



Electronic Media Ethics

Val Limburg

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- * Numerous case studies that provide hands-on insight into the ethical issues faced by broadcasters every day
- * Briefly, succinctly gets to the core of today's key ethical issues
- * Looks at ethics from both programming and business standpoints

Electronic media are everywhere, and at no time in the history of electronic media has it been more important for media professionals to have a firm grounding in ethical principles as they apply to programming, advertising and business. This book

provides that grounding in a practical, hands-on approach. Numerous case studies and a thorough yet accessible, exploration of ethical traditions provide readers with an invaluable guide.

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