



Codes of Ethics: A Special Issue of the journal of Mass Media Ethics: Volume 17 (Special Issue of Mass Media Ethics)

Jay Black, Ralph D. Barney

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Revisiting the topic of ethics codes in the media, this special issue begins by tracing the first 50 years of code writing and code enforcement experiences of the Public Relations Society of America (PRSA). The second article shows how the 2000 Member Code of Ethics assumes professional standing for PRSA members, emphasizes public relations' advocacy role, and stresses education rather than enforcement as the key to improving industry standards. Next, this special issue traces the evolution of the Israel Broadcasting Authority's (IBA) code of ethics through five permutations between 1972 and 1998 and analyzes how journalistic codes of ethics in the United States wrestle with the matter of leaks. The Cases and Commentaries section explores the ethical ramifications of a public relations practitioner's decision about presenting a false front group of grassroots image as a part of a public relations campaign. Finally, two book reviews stimulate further thought about entertainment media ethics and ethics in cyberspace.

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Gloria Duncan:

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Codes of Ethics: A Special Issue of the journal of Mass Media Ethics: Volume 17 (Special Issue of Mass Media Ethics) can be one of your beginner books that are good idea. Many of us recommend that straight away because this reserve has good vocabulary that could increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The author giving his/her effort that will put every word into joy arrangement in writing Codes of Ethics: A Special Issue of the journal of Mass Media Ethics: Volume 17 (Special Issue of Mass Media Ethics) however doesn't forget the main level, giving the reader the hottest and based confirm resource data that maybe you can be one of it. This great information can easily drawn you into brand new stage of crucial pondering.

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