



## Ethics and the Media: An Introduction (Cambridge Applied Ethics)

*By Stephen J. A. Ward*

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Stephen J. A. Ward

This book is a comprehensive introduction to media ethics and an exploration of how it must change to adapt to today's media revolution. Using an ethical framework for the new 'mixed media' ethics - taking in the global, interactive media produced by both citizens and professionals - Stephen J. A. Ward discusses the ethical issues which occur in both mainstream and non-mainstream media, from newspapers and broadcast to social media users and bloggers. He re-defines traditional conceptions of journalistic truth-seeking, objectivity and minimizing harm, and examines the responsible use of images in an image-saturated public sphere. He also draws the contours of a future media ethics for the 'new mainstream media' and puts forward cosmopolitan principles for a global media ethics. His book will be invaluable for all students of media and for others who are interested in media ethics.

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### **Editorial Review**

#### About the Author

Stephen J. A. Ward is the James E. Burgess Professor and Director of the Center of Journalism Ethics at the University of Wisconsin, Madison. He is the author of *The Invention of Journalism Ethics: The Path to Objectivity and Beyond* (2006), *Global Journalism Ethics* (2010) and the co-editor of *Media Ethics Beyond Borders: A Global Perspective* (2010).

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