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Ethics Resources for Public Relations Practitioners



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The following list of resources is offered to public relations and corporate communication practitioners who are interested in a deeper understanding of what ethics is and how it is applied to the professional practice areas of PR and communications.

1 BOOKS

Bivins, T. (2003). *Mixed media: Moral distinctions in advertising, public relations, and journalism*. Routledge.

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Dalai Lama. (2001). *Ethics for the new millennium*. Riverhead Trade.

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Parsons, P. (2016). *Ethics in public relations: A guide to best practice*. London: Kogan Page.

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Singer, P. (1993). *A companion to ethics*. Blackwell Publishing Limited.

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2 PERIODICALS

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3 ONLINE RESOURCES

- [PR Ethics Wiki](#)
- [PR History Wiki](#)
- [Aristotle's Ethics](#)
- [Rights](#)
- [Relativism](#)
- [Divine Command theory](#)
- [Utilitarianism/Consequentialism](#)
- [Kant](#)
- [Virtue Ethics](#)
- [Gilligan versus Kohlberg *et al.*](#)
- [Resources on Ethical Decision-Making](#)
- [Ethics Codes: News Organizations](#)
- [A Framework for Thinking Ethically](#)
- [Ryerson's resources for ethical decision-making](#)
- [Jürgen Habermas](#)
- Ethical Theory, part 1 <http://www.youtube.com/watch?v=0QScIjWQxE>
- Ethical Theory, part 2 <http://www.youtube.com/watch?v=bOlinNkPR5Q&feature=relmfu>

- Ethics - The Challenge of Relativism
<http://www.youtube.com/watch?v=52siRDz1HRY&feature=relmfu>
- Jacob Groshek and Michael Conway. 2014. The effectiveness of the pervasive method in ethics pedagogy: A longitudinal study of journalism and mass communication students. *Journalism*. 14, 330-347. [full text pdf available]. DOI: 10.1177/1464884912454503
<http://jou.sagepub.com/content/14/3/330>
- Ethics in Public Relations Teaching Modules. The Arthur Page Center.
<http://comm.psu.edu/page-center/resources/teaching-modules/ethics-in-public-relations>