



# Media Ethics: Key Principles for Responsible Practice

By Patrick L. Plaisance

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**Media Ethics: Key Principles for Responsible Practice** makes ethics accessible and applicable to media practice, and explains key ethical principles and their application in print and broadcast journalism, public relations, advertising, marketing, and digital media. Unlike application-oriented casebooks, this text sets forth the philosophical underpinnings of key principles and explains how each should guide responsible media behavior. Author Patrick Lee Plaisance synthesizes classical and contemporary ethics in an accessible way to help students ask the right questions and develop their critical reasoning skills, as both media consumers and media professionals of the future. The Second Edition includes new examples and case studies, expanded coverage of digital media, and two new chapters that distinguish the three major frameworks of media ethics and explore the discipline across new media platforms, including blogs, new forms of digital journalism, and social networking sites.

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### Editorial Review

#### Review

"This book, more than any other media ethics textbook currently available, treats students as the intellectually curious, philosophically aware, and ethically motivated individuals that we hope them to be. As one brings one's own wisdom to the reading with the understanding that there is more to learn, this is one of those rare books that has the potential to keep on giving to professors and to students." (Deni Elliott 2013-10-07)

#### About the Author

**Patrick Lee Plaisance** (Ph.D. Syracuse University) is an associate professor in the Department of Journalism and Technical Communication at Colorado State University, where he teaches media ethics, reporting, and mass communication theory at the undergraduate and graduate levels. His primary research areas include media ethics, moral psychology, virtue ethics, journalistic values, and newsroom socialization. His work has focused on analyzing how ethics theory can be more effectively brought to bear on media practice, and he has conducted qualitative and quantitative social-science research on journalistic decision making. He worked for nearly 15 years as a journalist at newspapers around the country, including papers in Los Angeles, south Florida, New Jersey, and Virginia. He has contributed chapters and case studies to numerous journalism and media ethics books and has published more than a dozen peer-reviewed articles in journals including *Journalism & Mass Communication Quarterly*, *Communication Research*, *Journal of Mass Media Ethics*, *Communication Theory*, and many others. He is also the author of the book *Virtue in Media: The Moral Psychology of Excellence in News & PR*.

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