

#### BEGINNING WITH THE GREEKS

 Ethics was the study of what is good for both society and the individual

# SISSELA BOK

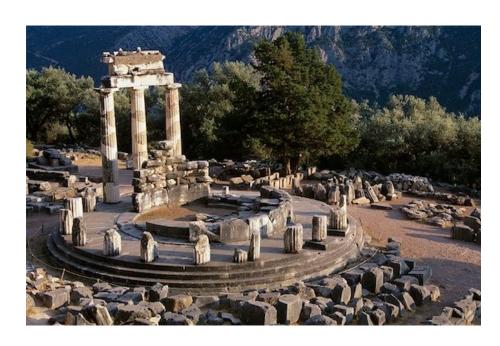
- Ethical behavior based on:
  - Empathy
  - Maintaining social trust

#### BOK - CONT.

- o How do you feel?
- Our How do experts on the topic feel?
- Discuss publicly with all parties.

#### BACK TO ANCIENT GREECE

- Aristotle's "Golden Mean"
  - Virtue (ethical behavior) lies at the mean of two extremes.
    - Courage is at the mean of cowardice and foolhardiness



### **IMMANUEL KANT**

- Categorical imperative
  - Choices could be universal laws
    - o "Do unto others ..."

### JOHN STUART MILL

- Utilitarianism
  - Consequences of actions should be considered
    - Greatest good for the greatest number

#### WILLIAM DAVID ROSS

#### Pluralism

 Competing ethical duties: fidelity, reparation, gratitude, justice, beneficence, self-improvement, not injuring others.

#### COMMUNITARIANISM

 Community more important than individual, but not trample individual

# MYTHS OF MEDIA

- Every opinion is equally valid
- Since we can't agree, there is no right answer
- Ethics doesn't matter, people act out of self-interest regardless

### APPLYING THE PHILOSOPHIES

- Personal values
- News values



# DONNA FERRATO AND DOMESTIC VIOLENCE







