**Media Ethics Final Exam**

**DISCUSSION:** During the semester, we’ve explored a variety of case studies that explored ethical implications of communication behavior. We’ve applied core philosophical principles as we have sought to determine ethical obligations and behaviors in the given situation. From your knowledge and applications, choose **one** of the following questions and respond, citing **specific examples** from **one or more of the cases analyzed in class** to support your assertions. What have you learned about how to engage in moral reasoning as you decide on ethical behaviors?

1. How should public relations and advertising practitioners decide about representing “undesirable” products, goods or services?
2. How should reporters maintain independence from undue influence from the business/economic pressures on media?
3. How should news media and news reporters balance respect for privacy with their obligations to report fully, fairly and objectively?
4. How should entertainment media balance consideration of children and teenagers in audiences with limits on content?
5. How much is “too much,” when it comes to violence and sexuality in media content, and how should that be determined?
6. The Hutchins Commission called for media to project a representative picture of the constituent groups in the society. How should news media and entertainment media seek to fulfill that charge?