



Media Ethics: Cases and Moral Reasoning (8th Edition)

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

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Media Ethics uses original case studies and commentaries about actual media experiences to impel readers to think analytically about ethical situations in mass communication. Aiming to facilitate and enhance readers' ethical awareness, this market-leading text provides 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 uncovering the important steps in moral reasoning for analyzing the cases that follow. Focusing on a wide spectrum of ethical issues facing media practitioners, the cases in this Eighth Edition include issues in journalism, broadcasting, advertising, public relations and entertainment.

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