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Contemporary Media Ethics: A Practical Guide for Students, Scholars and Professionals, 2nd Ed.

Mitchell Land, Koji Fuse and Bill W. Hornaday

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Media decision makers in the West usually confront complex ethical dilemmas from a utilitarian perspective, which means they make decisions based upon the greatest good for the greatest number. Although the utilitarian approach has many strengths, critics point out that the final arbiter of what is best for the community falls upon the individual communicator, who is not always in a good position to make such a determination. This book, the second edition of Contemporary Media Ethics, continues to follow the Point-of-Decision Pyramid Model introduced in the first edition. But it substitutes communitarianism in most of the analyses with non-utilitarian approaches used around the world, making this one of the most unique mass media ethics books on the market.

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