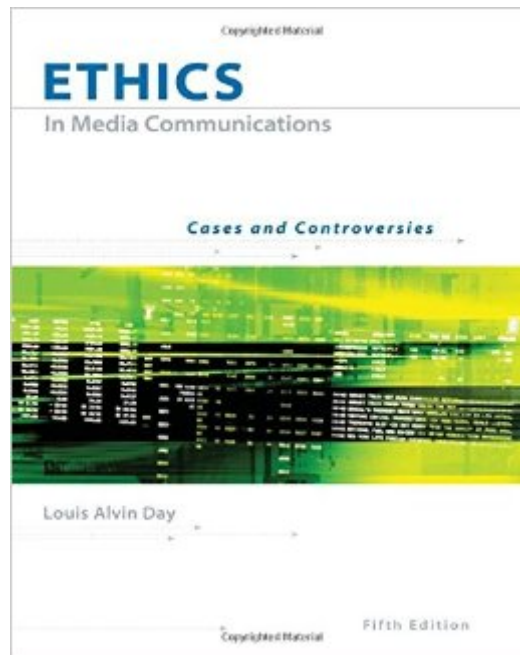


The book was found

Ethics In Media Communications: Cases And Controversies (with InfoTrac)



Synopsis

Have you ever wondered exactly what ethical standards exist in the media? **ETHICS IN MEDIA COMMUNICATIONS: CASES AND CONTROVERSIES** explains it all and shows you that there's a lot more to the story behind the scenes. Whether the issue is censorship, privacy, or accuracy, the media is governed by ethical norms that you need to know. And because it's packed with case studies and review tools, this media ethics textbook is the one that will help out on the test as well.

Book Information

Series: Ethics in Media Communications: Cases and Controversies

Paperback: 504 pages

Publisher: Cengage Learning; 5 edition (March 1, 2005)

Language: English

ISBN-10: 0534637140

ISBN-13: 978-0534637149

Product Dimensions: 7.5 x 0.7 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #199,969 in Books (See Top 100 in Books) #101 in [Books > Textbooks > Business & Finance > Business Ethics](#) #147 in [Books > Business & Money > Industries > Media & Communications](#) #220 in [Books > Textbooks > Communication & Journalism > Media Studies](#)

Customer Reviews

Maybe it's not possible to write an interesting or engaging book on this topic. Maybe the muddle that is media ethics doesn't lend itself to a presentation in straightforward, punchy language. Maybe it's impossible to separate one's deeply held beliefs from laying out all sides of an ethical issue. Whatever the reason, this is not an engaging text, and it isn't very helpful, either. Each chapter begins with a wandering narrative about the chosen topic. Day hems and haws for a dozen pages or so without ever really saying very much, although as you move from chapter to chapter an impression will likely build in your mind: The world would be a very boring place if Day decided what the media should include and exclude from publications and the airwaves. The chapters end with several scenarios to consider. These are overwritten to the point of farce, littered with meaningless adjectives that appear to be intended to convey gravity but actually betray Day's opinion about each scenario. By the time you're asked what you would do, you can have little doubt what he would do. Some textbooks simply need an update to be brought back to relevance. This book needs a new

author who, instead of lamenting everything that has happened in the world since 1963, is prepared to engage with it and help young media practitioners make decisions in it. If you're about to be forced to read this book in class, prepare to be annoyed!

Reading this book will probably be satisfactory for supplementing whatever class you're taking, but God is it boring. The author takes 5-6 pages to get around to saying anything at all, so by the time you've finished reading a thirty page chapter you realize the good bits could have been explained in four pages. The book's biggest hinderance is that the author reflects a less than satisfactory understanding of ethics. I may be wrong, but it seems that in order to write a book about ethics as they pertain to the mass media one should have at least a fair understanding of ethics in general. You'll find a better explanation of historically influential ethicists and their teachings on a poorly written wiki article.

Ethics was a required subject in my major of Telecommunications, which deals with electronic and broadcast mass media. This text is a very poor way to instill the importance of ethics within TCOM. Louis Alvin Day often rambles on for paragraphs at a time about abstract philosophical ideologies. Only occasionally will something useful be mentioned, such as the SAD (Situation-Analysis-Decision) formula. Day has chosen quantity over quality with his phrasing, like a college undergrad who has mastered the art of stretching a concise, one-page discourse out to five pages of superfluous fluff to meet the trivial page minimum assigned. Telecommunications is one of today's most visual industries. Consequently, those who choose this field are visual thinkers. Unfortunately, this text has absolutely no visuals. Instead, the book is 480 pages of text, presented in two columns per page, never once straying into creative territory; never a single chart, graph, or even a small inset for sub-topics. The hypothetical ethics case studies were somewhat intriguing, but too fantastic to draw useful parallels to real-world scenarios. Moreover, The presentation of facts tended to favor one course of action over the other, thus failing its mission to stimulate discussion and debate. This book was painful to read, and even more painful to try to study. If you are an instructor searching for a suitable TCOM Ethics text, please do your students a favor and look elsewhere.

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

Ethics in Media Communications: Cases and Controversies (with InfoTrac) Current Controversies in Experimental Philosophy (Current Controversies in Philosophy) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn

(Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Media Ethics: Issues and Cases Media Ethics: Cases and Moral Reasoning Wireless and Mobile Networking: IFIP Joint Conference on Mobile Wireless Communications Networks (MWCN'2008) and Personal Wireless Communications ... in Information and Communication Technology) Error-Correction Coding for Digital Communications (Applications of Communications Theory) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Communications Law: Liberties, Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism) How to Write Effective Business English: Excel at E-mail, Social Media and All Your Professional Communications (Better Business English) Disaster Communications in a Changing Media World, Second Edition Brand Media Strategy: Integrated Communications Planning in the Digital Era Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media The United States v. Nixon: The Watergate Scandal and Limits to US Presidential Power (Landmark Supreme Court Cases) (Landmark Supreme Court Cases (Abdo)) Lies, Damned Lies, and Science: How to Sort Through the Noise Around Global Warming, the Latest Health Claims, and Other Scientific Controversies (FT Press Science) Case Studies in Biomedical Ethics: Decision-Making, Principles, and Cases Practical Decision Making in Health Care Ethics: Cases, Concepts, and the Virtue of Prudence

[Dmca](#)