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Nota di contenuto	Introduction : An ethics of engagement / Elspeth Probyn & Catharine Lumby -- Real appeal : the ethics of reality TV / Catharine Lumby -- Arguing about ethics / Duncan Ivison -- 'Their own media in their own language' / John Hartley -- Beyond the disconnect : practical ethics / interview with Maxine McKew -- A viable ethics : journalists and the 'ethnic question' / Ghassan Hage -- Ethics, entertainment and the tabloid : the case of talkback radio in Australia / Graeme Turner -- Money versus ethics : interview with Mike Carlton -- Eating into ethics : passion, food and journalism / Elspeth Probyn -- Beyond food porn / interview with Cherry Ripe -- Ethics impossible? Advertising and the infomercial / Anne Dunn -- Pitching to the 'tribes' : new ad techniques / interview with Jim Moser -- Diary of a webdiarist : ethics goes online / Margo Kingston -- Control-SHIFT : censorship and the Internet / Kate Crawford -- Representing the asylum seekers / interview with Linda Jaivin -- The ethics of porn on the Net / Kath Albury -- Ethics and sex

/ interview with Fiona Patten -- Grassroots ethics : the case of Souths versus News Corporation / Michael Moller -- Great pretenders : ethics and the rise of pranksterism / Milissa Deitz -- The limits of satire / interview with John Safran.

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## Sommario/riassunto

This book examines the ethical challenges posed by new media formats, technologies and audiences. It considers how these emerging genres and technologies work, how they are reshaping the public sphere, and how the connections between product and viewer, and producer and media consumer, are being changed by new shows and formats. It includes lively chapters from a range of prominent media commentators and practitioners on a diverse range of issues, including reality TV, on-line media, the cash for comment scandal and emerging philosophical approaches to new media ethics. With so much interest in contemporary media forms, and so many heated debates about media ethics, this book will be a must for journalists, media practitioners, watchers and students.

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