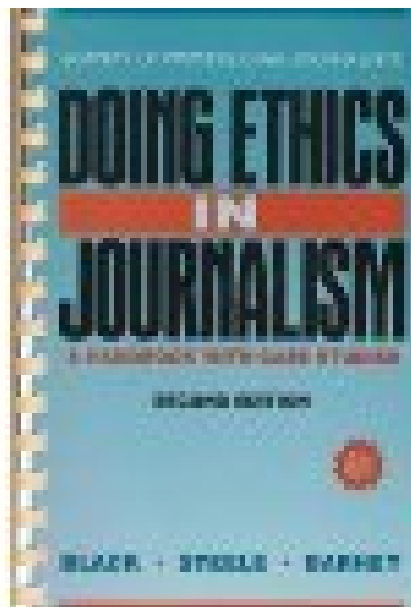
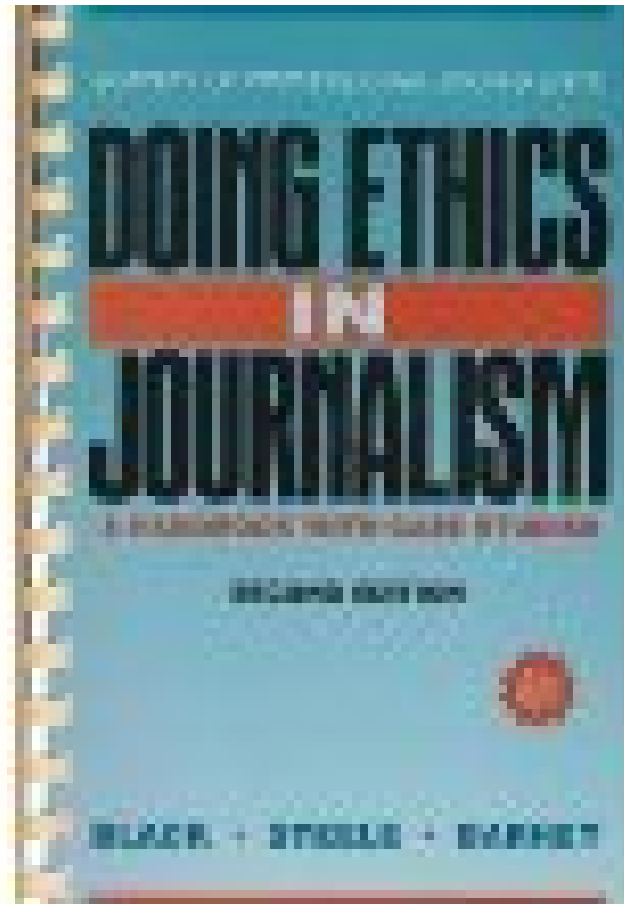


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**Key Topics:** This book helps readers recognize the critically important connection between excellent journalism and ethical journalism. First published by the Society of Professional Journalists, the world's largest organization of journalists, the new edition incorporates the SPJ's new code of ethics throughout the book and its analysis of numerous case studies. The cases include examples of thoughtful, powerful, and principled reporting as well as situations where regrettable decisions were made, providing important lessons about ethical journalism. Each case is followed by commentary and analysis. Some of the most highly-publicized cases of our decade are discussed -- including Richard Jewell, the Oklahoma City bombing, and more -- so that readers can see principles in action through news coverage with which they are already familiar. **Market:** Journalists, broadcasters of print and television media, professionals involved with issues of media ethics, and anyone with an interest in these issues.

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The aim of this text is to help students recognize the important role they play as journalists, and to make the connection between excellent journalism and ethical journalism.

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