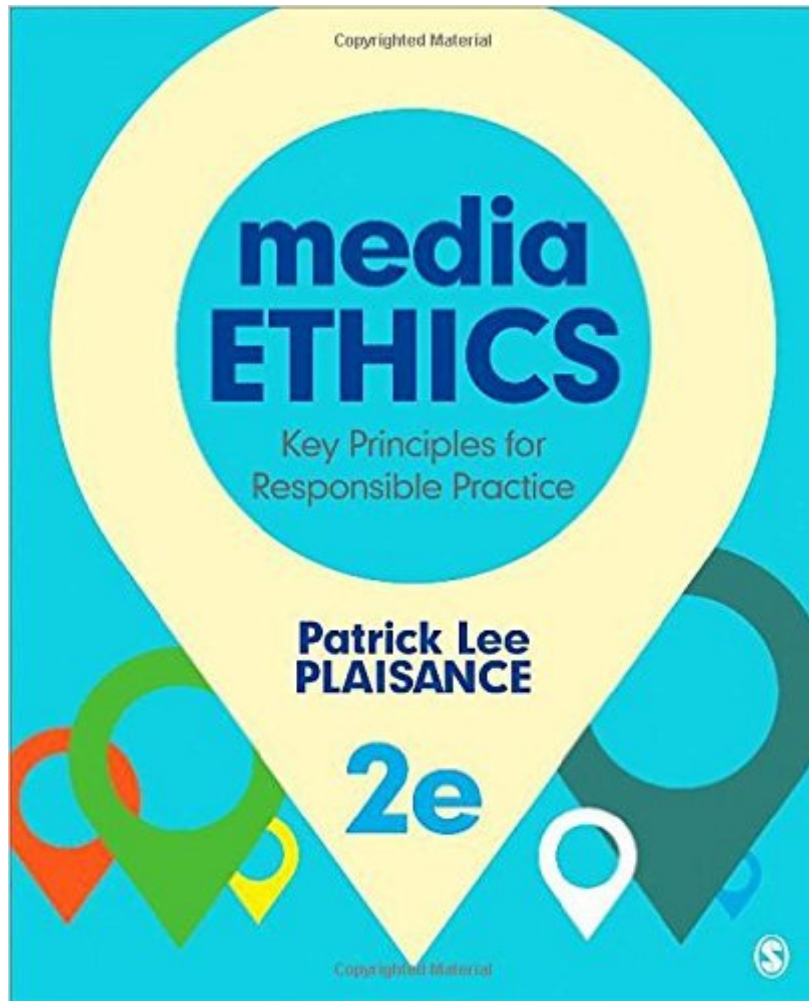


The book was found

# 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

Paperback: 288 pages

Publisher: SAGE Publications, Inc; 2 edition (November 13, 2013)

Language: English

ISBN-10: 1452258082

ISBN-13: 978-1452258089

Product Dimensions: 0.5 x 7.4 x 9.1 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 3.2 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #396,683 in Books (See Top 100 in Books) #98 in [Books > Law > Ethics & Professional Responsibility](#) #181 in [Books > Textbooks > Communication & Journalism > Journalism](#) #328 in [Books > Textbooks > Reference > Encyclopedias](#)

## 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

[Download to continue reading...](#)

Media Ethics: Key Principles for Responsible Practice Key West D.O.A.: A Jack Marsh Briar Malone Key West Action Thriller (Key West Action Thriller Series Book 6) The Social Investment Almanac: A Comprehensive Guide to Socially Responsible Investing. Ethical Porn for Dicks: A Man's Guide to Responsible Viewing Pleasure Positive Discipline for Preschoolers: 10 Tips on Making Your Child Responsible and Confident (Positive Discipline, Positive Discipline for Preschoolers, Positive Discipline In The Classroom) Scientific Integrity: Text and Cases in Responsible Conduct of Research University Ethics: How Colleges Can Build and Benefit from a Culture of Ethics Case Studies In Nursing Ethics (Fry, Case Studies in Nursing Ethics) Concise Guide To Paralegal Ethics, (with Aspen Video Series: Lessons in Ethics), Fourth Edition (Aspen College Series) Natural and Divine Law: Reclaiming the Tradition for Christian Ethics (Saint Paul University Series in Ethics) Biomedical Ethics for Engineers: Ethics and Decision Making in Biomedical and Biosystem Engineering (Biomedical Engineering Series) Business Ethics in Jewish Law: With a Concluding Section on Jewish Business Ethics in Contemporary Society Chestnut's Obstetric Anesthesia: Principles and Practice: Expert Consult - Online and Print, 5e (Chestnut, Chestnut's Obstetric Anesthesia: Principles and Practice) Colposcopy: Principles and Practice, Text with DVD, 2e (Apgar, Colposcopy: Principles and Practice) Cardiopulmonary Bypass: Principles and Practice (Gravlee, Cardiopulmonary Bypass: Principles and Practice) ASTNA Patient Transport: Principles and Practice (Air & Surface Patient Transport: Principles and Practice) Principles and Practice of Psychiatric Nursing, 10e (Principles and Practice of Psychiatric Nursing (Stuart)) Expertise in

Nursing Practice, Second Edition: Caring, Clinical Judgment, and Ethics (Benner, Expertise in Nursing Practice) Pass Key to the NEW SAT, 10th Edition (Barron's Pass Key to the Sat) Florida Keys Paddling Guide: From Key Largo to Key West

[Dmca](#)