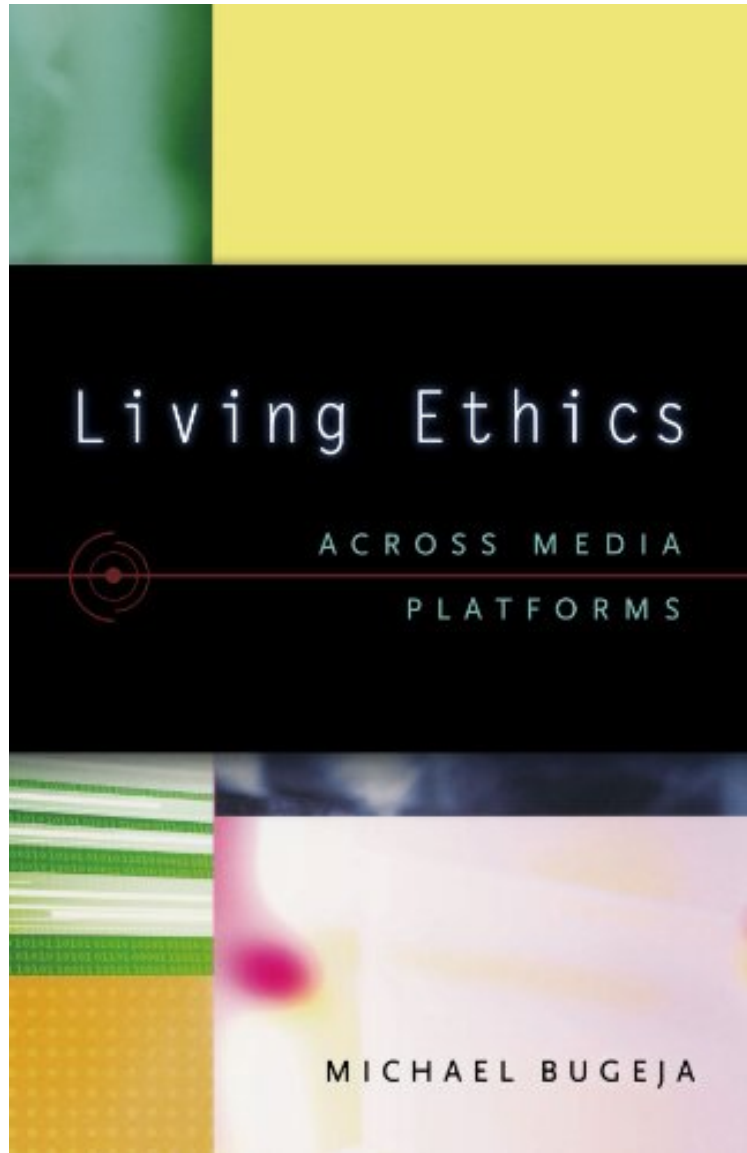


Living Ethics: Across Media Platforms

Michael Bugeja

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#1398365 in Books Oxford University Press, USA 2007-08-23Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 6.00 x .80 x 9.00l, 1.12 #File Name: 0195188608368 pages | File size: 42.Mb

Michael Bugeja : Living Ethics: Across Media Platforms before purchasing it in order to gage whether or not it would be worth my time, and all praised Living Ethics: Across Media Platforms:

0 of 0 people found the following review helpful. GoodBy CeliaGood book. Had to get it for class. Useful if you're taking media or journalism courses. I wouldn't necessarily recommend a textbook, but it's okay. Not the best condition, but then again I don't care too much about that since it was for school and I wouldn't be using it very often.0 of 0

people found the following review helpful. School bookBy Quincy.Obryan001It's hard to write something exciting about a textbook. It's doing its' job and helping me get a good grade so this book is great!0 of 0 people found the following review helpful. Five StarsBy ottoA+

In a seamlessly wired world of television, computers, and BlackBerrys, where does ethics fit in? To address that question, *Living Ethics* calls for a moral convergence to complement the technological one. Identifying principles that apply across media platforms, Michael Bugeja has created a thorough and well-researched work that avoids the prescriptive language used by many texts; instead, he encourages critical thinking through examples that build, challenge, and enhance readers' value systems. While many ethics texts focus almost exclusively on journalistic ethics, this award-winning text (recipient of the 2009 Clifford G. Christians Award for Research in Media Ethics) emphasizes unifying principles that collapse and transcend the boundaries of a wide variety of media sources--including newspapers, magazines, radio, television, public relations, photojournalism, advertising, and other forms of traditional and online mass communication. As readers will discover, the circumstances of ethical issues may vary, but the moral processes used to resolve them are basically the same. Resolutely practical, *Living Ethics* is written in a clear and cogent style that helps readers:

- * Understand unifying principles from historical, philosophical, and political perspectives
- * Grasp the utility of principles that engage audiences and clients while respecting the diverse cultures in an increasingly global media environment
- * Explore moral convergence through the eyes of more than 100 practitioners at major newsrooms, agencies, and organizations
- * Examine ethical issues visually through more than 20 photos and illustrations
- * Develop a set of principles to guide their careers across a multitude of platforms

"This phosphorescent book puts communication ethics on a new order of magnitude. *Living Ethics* is destined to become a classic in the tradition of Norbert Wiener's *Cybernetics*, Jacques Ellul's *Propaganda*, and Jean Baudrillard's *Simulations*. Brilliant in content and spectacular in research, a master teacher and public intellectual are at work here. Establishing ethics discourse across media platforms is exactly what the field needs in a technological age and we'll never be able to think about ethics in static terms again. With formalism discredited and relativism simplistic, *Living Ethics* is an ingenious alternative."--Clifford Christians, College of Communications, University of Illinois at Urbana-Champaign

"This is an important book--a comprehensive look at media ethics, drawing on vital and pervasive concepts, and blessedly relevant to multiple media venues, not simply publishing, electronic media or digital media. Big ideas about responsibility, fairness, bias, temptation are connected to specific examples, some powerful, some homely, but all useful. This is at once a treatise for serious readers and a text for students and professionals in a world where convergence is not only conceptual, but also part of the lives of people who work across platforms too. A very useful contribution to the literature, building on and greatly amplifying an earlier edition."--Everette E. Dennis, Distinguished Felix E. Larkin Professor of Media Entertainment Industries, Fordham Graduate School of Business

"*Living Ethics* is full of wisdom and insight, featuring both the philosophical foundations that underpin ethics and real-life examples about how to apply ethics in our morally converged world. Talk about relevant! Rather than hypotheticals, the book is filled with real stories about plagiarism, graphic video, satire, sexual harassment, photojournalism, and direct quotes. It's the best ethics book in communications."--Paul Parsons, Elon University

"The best thing about this book is that it refuses to accept the old adage about leading a horse to water but not being able to make him drink. This book believes students can be taught both to understand ethics and to act ethically, and then outlines a way to do just that."--Gregory Lisby, Georgia State University

"[Bugeja] wants us to experience how it feels to have a guilty conscience, not just think about it in terms of an abstract philosophical framework. Such an emphasis has a place in the classroom because it calls for personal accountability."--Robin Riley, New Mexico State University

About the Author Michael Bugeja is Professor and Director of the Greenlee School of Journalism and Communication at Iowa State University. The recipient of the 2009 Clifford G. Christians Award for Research in Media Ethics (for *Living Ethics*), Bugeja is the author of twenty books, including *Interpersonal Divide: The Search for Community in a Technological Age* (OUP, 2005).