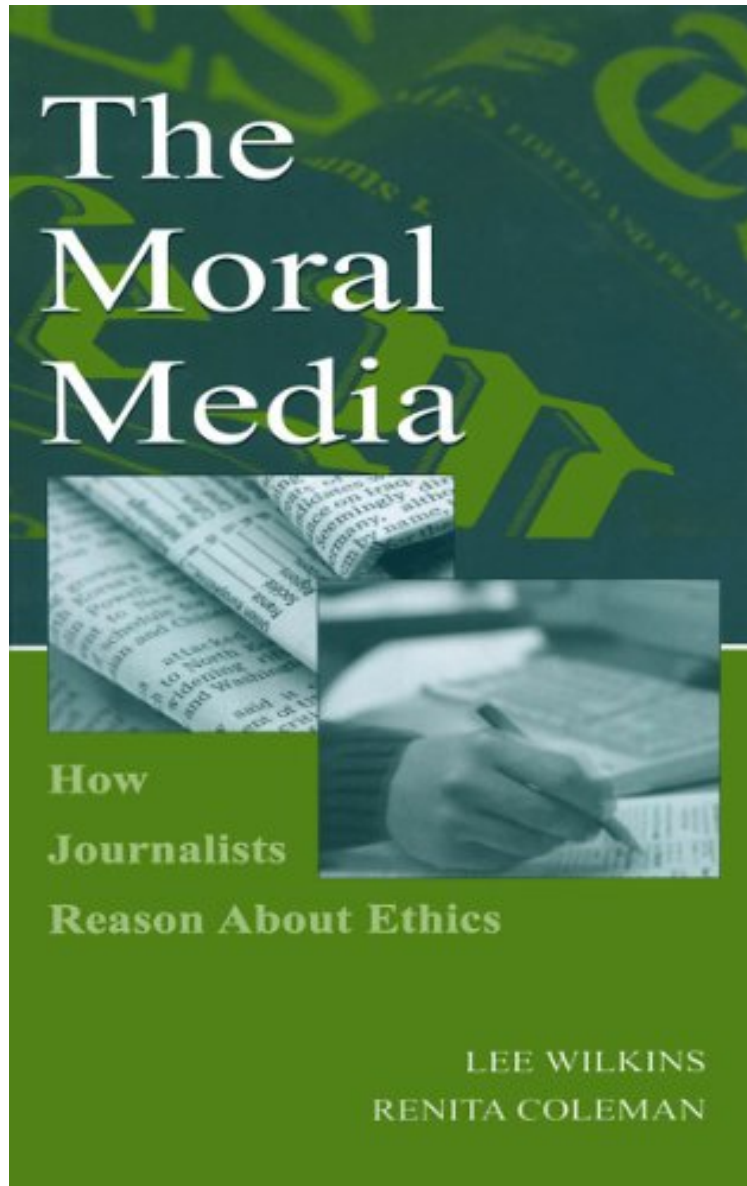


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The Moral Media: How Journalists Reason About Ethics (Routledge Communication Series)

Lee Wilkins, Renita Coleman

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Lee Wilkins, Renita Coleman : The Moral Media: How Journalists Reason About Ethics (Routledge Communication Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Moral Media: How Journalists Reason About Ethics (Routledge Communication Series):

The Moral Media provides readers with preliminary answers to questions about ethical thinking in a professional environment. Representing one of the first publications of journalists' and advertising practitioners' response to the Defining Issues Test (DIT), this book compares thinking about ethics by these two groups with the thinking of other professionals. This text is divided into three parts: *Part I includes chapters that explain the DIT and place it within the larger history of three fields: psychology, philosophy, and mass communication. It also provides both a statistical (quantitative) and narrative (qualitative) analysis of journalists' responses to the DIT. *Part II adds to scholarship theory building in these three disciplines and makes changes in the DIT that adds an element of visual information processing to the test. *Part III explores the larger meaning of this effort overall and links the results to theory and practice in these three fields. The Moral Media pursues connections among various intellectual disciplines, between the academy and the profession of journalism, and among those who believe that what journalists do is essential. As a result, this book is appropriate for aspiring journalists; scholars in journalism and mass communication; psychologists, particularly those interested in human development and behavior; and philosophers.

The monograph can inform teachers, give some backing to media professionals who feel the need to explain why and how they decided an ethical question, and aid scholars in their search for new hypotheses and new methods of measuring and explaining behavior. —Media Ethics