



Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism

Tom Bivins

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Mixed Media, Second Edition, introduces readers to the tools necessary for making moral and ethical decisions regarding the use of mass media. The chapters in this text offer insights on: Similarities and differences among the ethical dilemmas faced by the mass media Common ground on which to evaluate media behavior Media obligations Professional ethics Ethical theory and its application to the modern media Considerations of truth and harm New to the second edition is a focus on the three mass media industries most pervasive in today's society: the news media (journalism), advertising, and public relations, with individual chapters giving equal coverage to each. It includes an increased emphasis on "new media" and how ethics affect such concepts as social media, word-of-mouth marketing, and citizen journalism. Readers will come away with a greater appreciation for moral philosophy and theory as a foundation for decision making, and will develop a personal "yardstick" by which to measure their decisions.

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