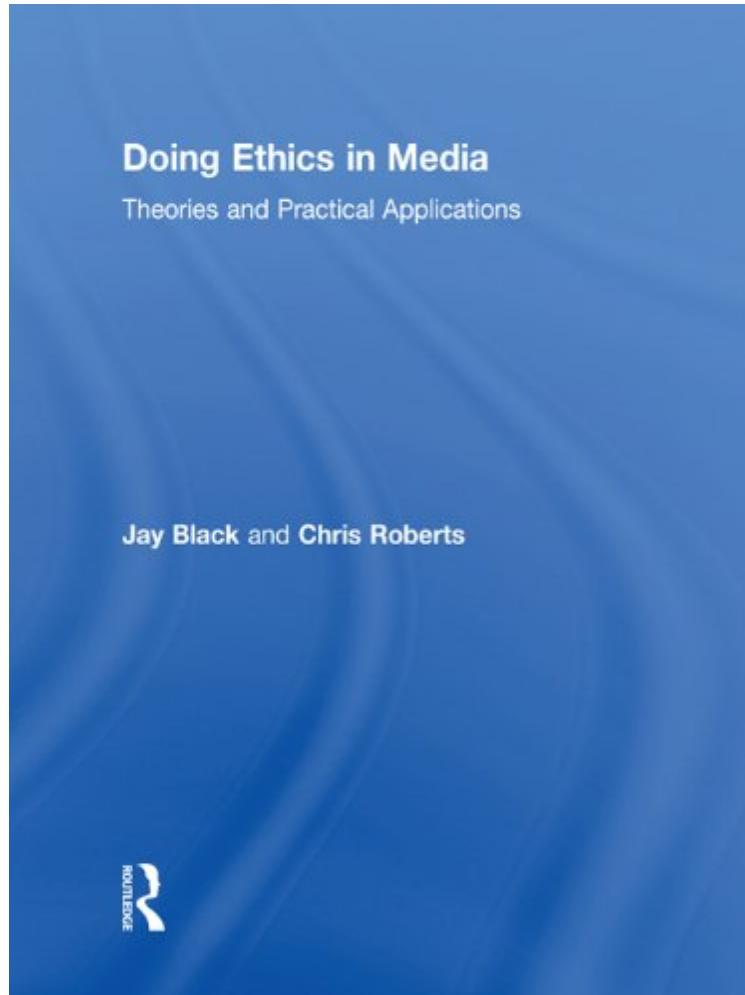


Doing Ethics in Media: Theories and Practical Applications

Jay Black, Chris Roberts

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The only reason I haven't given this book a 5-star rating is because I haven't finished the course for which I'm using it. I can say this about it, though: First of all, the physical quality of the book is great. The cover has a welcoming visual and tactile feel to it, and the pages are clearly made of durable paper. I plan on keeping this book when the course is over. The book's content will certainly prove applicable outside of the classroom. This book is obviously a resource that will be useful no matter what corner of the media industry I end up in. Doing Ethics in Media is a subject matter that traverses many disciplines and several industries. The book's authors are well-spoken, well-written and credible--both having amassed decades in industry and life experience. Additionally, the supplemental online multimedia materials, which are free, have also

already helped add to my grasp of course content. I look forward to using this book in the future--both in class and in my career. 0 of 1 people found the following review helpful. Fortunately, this didn't interfere with my work for the ...By SeanFor some reason, a few pages in the pp. 300-305 range were ripped out. Fortunately, this didn't interfere with my work for the class I used the book for. 0 of 1 people found the following review helpful. A MUST for Journalism Majors. By CondeMattI was privileged to have the author as the professor! Great textbook to prepare for Journalism!

Doing Ethics in Media: Theories and Practical Applications is an accessible, comprehensive introduction to media ethics. Its theoretical framework and grounded discussions engage students to think clearly and systematically about dilemmas in the rapidly changing media environment. The 13-chapter text is organized around six decision-making questions; the "5Ws and H" of media ethics. The questions encourage students to articulate the issues; apply codes, policies or laws; consider the needs of stakeholders; sift and sort through conflicting values; integrate philosophic principles; and pose a "test of publicity." Specifically, the questions ask: "What's your problem?" "Why not follow the rules?" "Who wins, who loses?" "What's it worth?" "Whose whispering in your ear?" "How's your decision going to look?" As they progress through the text, students are encouraged to resolve dozens of practical applications and increasingly complex case studies relating to journalism, new media, advertising, public relations, and entertainment. Other distinctive features include: Comprehensive materials on classic moral theory and current issues such as truth telling and deception, values, persuasion and propaganda, privacy, diversity, and loyalty. A user-friendly approach that challenges students to think for themselves rather than imposing answers on them. Consistent connections between theories and the decision-making challenges posed in the practical applications and case studies. A companion website with online resources for students, including additional readings and chapter overviews, as well as instructor materials with a test bank, instructor's manual, sample syllabi and more. www.routledge.com/textbooks/black A second website with continuously updated examples, case studies, and student writing www.doingmediaethics.com. Doing Ethics in Media is aimed at undergraduates and graduate students studying media ethics in mass media, journalism, and media studies. It also serves students in rhetoric, popular culture, communication studies, and interdisciplinary social sciences.

About the Author Jay Black is Poynter Jamison Chair in Media Ethics, Emeritus, at the University of South Florida St. Petersburg. He is founding co-editor of the Journal of Mass Media Ethics and has authored or edited ten volumes. He was named co-winner of the first Freedom Forum Journalism Teacher of the Year award in 1997. Chris Roberts is an assistant professor at the University of Alabama. He started his media career working for newspapers and radio stations in his hometown of Anniston, Alabama, before becoming a full-time reporter and editor for newspapers in Birmingham, Ala., and Columbia, S.C.