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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