



Media Ethics: Key Principles for Responsible Practice (Fourth Edition)

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New to This Edition:

The fourth edition of *Media Ethics* builds on the success of the previous editions while keeping the overall structure and chapter topics intact. It offers more fine-tuned presentation of theories used in the philosophy of ethics that are relevant to media practice. It also presents updated discussions regarding digital media issues and ethical questions surrounding technology. Media examples and statistics have been updated throughout. Many chapters feature new and updated “Case in Point” case studies that are color-coded by media sector: journalism, public relations, and media marketing.

The new edition provides several significant features.

- The addition of Confucius to the roster of key thinkers in Chapter 1 (Ethics Theory: An Overview).
- A discussion of the ethics of care, presented as the fourth “key framework” in ethics theory in Chapter 2 (Key Frameworks).
- Revised presentation in Chapter 3 (Moral Judgment) of Moral Foundation Theory based on recent moral psychology research that offers strong evidence for six psychological foundations rather than five.
- A revised Multidimensional Ethical and Reasoning Task Sheet, or MERITS model, in Chapter 4 (Ethics Theory: Application to Media) that presents a fuller list of more accessible questions to help students use a Socratic approach to media cases. Chapter 4 also presents a single media ethics issue and provides a socratic discussion that methodically draws on each of the four quadrants of the MERITS model.
- A discussion of the range of ethical issues raised by the design and use of generative AI, or chatbots, in Chapter 6 (Technology).
- A discussion of the journalism movement of racial reckoning and apology by news organizations for their history of racist coverage and discrimination, in Chapter 9 (Justice).
- Revised and updated instructor resources, including test banks and Power-Point presentations (to request these, please contact adopt@cognella.com).