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| Sommario/riassunto | 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 |