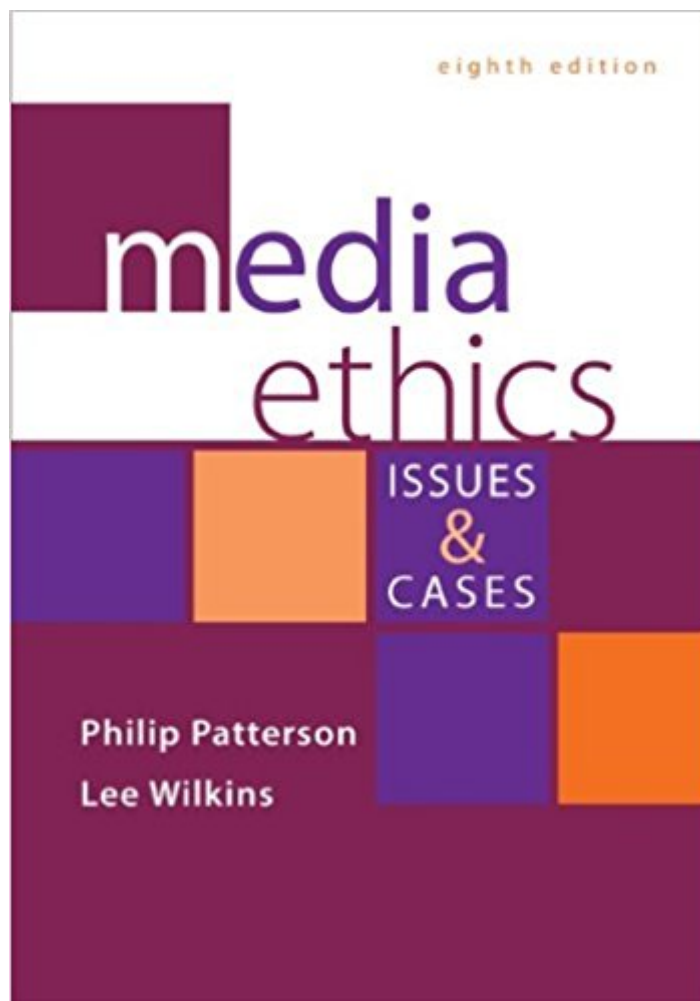


The book was found

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)

Language: English

ISBN-10: 007352624X

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Product Dimensions: 6.5 x 0.5 x 9.1 inches

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

Average Customer Review: 4.2 out of 5 stars 27 customer reviews

Best Sellers Rank: #13,157 in Books (See Top 100 in Books) #12 in Books > Textbooks > Communication & Journalism > Journalism #32 in Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction #42 in Books > Textbooks > Humanities > Philosophy > Ethics

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.

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.

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.

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

Item was as described

This was an alright book. I needed it for class. It was one of those books that was trying to get the reader to enjoy it to much. It's a textbook so kinda annoying

Very helpful, everything I needed for the class was in the book!

product as described and shipped quickly

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