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Nota di contenuto	Front Cover; Controversies in Media Ethics; Copyright Page; Contents in Brief; Contents; Preface; Acknowledgements; About the Authors; Part 1: The Basics; Overview: Theoretical Foundations for Media Ethics (John C. Merrill); 1. Ethics and Freedom: Mass Media Accountability; A. Freedom of expression in news, entertainment or persuasive communication must be zealously defended regardless of whether it is exercised ethically. (A. David Gordon) B. Freedom of expression cannot be allowed to become an excuse for irresponsible media conduct-in news, entertainment, public relations or advertising. (Julianne H. Newton)Commentary (Merrill); 2. Individual Values, Social Pressures, and Conflicting Loyalties; A. Stick to your personal values in making ethical decisions, despite the various pressures that you encounter in the workplace, such as those from media owners, government or advertisers. (John Michael Kittross) B. Sticking to your personal values is a worthy but unattainable ideal, in view of the social, economic, and political forces that often run counter to individuals' ethics. (Gordon)Commentary (Merrill); Reflections: Taking Aristotle to Work-Practical and Moral Values (John A.

Armstrong); Part 2: Roles and Pressures; 3. Gatekeepers and Manipulators: Truth, Fairness, and Accuracy; A. Mass media are inevitable targets for those seeking to manipulate how content is presented, but truth and the need for exposure to new ideas remain as key principles. (Gordon)

B. Social values of mass communication require practices reflecting ethical considerations extending beyond truth to include both fairness and accuracy. (Kittross)Commentary (Merrill); 4. The Ethics of "Correctness" and "Inclusiveness"; A. Mass media must make special efforts to deal with race, gender, culture, and ethnicity in their personnel, news, advertising, and entertainment functions. (Gordon); B. No special efforts are required on the part of the mass media to deal "correctly" with race, gender, sexual orientation, culture, religion, age, and ethnicity. (Kittross)

Commentary (Merrill)5. Codes of Ethics; A. Codes of ethics are useful and necessary, both for the news media and in public relations and advertising, because these codes benefit society. (Gordon); B. Ethics codes are too general to apply to many real situations, too black-and-white, and too idealistic in the cases of public relations and advertising. (Michael Dorsher); Commentary (Merrill); Tools for Ethical Decision-Making (William A. Babcock, Gordon, and Kittross); Part 3: Overarching Problems; 6. New Technologies and Techniques: New Ethics? A. An interactive network, to which anyone can contribute and in which information is exchanged rather than simply delivered, creates ethical issues that go beyond those faced by professionals working in traditional media environments. (Jane B. Singer)

Sommario/riassunto

"Controversies in Media Ethics offers students, instructors and professionals multiple perspectives on media ethics issues presenting vast "gray areas" and few, if any, easy answers. This third edition includes a wide range of subjects, and demonstrates a willingness to tackle the problems raised by new technologies, new media, new politics and new economics. The core of the text is formed by 14 chapters, each of which deals with a particular problem or likelihood of ethical dilemma, presented as different points of view on the topic in question, as argued by two or more contributing authors. The 15th chapter is a collection of "mini-chapters," allowing students to discern first-hand how to deal with ethical problems. "--
