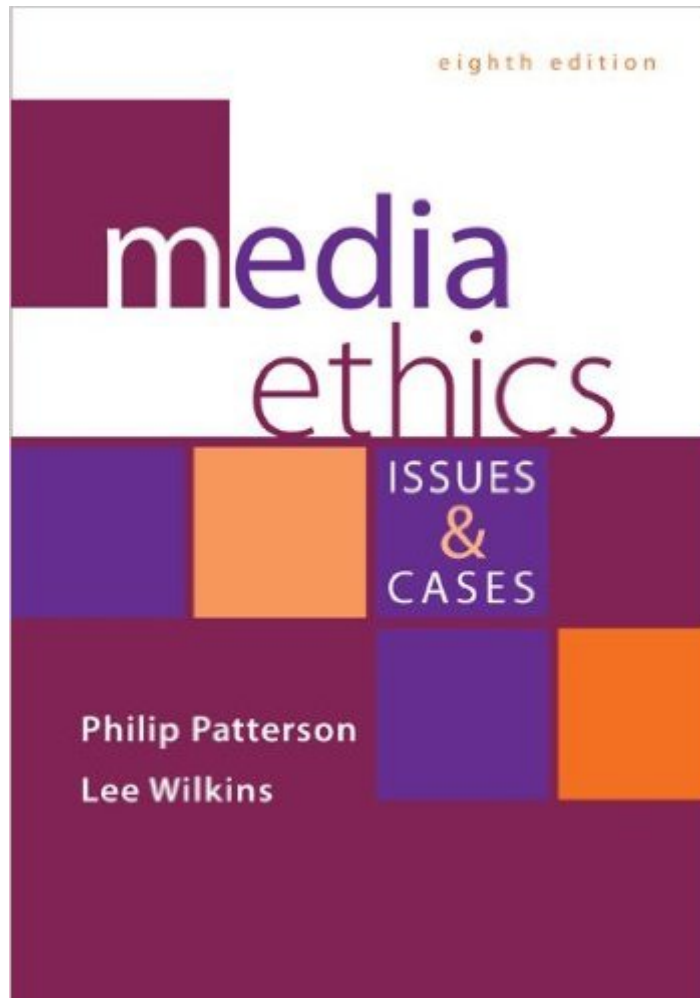


The book was found

Media Ethics: Issues And Cases



Synopsis

Media Ethics is a diverse, classroom tested compilation of 60 diverse cases that will help students prepare for the ethical situations they will confront in their media careers. Ninety percent of the cases are based on actual events, and authors from many institutions and media outlets contributed both real-life and hypothetical cases. There is a strong focus on ethical theory and practice throughout the book, which works well as both a main text in a media ethics course, and in an "across the curriculum" approach in other media courses.

Book Information

Paperback: 336 pages

Publisher: McGraw-Hill Education; 8 edition (March 8, 2013)

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Product Dimensions: 6.4 x 0.5 x 9.2 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â Â See all reviews Â (22 customer reviews)

Best Sellers Rank: #14,323 in Books (See Top 100 in Books) #5 in Â Books > Textbooks >

Communication & Journalism > Journalism #15 in Â Books > Textbooks > Humanities > Philosophy

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Customer Reviews

Used for a media ethics course (go figure, right?).Real world examples that a 23-year old could relate to. Exercises and questions with each case study provided deeper insight into ethics as a whole. Book did a good job at sequencing such that case studies seemed to build off or at least seem thematically related to each other.

Great for media ethics training. We had this as our textbook last term and I liked it a lot. There were some copy editing and spelling errors here and there (ie Who's Facebook is it, anyway?") , so a good editor needs to go over this next time it's printed. And it was tough to find the online-only stories. Re-do the web site for this book. Otherwise, a good read and it kept the attention of a pretty restive group of students.

I purchased this required text for a university class I am enrolled in. So, far I have only seen one or two statements within it that I question. Overall, it seems to be a thorough discuss of ethics and media, however.

This was required reading for a communications ethics class. It read well and was even fairly interesting, which is something a lot of textbooks can't claim. The case studies at the end of each chapter had a lot of variety. All in all, this isn't something I'd read for general interest, but it didn't put me to sleep like many other textbooks have.

We used this book in my Media Ethics class, HIGHLY recommend this for EVERYONE! Not just for media personal, but for anyone who seeks to understand how morals and ethics play a HUGE role in everyday life.

I have to say that this book is awful. Trying to read an entire chapter is just painful. Some sentences go on for way too long. (Run-on sentences? Really?) There are spelling errors. For the price, this book is garbage. A lot of this information is common sense and the few bits of useful knowledge can be found online easily.

Lots of interesting cases to read over and a lot to learn about. The book was a little scuffed up, but I knew that's what I was getting.

This book contains practical uses and examples that are applicable information in professional arenas, especially in the field of PR.

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