Reading Guide: Creative Editing For Print Media, Chapter 7 ("Editing and Ethics")

Read the entire chapter and answer these questions clearly and thoroughly. Please remember that you are responsible for all the material covered in the chapter, whether discussed in class or not.

1. What were some of the basic principles that editors and publishers remembered to help repair the credibility gap between media and their audiences?

2. What is the public journalism movement?

3. Define ethics. Why do people embrace ethical standards of conduct?

4. In a short paragraph, explain the fundamental characteristics of Immanuel Kant’s philosophical principles.

5. In a short paragraph, explain the fundamental characteristics of John Stuart Mill’s philosophical principles.

6. In a short paragraph, explain the fundamental characteristics of Aristotle’s philosophical principles.

7. In a short paragraph, explain which of the three philosophies discussed above you find most appealing to you and why.

8. What are the steps in using the Potter box?

Exercises:

In a separate document, type your name, class and date, complete the exercises below. Please make sure that you have typed your work (double-space please). Also make sure that you answer the questions clearly, so that if your work is collected, your answer can be understood.

☐ Answer in about 150-200 words: 2a, 3a,
☐ Answer in about 100-150 words: 4a-b, 5a-b

Also, print out and read the handout titled, “Multicultural Sensitivity and Excellent Journalism” at the course Web site.