: Application to Nursing Research (Peterson, Middle Range Theories) Doing Christian Ethics from the Margins: 2nd Edition Revised and Expanded Doing Ethics: Moral Reasoning and Contemporary Issues (Fourth Edition) Doing Ethics: Moral Reasoning and Contemporary Issues Beyond Bumper Sticker Ethics: An Introduction to Theories of Right and Wrong Doing Cultural Studies: The Story of the Sony Walkman (Culture, Media and Identities series) Girl Zines: Making Media, Doing Feminism Victimology: Theories and Applications

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)