



Radical Media Ethics: A Global Approach

By Stephen J. A. Ward

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Radical Media Ethics presents a series of innovative ethical principles and guidelines for members of the global online media community.

- Offers a comprehensive new way to think about media ethics in a new media era
- Provides guiding principles and values for practising responsible global media ethics
- Introduces one of the first codes of conduct for a journalism that is global in reach and impact
- Includes both philosophical considerations and practical elements in its establishment of new media ethics guidelines

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Editorial Review

Review

'...original and driven by a passion for ethics. It cannot be ignored.' - *Digital Journalism*

From the Back Cover

In today's interconnected world it seems that just about everyone is a journalist. But amid the frenzy of the media revolution, journalists ignore or disagree on the basic principles of journalistic ethics. *Radical Media Ethics: A Global Approach* is a call to (action for) those who care about the future of journalism in a global, online world. Arguing that current and traditional ethical approaches to journalism are outdated, award-winning author Stephen Ward offers a series of radically different principles and guidelines for members of the global online media community. Critical problem areas addressed include the use of social media platforms, blogs, and microblogs; when to "re-post" tweets; and precisely how journalists should be expected to govern their online presence. While recognizing differences among practitioners and media systems, Ward seamlessly weaves philosophical and practical elements of ethical conduct into a unifying code for a journalism that is now global in reach and impact. Innovative and thought-provoking, *Radical Media Ethics* offers illuminating insights into ways to redefine media ethics for a global age.

About the Author

Stephen J. A. Ward is an internationally recognized media ethicist whose writings and projects have influenced the development of the field in theory and practice. His publications include the award-winning *The Invention of Journalism Ethics: The Path to Objectivity and Beyond* (2005). In addition, he is the author of *Global Journalism Ethics* (2010) and co-editor of *Media Ethics Beyond Borders: A Global Perspective* (2009).

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