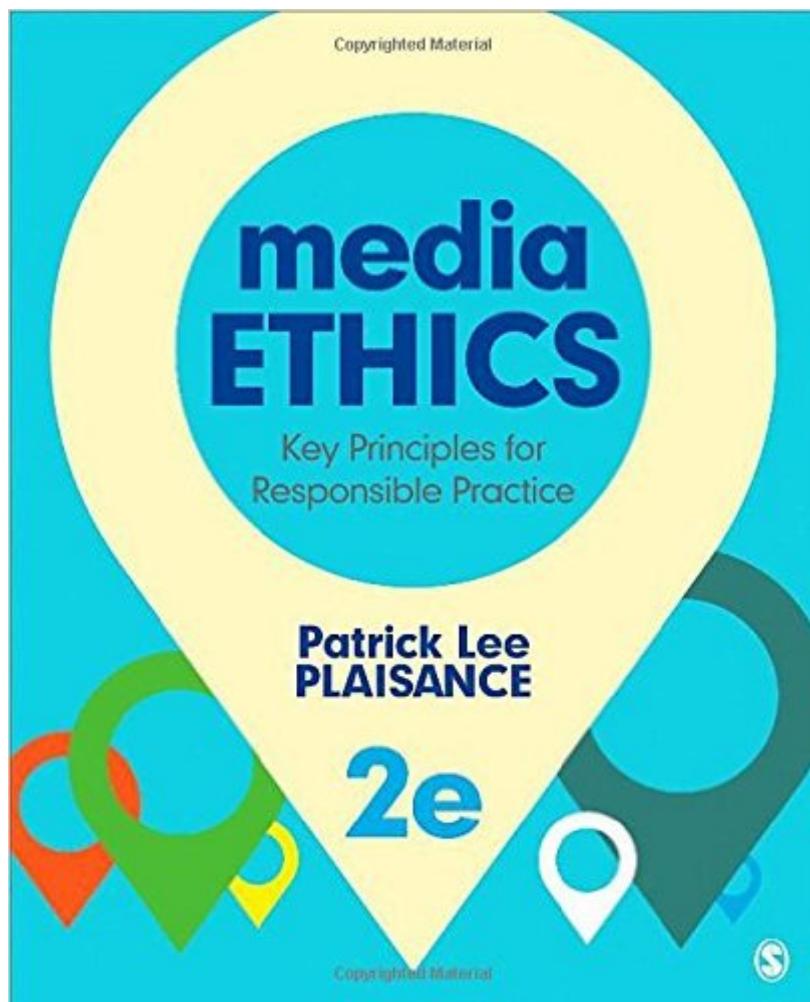


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# Media Ethics: Key Principles For Responsible Practice



## **Synopsis**

Media Ethics: Key Principles for Responsible Practice makes ethics accessible and applicable to media practice, and explains key ethical principles and their application in print and broadcast journalism, public relations, advertising, marketing, and digital media. Unlike application-oriented casebooks, this text sets forth the philosophical underpinnings of key principles and explains how each should guide responsible media behavior. Author Patrick Lee Plaisance synthesizes classical and contemporary ethics in an accessible way to help students ask the right questions and develop their critical reasoning skills, as both media consumers and media professionals of the future. The Second Edition includes new examples and case studies, expanded coverage of digital media, and two new chapters that distinguish the three major frameworks of media ethics and explore the discipline across new media platforms, including blogs, new forms of digital journalism, and social networking sites.

## **Book Information**

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## **Customer Reviews**

I needed this textbook on very short notice for a class, so I decided to order the ebook version as a rental to make it through the 8 week course. I am really glad that I was able to change the length of the rental on this so I didn't have to pay for a lot more time that I won't need to use the book.

Another benefit of the textbook in this format is that it is a searchable text, which is amazing for an online class with open book tests. What I don't like about this book is that it isn't completely comprehensive, so we had to order an additional book along with this one to complete the class. It would be nice if this text included case studies and some more comprehensive, longer explanations

of the topics so the book could be used as a single text in the class. Overall, I think the book is well-written and organized to be useful for the class. It does a good job of presenting the information in an understandable way, and the ebook formatting is really convenient and well done. I would definitely recommend the ebook version to anyone who needs this book.

This book helped me pass my Media Ethics class as the professor was on point when he said read the book and you will pass. The verbiage is pretty easy to understand with very relatable examples all throughout the book.

This professor is a joke, took his class at CSU and 8 people in my class alone submitted formal complaints about this man. This is not a college level book in my opinion.

Came in good condition

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