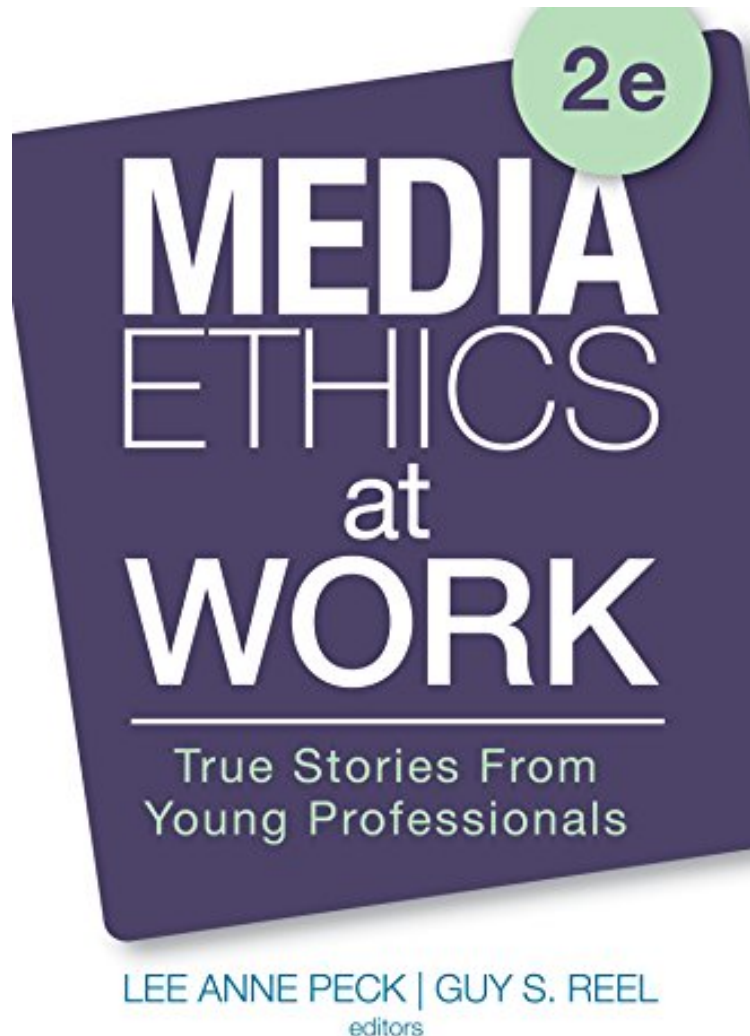


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Media Ethics at Work: True Stories from Young Professionals

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From CQ Press : Media Ethics at Work: True Stories from Young Professionals before purchasing it in order to gage whether or not it would be worth my time, and all praised Media Ethics at Work: True Stories from Young Professionals:

A fresh approach to building integrity in all media Media Ethics at Work: True Stories from Young Professionals (By Lee Anne Peck and Guy S. Reel) transforms students into confident, self-reliant, and ethical decision makers, prepared

to resolve moral dilemmas from day one of their first media job or internship. The highly anticipated Second Edition of this text continues to engage students with true stories of young professionals working in today's multimedia news and strategic communications organizations, helping readers create meaningful connections to real-world applications. Each story is presented as a narrative, so students can work through the ethical dilemmas as they unfold, encouraging readers to think about and ask the question: "What would I do if this happened to me?" By creating a more personalized experience for students beginning their first entry-level media jobs or internship, this book helps readers develop their own ethical standards and apply in the workplace what they have learned.

About the Author Lee Anne Peck, Ph.D., is associate professor of journalism and mass communications in the School of Communication at the University of Northern Colorado, Greeley. Lee Anne Peck has taught English, journalism, and communications courses since 1988. Before teaching at UNC, she was assistant professor of international communications at Franklin College Switzerland, Lugano. Over the years, she has advised three student newspapers. Peck's professional experience began in 1976 as a correspondent for the Moline (Ill.) Daily Dispatch. She then edited and then managed the Northern Colorado Choice Magazine of the Front Range. In the mid-1980s, she edited and wrote for publications in Indiana and Delaware; she has worked for the Fort Collins Coloradoan as an editor, a columnist and writing coach and for the Rocky Mountain News as a copy editor. Peck has also worked at the Tampa Tribune's online product, Tampa Bay Online, and for Microsoft's online publication, Denver Sidewalk. Guy Reel, Ph.D., is associate professor of mass communication at Winthrop University in Rock Hill, S.C. A former newspaper reporter and editor for The Commercial Appeal of Memphis, Tenn., Reel teaches journalism and mass communication and has written extensively about issues in journalism and communication history. He is author of *The National Police Gazette and the Making of the Modern American Man, 1879-1906* (2006), a study of portrayed masculinities in 19th Century tabloids. He received his Ph.D. from Ohio University, his master's from the University of Memphis and his undergraduate degree from the University of Tennessee.