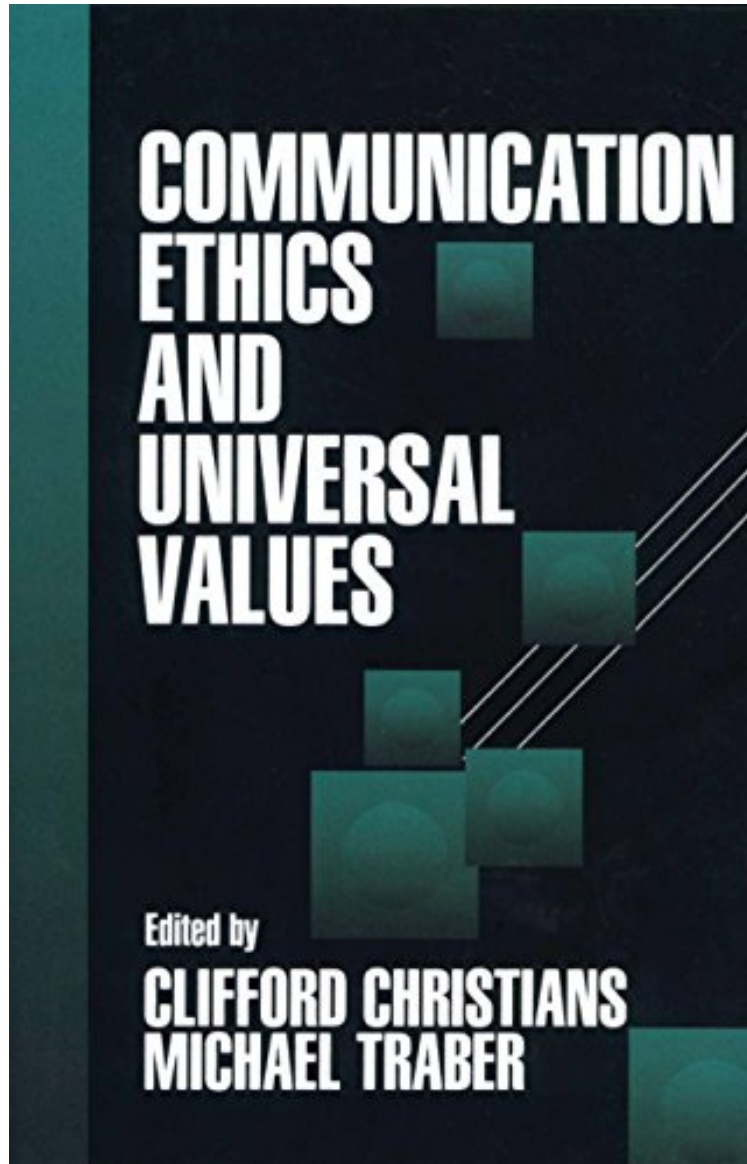


Communication Ethics and Universal Values

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This volume is designed to revolutionize the field of communication by identifying a broad ethical theory which transcends the world of mass media practice to reveal a more humane and responsible code of values. The contributors, representing a diverse range of intercultural perspectives, defend the possibility of universal moral imperatives such as

justice, reciprocity and human dignity. Through an examination of the values in which their cultures are grounded, they provide a short list of ethical principles which form the common ground from which to view contemporary issues in the media, interpersonal communication, mediation and conflict resolution.

About the Author Michael Traber, who died on 25 March 2006, was born and educated in Switzerland. In 1956 he was ordained into the Bethlehem Mission Society from where he went to the USA to study sociology and mass communication at Fordham University and New York University (1956-60). He gained his PhD in mass communication.