



# 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.

- How do you feel?
- 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
    - “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













