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Ethical Communication: Moral Stances in Human Dialogue

By Clifford G. Christians, John C. Merrill

University of Missouri Press. Paperback. Book Condition: new. BRAND NEW, Ethical Communication: Moral Stances in Human Dialogue, Clifford G. Christians, John C. Merrill, Proponents of professional ethics recognize the importance of theory but also know that the field of ethics is best understood through real-world applications. This book introduces students and practitioners to important ethical concepts through the lives of major thinkers ranging from Aristotle to Ayn Rand, John Stuart Mill to the Dalai Lama. Some two dozen contributors approach media ethics from five perspectives - altruistic, egoistic, autonomous, legalist, and communitarian - and use real people as examples to convey ethical concepts as something more than mere abstractions. Readers see how Confucius represents group loyalty; Gandhi, nonviolent action; Mother Teresa, the spirit of sacrifice. Each profile provides biographical material, the individual's basic ethical position and contribution, and insight into how his or her moral teachings can help the modern communicator. The roster of thinkers is gender inclusive, ethnically diverse, and spans a broad range of time and geography to challenge the misperception that moral theory is dominated by Western males. These profiles challenge us not to give up on moral thinking in our day but to take seriously the abundance of...



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