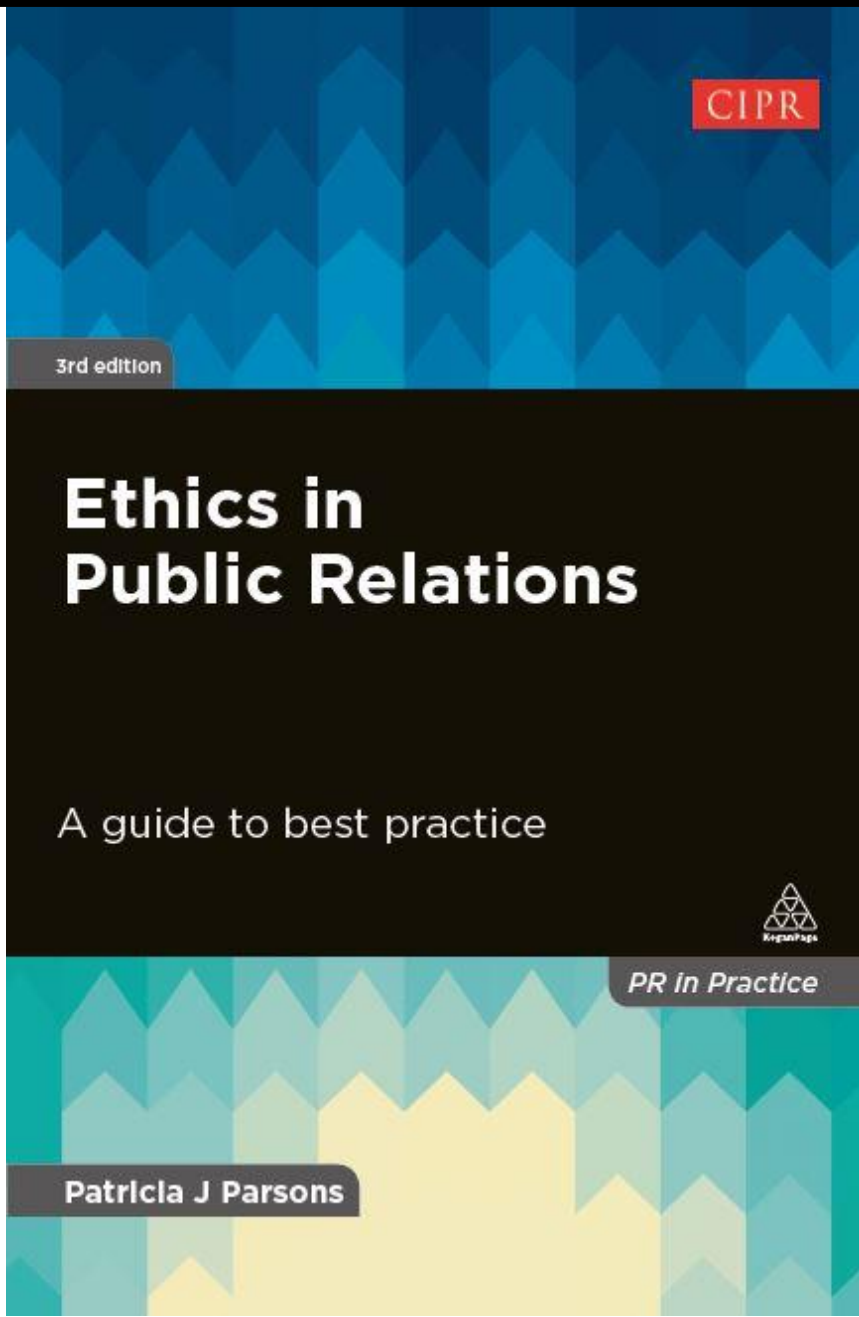


2016

Teaching Public Relations Ethics: Pedagogical Resources



TEACHING PUBLIC RELATIONS ETHICS: PEDAGOGICAL RESOURCES

1 ACADEMIC ARTICLES

- Austin, L. L., & Toth, E. L. (2011). Exploring ethics education in global public relations curricula: Analysis of international curricula descriptions and interviews with public relations educators. *Public Relations Review*, 37(5), 506-512. doi:10.1016/j.pubrev.2011.09.007
- Bivins, T. (1989). Are public relations texts covering ethics adequately? *Journal of Mass Media Ethics*, 4(1), 39-52.
- Canary, H. E. (2007). Teaching Ethics in Communication Courses: An Investigation of Instructional Methods, Course Foci, and Student Outcomes. *Communication Education*, 56(2), 193-208. doi:10.1080/03634520601113660
- Eschenfelder, B. (2011). The role of narrative in public relations ethics pedagogy. *Public Relations Review*, 37(5), 450-455. doi:10.1016/j.pubrev.2011.09.022
- Gale, K., & Bunton, K. (2005). Assessing the Impact of Ethics Instruction on Advertising and Public Relations Graduates. *Journalism & Mass Communication Educator*, 60(3), 272-285.
- Hutchison, L. L. (2002). Teaching ethics across the public relations curriculum. *Public Relations Review*, 28(3), 301.
- Hutton, J. G., & Mak, A. (2014). Is a picture worth a thousand words? Using films and television shows to teach public relations. *Public Relations Review*, 40(3), 585-594. doi:10.1016/j.pubrev.2014.03.003
- Lehman, C. M., DuFrene, D. D., & Lehman, M. W. (2010). YouTube Video Project: A “Cool” Way to Learn Communication Ethics. *Business Communication Quarterly*, 73(4), 444-449. doi:10.1177/1080569910385382
- Rice, J. A. (2007). Bridging the gap: contextualizing professional ethics in collaborative writing projects. *Business Communication Quarterly*, 70(4), 470-475.
- Strauss, J. R. (2011). Public (relations) disturbances and civil disobedience: Why I use “The Yes Men Fix the World” to teach public relations ethics. *Public Relations Review*, 37(5), 544-547. doi:10.1016/j.pubrev.2011.09.009

2 ONLINE RESOURCES

Ethics Resources. Carnegie Mellon University Tepper School of Business.

<http://wpweb2.tepper.cmu.edu/ethics/teaching.htm>

Media Smarts. Canada's Centre for Digital and Media Literacy. Resources for Teachers - Online Ethics. <http://mediasmarts.ca/digital-media-literacy/digital-issues/online-ethics/resources-teachers-online-ethics> [These resources are designed for secondary education but are useful for instructors in post-secondary programs.]

Resources for Teaching Ethics. The University of Sheffield. <https://www.shef.ac.uk/ris/other/gov-ethics/ethicspolicy/educationresources/teaching-resourcesc>