

1. Record Nr.	UNINA9910450755603321
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Titolo	The moral media : how journalists reason about ethics // Lee Wilkins, Renita Coleman
Pubbl/distr/stampa	Mahwah, N.J., : Lawrence Erlbaum Associates, 2005
ISBN	1-135-62666-9 1-282-32615-5 9781410612104 9786612326158 1-4106-1210-4
Descrizione fisica	1 online resource (146 p.)
Collana	LEA's communication series
Altri autori (Persone)	ColemanRenita
Disciplina	174/.90704
Soggetti	Journalistic ethics Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 149-157) and indexes.
Nota di contenuto	Contents; Preface; PART I: UNDERSTANDING JOURNALISTS' RESPONSES TO MORAL QUESTIONS; PART II: THE STRUGGLE TO THINK DEEPLY-PICTURES, DECEPTION, AND PERSUASION; PART III: IMPLICATIONS FOR TEACHERS, SCHOLARS, AND PROFESSIONALS; Appendix; References; Author Index; Subject Index
Sommario/riassunto	The Moral Media provides readers with preliminary answers to questions about ethical thinking in a professional environment. Representing one of the first publications of journalists' and advertising practitioners' response to the Defining Issues Test (DIT), this book compares thinking about ethics by these two groups with the thinking of other professionals. This text is divided into three parts: *Part I includes chapters that explain the DIT and place it within the larger history of three fields: psychology, philosophy, and mass communication. It also provides both a statist