

CONTENTS

<i>Preface</i>	<i>ix</i>
<i>Acknowledgments</i>	<i>xiii</i>
<i>About the Authors</i>	<i>xv</i>
Introduction: Ethical Foundations and Perspectives	1
PART 1	
News	41
1 Institutional Pressures	45
1. <i>HuffPost</i> News and Opinion Website	47
2. Crises in the Journalism Profession	50
3. Bankruptcy at the <i>Philadelphia Inquirer</i>	56
4. Paid Journalism Worldwide	61
2 Truthtelling	70
5. Obesity Epidemic	71
6. Al Jazeera English	74
7. The Post-Truth Presidency	79
8. Muhammad Cartoon Controversy	85
9. International #MeToo Movement	89
3 Reporters and Sources	99
10. Data Mining and Algorithms	100
11. Stolen Voice Mail	104
12. Reporters Without Borders/Reporters Sans Frontières	107
13. Korea Bans U.S. Beef: Candlelight Vigil	109
14. Crisis in Darfur	112

4	Social Justice	119
	15. The Worldwide Refugee Crisis	120
	16. “A Hidden America: Children of the Mountains”	124
	17. Global Media Monitoring Project	130
	18. Ten Weeks at Wounded Knee	133
	19. Peace Journalism	137
5	Privacy	146
	20. Privacy Paradox	148
	21. Facebook—Cambridge Analytica Scandal	153
	22. The Controversial USA PATRIOT Act	158
	<i>The Heart of the Matter in News Ethics</i>	166
	PART 2	
	Persuasion in Advertising	169
6	The Commercialization of Everyday Life	177
	23. The North Face at the Top	181
	24. Marketing Prescription Pharmaceuticals	185
	25. Sharenting: The Commodification of Kids	188
	26. Patagonia Takes the Next Step	191
7	Advertising in an Image-Based Media Culture	202
	27. Altering Images: Attaining the Unattainable?	204
	28. Stereotyping Disability	208
	29. Spectacle for Social Change: Celebration or Co-optation?	213
	30. Advertising in a Culturally Contested World	219
8	The Media are Commercial	223
	31. Media Gatekeepers—Closing the Gate	226
	32. The Spymaster’s Car	232
	33. Disinformation	234
	34. Advertiser Pressure Campaigns	239
9	Advertising’s Professional Culture	253
	35. Ethics and the Theme Park Experience	256
	36. Branding: Making the Same Different, Again	259

37.	Niche Markets, Niche Media	262
38.	Ethical Vision: What does It Mean to Serve Clients Well?	269
39.	The Risky Client: Yes? No?	272
	<i>The Heart of the Matter in Advertising Ethics</i>	278
PART 3		
Persuasion and Public Relations		281
10	Public Communication	285
40.	Publicity and Justice	286
41.	The Many Friends of the Candidate	290
42.	First Ladies Launch Cause Campaigns	293
43.	High School Attack Fuels Student Activism	295
44.	The Pressures of Representing the President	299
11	Telling the Truth in Organizational Settings	305
45.	Private Issues, Public Apologies, Personal Victories	306
46.	#AskSeaWorld Faces Tides of Protest	311
47.	By the Way, We've Been Hacked	314
48.	Reporting Recovery	316
49.	Tweeting Roils the Market	318
12	Conflicting Loyalties	325
50.	Accelerating Recalls	326
51.	Divisive Language Delivers Change at Papa John's	330
52.	Representing Political Power	333
53.	A Healthy Drink?	335
54.	Paying for Play?	338
55.	Tragedy at the Mine	339
13	The Demands of Social Responsibility	346
56.	Thank You for Smoking	347
57.	One for One® Guides Business Practice	349
58.	Ice Bucket Challenge Fundraising	351
59.	Tackling Domestic Violence	353
60.	Association Takes Action Against Controversial Agency	355
	<i>The Heart of the Matter in Public Relations Ethics</i>	361

PART 4		
Entertainment		363
14	Violence	369
	61. Hear It, Feel It, Do It	371
	62. Violence-Centered	376
	63. Comics for Big Kids	379
	64. Video Gaming Changes the Rules	382
	65. Pornography as Innocent Pleasure	383
15	Profits, Wealth, and Public Trust	387
	66. Copyrights and Cultures	388
	67. Deep Trouble for Harry	390
	68. Super Strip	393
	69. Megyn Makes Her Move	394
	70. Duct Tape for TV	396
	71. <i>The Lone Ranger</i> and Tentpoles	397
	72. Faux Doc, Twice Baked	400
	73. The Angelina Effect	403
16	Media Scope and Depth	408
	74. Reel History	409
	75. They Call It Paradise	412
	76. Tragedy Lite	414
	77. Training in Virtue	417
	78. Internet Play	419
17	Censorship	423
	79. The Voice of America	425
	80. Frontal Assault	426
	81. A Few Sweet Men	429
	82. Rescue Us	431
	83. Lyrics Not So Cool	433
	<i>The Heart of the Matter in Entertainment Ethics</i>	436
	<i>Index</i>	438