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	Autore	Black Jay.
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introduce models such as the Potter Box, but don't necessarily utilize the models systematically in case studies.) - Comprehensive materials on classic moral theory and current issues such as truth telling and deception, values, persuasion and propaganda, privacy, diversity, loyalty, moral development, codes of ethics, etc. - Each chapter includes theories and practical applications for five mass media disciplines. (Other books have specific chapters on specific media types, which can be limiting in some classroom situations.) - 44 case studies written specifically for the book, including several that allow students to take a different look at the same set of facts through different media occupations (such as PR vs. news vs. online media). "--