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 redefines 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.

Stephen J. A. Ward is the James E. Burgess Professor and Director of the Center for 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) and *Global Journalism Ethics* (2010), and the co-editor of *Media Ethics Beyond Borders: A Global Perspective* (2010).
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Ethics and the Media
An Introduction

STEPHEN J. A. WARD
University of Wisconsin, Madison
To my students, sources of inspiration and hope
# Contents

**Introduction: the need for a new ethics**
- The context of media ethics: page 1
- The structure of the book: 2
- The meaning of media: 3

1 **What is ethics?**
- The ethical sphere: 7
- Theorizing about ethics: 8

2 **Approaches to media ethics**
- Understanding media ethics: 52
- Approaches to media ethics: 54
- Essentials for ethical reasoning: 59
- Applying aims and principles: 68

3 **Free press and deliberative democracy**
- Freedom and the turn to ethics: 88
- The need for ethics: 90
- Journalism and democracy: 99

4 **Reaffirming truth and objectivity**
- Truth and objectivity in journalism: 118
- Rise and decline of objectivity: 119
- Responding to the challenge: 127
- Pragmatic truth and objectivity: 134

5 **Media harm and offense**
- Harm in ethics: 161
- Contending principles: 161
- Restraining principles for media: 164
- Media harm: cases: 170
- Media offense: 185
- Media offense: 197
## Contents

### 6 The new media ethics  
- Ethical revolutions  
  - 209  
- Where are we today?  
  - 212  
- Shape of a future ethics  
  - 216  
- Toward an open ethics  
  - 223

### 7 Global media ethics  
- Going global  
  - 245  
- Ethical foundations  
  - 250  
- Application to journalism  
  - 257  
- Building global media ethics  
  - 266

**Bibliography**  
- 272

**Index**  
- 285