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TWO BIBLIOGRAPHIES ON ETHICS*

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《摘要》

The following bibliography includes major books devoted explicitly to media ethics. They are arranged chronologically. After a productive 1920s and early 1930s, no book on journalism or broadcasting ethics appears again until 1963; this 30-year interruption reflects the influence of positivism on the journalism enterprise. More than half of all the entries have emerged since 1980. While contemporary books are not much more sophisticated than those of the 1920s, this compilation indicates it is presently a highly productive time for media ethics.

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BOOKS IN MEDIA ETHICS

Crawford, Nelson A. **The Ethics of Journalism.** New York: Alfred A. Knopf, 1924.

A commentary on the press' ethical standards, aiming to guide students and to stimulate the formation of professional codes.

Flint, Leon Nelson. **The Conscience of the Newspaper.** New York: D. Appleton, 1925.

The author begins with actual cases from various press activities (editorials, reporting, advertising, etc.), and gives suggestions on how ethical problems in each area should be treated. This textbook moves in parts two and three to more general difficulties inherent in the newspaper's nature and in the forces shaping its future.

Gibbons, William Futhey. **Newspaper Ethics: A Discussion of Good Practice for Journalists.** Ann Arbor, Mich.: Edwards Bros., 1926.

This mimeographed volume discusses principal questions arising from ethical practice as a context for the formation of professional codes and organizations equivalent to those of medicine and law.

Henning, Albert F. **Ethics and Practices in Journalism.** New York: Long and Smith, 1932.

A textbook aiming to sensitize students ethically, built from 40 years of journalism experience. Emphasizes moral duty to one's fellows and demonstrates how that principle operates across selected newspaper problems.

Gerald, J. Edward. **The Social Responsibility of the Press.** Minneapolis: University of Minnesota Press, 1963.

Views mass media as a social institution and attempts to evaluate how effectively they are serving society. The proposals for improvement which arise from his review of media performance are substantive and complex.

Haselden, Kyle. **Morality and the Mass Media.** Nashville: Broadman Press, 1968.

Attempts to apply an enlightened Christian moral perspective to mass media contents, dealing especially with censorship, sex, obscenity, commercialism, and violence.

Thayer, Lee (Ed.) **Communication: Ethical and Moral Issues.** New York: Gordon and Breach, 1973.

A compilation of addresses given at the University of Iowa in 1969-1970 by well known academicians, several of them internationals. Concludes with an attempt to sketch out the direction an "Ethics of Communication" should take theoretically.

Merrill, John C. **The Imperative of Freedom: A Philosophy of Journalistic Autonomy.** New York: Hastings House, 1974.

A provocative exploration of the philosophical roots of journalistic ethics in which the author's dedication to libertarian ideals comes through strongly.

Heine, William C. **Journalism Ethics: A Case Book.** London: University of Western Ontario Library, 1975.

Twelve case studies gathered largely from the Britain and Ontario Press Councils. They cover such topics as advertising, invasion of privacy, secret documents, sensational photos, and the reporting of scandal. Official responses and legal opinions are included for a few cases.

Merrill, John C. and Barney, Ralph D. (Eds.) **Ethics and the Press: Readings in Mass Media Morality.** New York: Hastings House, 1975.

A collection of articles and addresses concerned with ethical considerations in reporting news. Part One deals with philosophical and theoretical issues, and Part Two presents ethical dilemmas faced in everyday journalism.

Hulteng, John L. **The Messenger's Motives: Ethical Problems of the Mass Media.** Englewood Cliffs, N.J.: Prentice-Hall, 1976. 2nd ed., 1985.

Surveys the standards by which today's media operate, and investigates how successfully they live up to these guidelines distilled from contemporary codes and accepted practices. Looks at news and the ethical problems of those who write, edit, produce, and report in print and broadcasting.

Alley, Robert S. **Television: Ethics for Hire?** Nashville: Abington, 1977.

Based on interviews with Norman Lear, Alan Alda, Earl Hammer and other prominent television producers. Provides insight into the aims and ethics of industry pacesetters in areas such as violence, pornography, and materialism.

Casebier, Allen, and Casebier, Janet (Eds.). **Social Responsibilities of the Mass Media.** Washington, D.C.: University Press of America, 1978.

Proceedings of a conference on mass media responsibility sponsored by the University of Southern California. Two or three general chapters on professional rights and obligations. The others deal with specific issues in journalism (presidential elections, coverage of women and ethnic groups) and entertainment programming (pro and anti-social images, controversial content, responsibility of producers).

Rubin, Bernard (Ed.) **Questioning Media Ethics**. New York: Praeger, 1978.
Collection of general articles on journalism ethics, plus coverage of specific problems such as the fairness doctrine, stereotyping of women, the third world, and smalltown journalism. Two comprehensive chapters describe the ways journalists have been portrayed in motion pictures.

Swain, Bruce M. **Reporters' Ethics**. Ames: Iowa State University Press, 1978.

Readable summary of the ethical problems faced by 67 reporters from 16 metropolitan dailies who were interviewed by the author.

Christians, Clifford G. and Covert, Catherine L. **Teaching Ethics in Journalism Education**. New York: Hastings Center Monograph, 1980.

Surveys the state-of-the-art in ethics teaching and reviews the substantive issues in journalism ethics today. Outlines four instructional objectives. Volume in the series on professional ethics done for the Carnegie Foundation.

Phelan, John M. **Disenchantment: Meaning and Morality in the Media**. New York: Hastings House, 1980.

Phelan proposes that a public philosophy ought to arise from the humanities which can address issues of new media technology and cultural freedom. He contends that media ethics ought not to be reduced to codes and to professional dilemmas, while neglecting theoretical foundations.

Rivers, William L.; Schramm, Wilbur; and Christians, Clifford G. **Responsibility in Mass Communication**. 3rd Ed. New York: Harper and Row, 1980.

A classic text on media ethics first published in 1957. Argues for social responsibility theory which means freedom from government and from business constraints in order to serve society through principles of fairness and truth. Includes a case study on minorities and makes recommendations for the government, media, and public.

Thayer, Lee (Ed.). **Ethics, Morality and the Media**. New York: Hastings House, 1980.

Twenty-seven essays and speeches--mostly by practitioners--on the current status of media ethics. Includes a long introduction by the editor, "Notes on American Culture." Covers film, newspaper, magazines, radio, television, and advertising. Among the contributors are Edwin Newman, Christopher Lasch, Ben Bagdikian, and George Gallup.

Tompert, Hella (Ed.). **Ethik und Kommunikation: Vom Ethos des Journalisten.** Stuttgart, Germany: Katholische Akademie, 1980.

Lectures from a conference on journalism ethics organized by the Katholische Akademie at Stuttgart. Includes parochial discussions about the best Christian strategy for influencing the media. However, most of the material addresses journalism as a social institution and confronts in a sophisticated way structural issues regarding ownership and obligation.

Vander Meiden, Anne (Ed.). **Ethics and Mass Communication.** Utrecht, Netherlands: State University of Utrecht, 1980.

Fourteen original essays from selected authors in such countries as the Netherlands, Korea, United States, Finland, Belgium, Britain, and Germany. Covers news, television effects, advertising, ethics in developing countries, an overview of the United States, and specialized topics.

Christians, Clifford G. and Gjelsten, Gudmund, (Eds.) **Media Ethics and the Church.** Kristiansand, Norway: International Mass Media Institute, 1981.

Proceedings of an international conference represented especially by third world countries. Contributions in three areas: "Christian Perspectives on Media Ethics," "Debates in Secular Media Ethics," and "Practical Models for Christian Professionals." Includes theory, print media, broadcasting, advertising, performing arts, and the New International Information Order.

Hulteng, John L. **Playing It Straight: A Practical Discussion of the Ethical Principles of ASNE.** Chester, Conn.: Globe Pequot Press, 1981.

The author examines the Statement of Principles of the American Society of Newspaper Editors through a discussion of cases. The principles include freedom of the press, responsibility, impartiality, and fair play.

Vander Meiden, Anne. **Reclame en Ethiek (Advertising and Ethics).** Leiden/Antwerp: H.E. Stenfert Kroese, 1981.

This Dutch book deserves translation into English. It sets advertising as a system in its larger cultural context and includes stimulating material on such macro issues as modern consumption, hedonism and image-building. She is sympathetic to the vigorous critiques leveled against advertising from political and academic viewpoints, yet insists that an ethically justified system is possible. Truthfulness emerges as the primary ethical standard. Can be used as a textbook for advertising and society courses.

Christians, Clifford G.; Rotzoll, Kim B.; Fackler, Mark. **Media Ethics: Cases and Moral Reasoning.** New York: Longman, 1983.

Seventy-six case studies and commentaries are presented on the major ethical issues in news, advertising, and entertainment. Includes an introductory chapter on "Ethical Foundations and Perspectives." The Potter Box is used as a device for reaching ethically justified conclusions.

Goodwin, H. Eugene. **Groping for Ethics in Journalism.** Ames, Iowa: Iowa State University Press, 1983.

Explores a variety of issues such as conflicts of interest, deception and misrepresentation, privacy, and incompetence. Based on interviews with a wide-ranging sample of professionals and academics, and a review of the codes and literature. Calls for a set of principles that can guide the journalism profession.

Johannesen, Richard L. **Ethics in Human Communication.** 2nd Ed. Prospect Heights, Ill.: Waveland Press, 1983.

Outlines four perspectives within which students can make ethical judgments about communication. Attempts to range across interpersonal and mass forms, but primarily applicable to the former. Very worthwhile footnotes and bibliography.

Merrill, John C. and Odell, Jack S. **Philosophy and Journalism.** New York: Longman, 1983.

Eight chapters in which substantive issues regarding the journalism profession are treated philosophically: Logic, semantics, epistemology, morality, axiology, rhetoric, political theory, and metaphysics.

Meyer, Philip. **Editors, Publishers and Newspaper Ethics.** Washington, D.C.: American Society of Newspaper Editors, 1983.

Report of comprehensive research into publishers' attitudes toward ethics as compared with those of editors. Discovers four types of publishers--politician, partisan, statesman, absentee--and investigates their values regarding selected ethical issues and case studies. Includes a generous amount of data in the final section.

Elliot, Denise T. **Toward the Development of a Model for Journalism Ethics Instruction.** Doctoral Dissertation, Harvard University, 1984.

Provides a detailed description of three methods for teaching journalism ethics. The author proposes a tri-foundational theory based on moral obligations to society, peers, and to oneself. Includes an assessment of the literature in journalism ethics.

Boventer, Hermann. **Ethik des Journalismus: Zur Philosophie der Medienkultur.** Konstanz: Universitätsverlag Konstanz GmbH, 1984.

Boventer lectures on journalism ethics at Bonn and Munich. This massive book of 506 pages includes highly theoretical material on "The Hermeneutics of Understanding," for example, and generous attention also to professional concerns such as "The Journalist in Self Reflection" and "Good and Bad in Journalism."

McCulloch, Frank (Ed.). **Drawing the Line.** Washington, D.C.: American Society of Newspaper Editors, 1984.

A joint project of the Poynter Institute for Media Studies and the American Society of Newspaper Editors. Contains 31 case studies written by editors who describe their most difficult moral dilemmas.

Schmuhl, Robert (Ed.). **The Responsibilities of Journalists.** Notre Dame: University of Notre Dame Press, 1984.

Papers and speeches presented at a Notre Dame Conference. Mixture of media professionals, journalism educators, and ethicists. Includes the Michael Miller hypothetical case with important commentary. Schmuhl introduces the volume with an essay on the history and nature of responsibility.

Goldstein, Tom. **The News at Any Cost: How Journalists Compromise Their Ethics to Shape the News.** New York: Simon & Schuster, 1985.

Examination of the techniques used by the press when gathering news. The author's experience as a veteran reporter and currently journalism educator produces a wealth of inside detail about plagiarism, deception, credibility, money, and inaccuracy.

Isaacs, Norman E. **Untended Gates: The Mismanaged Press.** New York: Columbia University Press, 1986.

Isaacs is a long-time voice for journalism and he exposes shortcomings in the press from top to bottom -- from owners, publishers and senior editors down to rookie reporters. He is especially concerned over scoops, anonymous sources, lowest-common denominator audiences, and maximum profit.

Lambeth, Edmund B. **Committed Journalism: An Ethics for the Profession.** Bloomington: Indiana University Press, 1986.

The author uses his background in political theory to argue for enduring principles as the framework for journalistic practice -- such as truth-telling, justice, stewardship, humanness, and freedom. Includes references throughout to moral philosophers.

Elliot, Deni T. (Ed.). **Responsible Journalism**. Beverly Hills, CA: Sage, 1986.

Chapters on theory and practice with an extensive bibliography. Elliott & Hodges define the concept of responsibility in the opening chapters. The other contributors (Barney, Christians, Dennis, Glasser, Linsky, Merrill, Ziff) then apply this notion to important issues in contemporary journalism.

BIBLIOGRAPHY: ETHICS IN SPEECH COMMUNICATION

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Currently Professor and Director of Graduate Studies in the Speech-Communication Department, Vernon Jensen has been on the University of Minnesota faculty since 1959. He teaches courses in the areas of argumentation, ethics, British public address, rhetorical criticism, and rhetoric in Asia. The author of two books, Perspectives on Oral Communication (1970) and Argumentation: Reasoning in Communication (1981), he has published about 40 articles and book reviews in various communication and related journals in this country, Great Britain, Ireland, Canada, Burma, and Australia. He is currently writing a textbook on ethics in speech communication; an article on the ethics of whistleblowing will soon appear in the Journal of Business Ethics.

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