



Media Ethics: Key Principles for Responsible Practice

Patrick L. Plaisance

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Making ethics accessible and applicable to media practice, *Media Ethics: Key Principles for Responsible Practice* explains key ethical principles and their application in print and broadcast journalism, public relations, advertising, and media-based marketing. Unlike application-oriented case books, this text sets forth the philosophical underpinnings of key principles and explains how each should guide responsible media behavior. It avoids moralizing and instead emphasizes the deliberative nature of ethics, inviting students to grapple with ethical dilemmas on their own and presenting ethical theory in a way designed to enrich classroom discussion. 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, both as media consumers and media professionals of the future.

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