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Media Ethics: Cases and Moral Reasoning

Clifford G. Christians, Mark Fackler, Kathy Brittain Richardson, Peggy Kreshel, Robert H. Woods

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Media Ethics: Cases and Moral Reasoning, Tenth Edition challenges readers to think analytically about ethical situations in mass communication by using original case studies and commentaries about real-life media experiences. This text facilitates and enhances ethical awareness by providing a comprehensive introduction to the theoretical principles of ethical philosophies. *Media Ethics* introduces the Potter Box (which uses four dimensions of moral analysis: definitions, values, principles and loyalties) to provide a framework for exploring the important steps in moral reasoning and analyzing the cases that follow. Focusing on a wide spectrum of ethical issues facing media practitioners, the cases in this Tenth Edition include the most recent issues in journalism, broadcasting, advertising, public relations and entertainment.

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