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Ideas R Us

Do you have a teaching idea or question you'd like to see in the Newsletter or on the website? Would you like to "poll" MED members on some aspect of teaching? Send your ideas to our Teaching Chair and she'll try to pursue them in future issues. Examples might include: teaching ethics to large classes, using the Socratic method in teaching ethics, tips for grading and assessment in ethics education and more. What's "trending" in your brain? Contact Jan Leach at jleach1@kent.edu (<mailto:jleach1@kent.edu>) or phone 330-672-4289.

MASTHEAD

Division Head: **Jenn Burleson Mackay**
 Vice Head/Programming Chair: **Jan Leach**
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To endorse or not to endorse

 by **Erin Schauster**, Newsletter Editor


Morality and advertising are two words that when combined might make a media ethicist cringe. As a scholar interested in advertising ethics, I find an exhaustive list of topics to examine within the overarching subject. There are issues that suggest advertising executives make unethical decisions, as well as cases that portray executives as ethical decision-makers.

With the Big Game just around the corner, preceded by a year of domestic violence, sexual assault, child abuse, dishonesty and deflated balls, now more than ever I'm tempted to raise the age-old question, should we advertise? Should we advertise our client's product, service, company, etc. ...

... during Super Bowl XLIX?

As media scholars and ethicists, we're always looking for new cases to explore and share with students: corporate communication crises, unethical ads, proliferation of stereotypes, and lapses in journalistic integrity. (Un)Fortunately, there's never a shortage.

How many cases associated with the NFL did we discuss with our students this past year?

When planning and buying media space and time, advertisers find the right place to advertise a message so it reaches the right people. Media planners want effective reach and frequency. Ineffective advertising placement isn't necessarily a new topic. We can find online examples of "unfortunate placement (<http://www.buzzfeed.com/mjs538/101-really-unfortunate-internet-ad-placements#.meP24mY7E>)" thanks (and no thanks) to behavioral targeting. One way behavioral targeting works is by matching ad content to editorial content so that an American Airlines ad appears adjacent to a news story about an airplane collision and skydiver's death. That's not exactly effective ad placement.

The suggestion that advertising is an ethical dilemma is more salient than ever when considering whether or not to run an ad during the Super Bowl this year. A mass audience, such as last year's 111.5 million viewers, is ideal for mass-marketed products and services. But what advertisers might overlook during Super Bowl XLIX are the implicit associations a corporation makes with what many consider a corrupt organization.

While Super Bowl airtime sold more slowly this year than those prior, according to NBC in a recent *Advertising Age* (<http://adage.com/article/special-report-super-bowl/super-bowl-xlix-ad-chart-buying-big-game-commercials/295841/>) article, the lag is attributed to the decrease in national TV ad sales overall, as opposed to social responsibility or corporate reputation.

Corporate reputation is affected, in part, by loyalty. In his [article \(/freedom-responsibility-and-charlie-hebdo.html\)](#) about the attack on *Charlie Hebdo* and the dangers many journalists face, Chad Painter broaches the role of loyalty. Ultimately, he suggests, loyalty lies with one's own safety.

In advertising, loyalty lies with the client; agencies are in business to sell clients' products and services. However, an agency's loyalty also lies with the agency. Each agency has a reputation within the industry, as well as among viewers/readers of its advertisements.

An agency that decides to work with what is considered to be an immoral organization runs the risk of developing a similar reputation. The same result occurs for a client with a celebrity endorsement gone wrong, which is why Jell-O won't be inviting Bill Cosby back into the production studio any time soon.

So why wouldn't the same be true for running an ad during the Super Bowl?

This Sunday, according to *Advertising Age* (<http://adage.com/article/special-report-super-bowl/super-bowl-xlix-ad-chart-buying-big-game-commercials/295841/>), we'll see ads from Anheuser Busch InBev, Dove and McDonalds to name a few. Oh, and a NFL-sponsored PSA thanks to a 30-second donation of airtime to nomore.org. This [ad \(http://adage.com/article/special-report-super-bowl/nfl-run-anti-domestic-violence-spot-super-bowl/296824/\)](#) might look familiar if you've tuned in at other times during football season. It's an anti-domestic violence message that, by association alone, I'm sure audiences will find *highly* credible (ahem). And that's unfortunate because the message conveys a serious issue with the potential to reach and inform a mass audience. Furthermore, the ad depicts social responsibility, which advertisements, and the executives who create them, promote from time to time. Disappointingly, the negative connotation some still hold with the NFL just might overshadow this ethical act.

Even with these ethical concerns in mind, I'm still excited for the Super Bowl. After all, I am a scholar, instructor and fan of advertising. Nevertheless, viewing ads this year will be different. I'm prepared to watch Super Bowl commercials with several questions in mind:

Traditionally, TV ads are classified as paid placement. Should we also classify ads as endorsements? Are corporations that advertise during the Super Bowl implicitly endorsing the NFL? Can an implicit endorsement negatively impact an agency's (or client's) reputation? And, finally, are ad placements and related functions of media planning and buying ethical?

Perhaps this article has sparked a few questions of your own. If so, don't forget to check out [MED's call for papers \(/media-ethics-division-call-for-papers.html\)](/media-ethics-division-call-for-papers.html).

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I can write this article in eight words: Submit your research to the Media Ethics Division.

However, any ethicist will tell you that just because you *can* do something, it doesn't mean you *should*. So if my blunt directive hasn't tempted you, let's talk specifics. Our recent submission numbers have been good, recovering from a low of 23 papers in 2012 to reach 42 papers in 2013 and 36 papers in 2014. I'd like to see it in the mid- to high-40s, and that's where you and the dazzling irons you surely have in the fire come in.

This year, we have revised the [general call \(/media-ethics-division-call-for-papers.html\)](/media-ethics-division-call-for-papers.html) to make it better articulate the kinds of research we do in the ethics division, emphasizing our pluralism and dynamism as a division. You'll see it comes with examples aplenty. Hopefully this communicates to people who might be tempted to submit their research to other divisions that we are a good fit – *the best fit* – for research addressing ethical concerns.

Did you know that six other divisions/interest groups specifically mention ethics in their 2015 paper calls? (For the record, they are: Advertising; Cultural & Critical Studies; International Communication; Newspaper & Online News; Visual Communication; and Participatory Journalism). And we all know, I'm sure, ethics research has gone to divisions beyond this list. I don't want to bemoan the good work being done in these other fantastic divisions, but I want to see ethics research coming to *our* division. I want historical studies on the Hutchins Commission coming to us. I want studies on PR ethics coming to us. I want newsroom

sociology looking at pressures on journalistic decision-making coming to us. Let's make it happen.

In tandem with the general call, we've put together a special call on "New Horizons in Media Ethics" that we hope will see some interesting, innovative, theoretically-rich papers providing us with lots to think about and discuss at the conference. Between the general and special calls, I hope we have an attractive offer for scholars doing a range of normative and empirical work.

We are also, as usual, co-sponsoring the Carol Burnett Award for graduate student research, once again highlighting our commitment as a division to graduate student research. If you are a graduate student, we strongly encourage you to submit your research to the MED. The Carol Burnett Award is a prestigious honor and comes with a cash prize for the winner and runner-up. The division also demonstrates its commitment to graduate students by providing small travel stipends to other graduate student presenters.

And on that note: Hey, faculty! Encourage your graduate students to submit to MED! We have a very limited future if we do not encourage young scholars to become active in the division. Sometimes this can consist of awakening scholarly concerns that the students were not aware they had or connecting their emerging research agenda to ethics issues and helping them see scholarship in a different way (this is what happened to me!). For the good of the division and our field, we need to bump up our numbers of graduate student submissions.

We should all be ruthless evangelists for the division and for ethics scholarship in general. How many times have we read a paper from another field or one using a different approach that raises so many ethics questions? Let's start dialogs with our colleagues and centralize ethics in media and journalism studies!

I'll conclude by adding to the words that opened this article. Submit your research to the Media Ethics Division. And tell others to do so, too.

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We need you

By **Ryan Thomas**
Research Chair

MED colleagues: I hope I can count on you to serve the division as a reviewer for the 2015 AEJMC conference. The Division is only as strong as its members, and we need an all-star team of reviewers (like you) to ensure we have interesting and innovative papers for us all to enjoy and learn from in San Francisco. I look forward to being able to draw on the depth and breadth of knowledge there is in the media ethics field. This is, as we all know, a major undertaking, so I sincerely appreciate you considering the opportunity to help our division.

(By the way, if you are submitting your research to the division, you are still eligible to review graduate student papers for the Carol Burnett Award, so don't think you can get out on a technicality!)

If we have a robust pool of reviewers, nobody should be asked to review more than 3 papers. Clearly, *the more reviewers we have, the less papers each reviewer will be asked to review*. It is perhaps rare that there are compelling altruistic *and* egoistic reasons for a particular course of action, but this fits the bill!

Have I persuaded you yet? Want more details? Send me an email (thomasrj@missouri.edu (<mailto:thomasrj@missouri.edu>)). I'm looking forward to working with you in the coming months.

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NBC News photo

Programming for the 2015 AEJMC Conference in San Francisco is well underway and the Media Ethics Division has an exciting lineup of panels. For your conference and travel planning, please note that this year's convention is Thursday, Aug. 6, through Sunday, Aug. 9 (instead of the usual Wednesday through Saturday), so many division meetings, socials and conference panels are scheduled for Saturday or Sunday.

Along those lines, the MED members' meeting/business meeting that previously has been scheduled at night will be on Friday afternoon this year. AEJMC did this scheduling and many division meetings have been changed this year. **The MED members' meeting will be Friday, Aug. 7, 1:30-3 p.m.** The location has not been determined.

There is no pre-conference workshop this year. Unfortunately, we could not find a topic or co-sponsoring division. I encourage all of you to think of good pre-conference ideas so we can resurrect this important program for the division. Attendance at the pre-conference sessions had fallen the past few years but the practical aspects of a teaching workshop for MED members remains. I hope we can offer a pre-conference teaching workshop in 2016 (Minneapolis) but we'll need volunteers to pull it off.

As you know, the former "chip auction" is gone and programming is done online. I entered all program proposals early (thanks to everyone who submitted ideas) but the bargaining that used to take place in person now depends on what suits other program chairs online. We were able to secure good panels with our chips but some really good ideas didn't generate interest

from other divisions so they're not on this year's program. While the online scheduling is easier and cost-effective, I wish we had a way to "pitch" ideas for others' consideration.

Here is our program lineup for the San Francisco convention:

- Journalists in Fear, PF&R, co-sponsored by COMJ (Community Journalism) and RMIG (Religion and Media Interest Group):

Thursday, Aug. 6, 3:15-4:45 p.m.

This proposal was submitted by MED Chair **Jenn Mackay**. Jenn is working to invite a speaker from [Reporters Without Borders \(http://en.rsf.org/\)](http://en.rsf.org/) and/or someone from the [Chancy Bailey Project \(http://www.chaunceybaileyproject.org/\)](http://www.chaunceybaileyproject.org/). In addition, long-time MED member and internationally recognized media ethicist Stephen J.A. Ward will participate.

Panelists will discuss the terrorizing environment that many journalists now face as they struggle to maintain ethical news coverage while terrorist and other organizations murder their colleagues. This panel will consider the dangers that journalists face across the globe, while also delving into the death threats that American journalists experience. Panelists will respond to the question: How and why is ethical coverage maintained despite the danger?

- Reporting the News When Journalists ARE the News, PF&R, co-sponsored by CCSD (Cultural and Critical Studies Division):

Friday, Aug. 7, 3:15-4:45 p.m.

Submitted by **Chad Painter**, Eastern New Mexico University

One role of a journalist is to gather, verify, and report news so the public can be better informed about the world in which we live. How do journalists maintain neutrality, credibility, and accountability when they or their colleagues become newsworthy? Among many other topics, panelists will discuss police crackdowns on the press in Ferguson, Missouri; the murder of photojournalist James Foley; and ongoing conflicts between the national press and the White House.

- The Pillory Effect: Public Shaming as a Function of News Media, PF&R, co-sponsored by Council of Affiliates:

Saturday, Aug. 8, 3:30-5 p.m.

Submitted by **John C. Watson**, American University

This panel will explore how the news media in the United States and abroad have brought excruciating social pressure to bear on prominent public figures as well as obscure individuals. These episodes have ranged from exposing Californians who water their lawns despite a years-long drought to the disclosures of credentials-padding by politicians and other prominent personalities; the humbling "perp-walks" that are routine visual spectacles at the end of crime investigations and the gratuitous shaming campaigns carried out by some British news organizations. The panel will consider such questions as: Is shaming by the news media justifiable?

- Teaching Ethics Through Campus Media, Teaching, co-sponsored by SCHL (Scholastic Journalism Division):

Thursday, Aug. 6, 11:45 a.m.-1:15 p.m.

Submitted by **Chad Painter**, Eastern New Mexico University

Teaching media ethics does not end in the classroom. Campus media provide a valuable, hands-on learning environment where students can learn ethical concepts such as fairness and balance, conflicts of interest, and social responsibility.

- Student Press Freedom Through Policy, Practice and Partnership, PF&R. We are co-sponsors of this SCHL (Scholastic Journalism Division) panel.

Thursday, Aug. 6, 1:30-3 p.m.

Tensions can increase and arguments solidify if student journalists and school officials define their roles in narrow, simple terms. When controversy polarizes students and authorities, emotion often trumps reason and both parties suffer. This panel will examine whether there are ways to predict, prevent or resolve potential problems before they erupt as battles of right over wrong, where those affected are urged to choose sides. Are there ways to blend law or policy and ethical guidelines or behavior that can allay the concerns of school officials while protect rights of student expression?

- Too Offensive to Keep or the PC Brigade Gone Awry?: Native American Team Names and Mascots in the 21st Century (PF&R). We are co-sponsors of this SPRT (Sports Communication Interest Group) panel.

Friday, Aug. 7, 11:45 a.m.-1:15 p.m.

Washington Redskins' owner Dan Snyder has continually defended the use of his team's controversial name. The Cleveland Indians' owners take it a step further, refusing to eliminate Chief Wahoo, a logo that embodies the exaggerated characterization of a Native American. While the Golden State Warriors have reimagined their "warrior" as referencing a mythological hero, the true roots come from the Philadelphia Warriors--a team with a caricatured Native American mascot. This panel will analyze and discuss the debates of using culturally loaded and controversial Native American mascots and names.

- Hot Topics – We co-produce this popular event with SPIG (Small Programs Interest Group):

Friday, Aug. 7, 5-6:30 p.m.

As per usual, the topic for Hot Topics will be determined closer to the conference itself so as to be current and, well, topical.

MED's representative is **Jack Breslin** of Iona College

- Examining the Practice and Ethical Implications of Native Advertising for Public Relations and Advertising (PF&R). We are co-sponsors, along with PRDV (Public Relations Division) of this ADVD (Advertising Division) panel.

Thursday, Aug. 6, 5-6:30 p.m.

*Our own MED member, **Shannon Bowen**, of the University of South Carolina, suggested this topic to the Advertising Division, of which she also is a member.*

Over the past decade, both the advertising and public relations industries have been transformed by the emergence of native advertising and how it is changing the news industry. Panelists will define native advertising, discuss it from an instrumental perspective, share recent examples, address key challenges and opportunities, and explore ethical implications.

In addition, we will have four sessions for refereed research paper presentations and one Scholar-to-Scholar Poster Session for research exhibit

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FREEDOM, RESPONSIBILITY AND CHARLIE HEBDO

 by **Chad Painter**

Professional Freedom & Responsibility Chair

Saïd and Chérif Kouachi, two brothers affiliated with al-Qaeda in the Arabian Peninsula, stormed the offices of French satirical newspaper *Charlie Hebdo* January 7. The masked gunman, who were armed with assault rifles and other weapons, were motivated by the publication of controversial cartoon depictions of Muhammad, as well as jokes *Charlie Hebdo* printed about Islamic leaders and Muhammad. The Kouachi brothers killed 12 people (including eight journalists) and injured 11 others in the initial attack, and later killed five more people and injured 11 others in related shootings.

The attacks gained worldwide media attention, with harsh critiques from politicians, activists, and journalists. The attacks, however, also served as a reminder of the danger that many journalists face each day.

Ninety-one journalists and media workers were killed in 2014, according to the Committee to Protect Journalists. That number actually is down from 100 killed in 2013 and 106 killed in 2012, but up from 86 killed in 2011 and 89 killed in 2010, according to CPJ. There already have been nine deaths in 2015—eight journalists at *Charlie Hebdo* and a TV reporter in Yemen. The organization loosely defines journalist as “staff journalists, freelancers, stringers, bloggers, and citizen journalists—people who cover news on public affairs through any media, including in print, in photographs, on radio, on television, and online.” Media workers are defined as “translators, drivers, guards, fixers, and administrative workers,” as well as any other person who plays a vital role in newsgathering.

The 91 journalists and media workers killed in 2014 are broken down further by type of death: 44 percent were murdered (defined by CPJ as the targeted killing of a journalist, whether premeditated or spontaneous, in direct relation to the journalist’s work), 38 percent died in crossfire or combat (defined by CPJ as a killing on a battlefield or in a military context), and 18 percent were killed during a dangerous assignment (defined as a death while covering a demonstration, riot, clashes between rival groups, and mob situations). The percentages add up to more than 100 percent because more than one category might apply to a particular situation.

The five deadliest countries for journalists and media workers in 2014 were Syria (17), Iraq (5), Ukraine (5), Somalia (4), and Israel and the Occupied Palestinian Territory (4). A wealth of other statistical data is available at cpj.org. (<http://cpj.org>)

All journalists must weigh loyalty obligations when making decisions about what to report, where to report from, and whom to report about. Phillip Patterson and Lee Wilkins, in *Media Ethics: Issues and Cases (8th edition)*, write that loyalty can be linked to role, which is a capacity in which we act that provides others with information about how we will act in a structured situation. When the role you assume is a professional one, you add the ethical responsibilities of that role. For journalists, there are two central responsibilities. First, we have a greater responsibility to tell the truth than members of most professions. Second, we carry a greater obligation to foster political involvement than the average person.

Most ethical decisions come down to the question “To whom (or what) will I be loyal?” Several constituent groups can demand some degree of loyalty from journalists: Readers, viewers, clients, and subscribers; news organizations or firms; professional colleagues; the profession itself; and society. However, the overriding loyalty for journalists—especially in situations that could result in the loss of life—should be to themselves. The *Charlie Hebdo* shooting raised many questions about free expression, religious sensitivity, and immigration policies. For journalists, the attack also should raise questions about what we can do individually and collectively to ensure that fewer journalists are killed while performing their newsgathering and watchdog roles.

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Media Ethics Division call for papers

The AEJMC Media Ethics Division seeks a diverse range of original faculty and graduate student paper submissions related to ethics. The division encourages submission of papers that address a broad spectrum of ethics-related topics and concerns, which may include, but are not limited to, the relationship between journalism and democracy, media accountability systems, ethical decision-making, morality and moral development, truth-telling and deception, privacy, credibility, the impact of technology and economics on ethics, newsroom norms and routines, and the relationship between law and ethics.

The division is open to the broadest possible range of scholarship, looking at ethics across a range of communicative contexts (e.g., journalism, advertising, public relations, entertainment media, new media, social media, etc.), from a range of theoretical/paradigmatic approaches (e.g., philosophical, critical, sociological, psychological, etc.) and using a range of methods (e.g., qualitative, quantitative, mixed-method, etc.). Theoretical/normative essays grounded in ethics theory are also welcome, as are manuscripts related to the teaching of ethics.

In addition to our regular call, the Division is sponsoring a special call focusing on “New Horizons in Media Ethics.” We also have awards for top faculty paper, top graduate student paper, and a professional relevance award. All submissions will be evaluated in the general paper competition. Authors wishing to be considered for any of the special calls should submit their paper only once. There is no limit on the amount of papers an author can submit to the division.

In addition to supporting the Carol Burnett Award winners, the Media Ethics Division will offer small travel stipends for the top student submissions.

All papers must be no more than 25-pages (excluding title page, references, figures, illustrations, and/or appendices) and must otherwise conform to the rules outlined in the AEJMC Uniform Call for Papers. Papers that do not conform to these rules, or which contain information identifying the author(s), will be disqualified. Authors should use APA style (6th ed.).

Submitting a paper to the Media Ethics Division implies that the author (or one of the authors, or a proxy) intends to present the paper in person.

Special Call for New Horizons in Media Ethics

In addition to our regular call, the Media Ethics Division is sponsoring a special call for papers

pertaining to “new horizons in media ethics.” Where is media ethics headed as a field? Where ought the field head?

Papers may address, but are by no means limited to, the following:

- What is the role of normative theory in the broader canon of mass communication theory? Are there questions of legitimacy for normative theory, and how might they be overcome? What is “theoretical” about normative theory? Is normative theory complementary or oppositional to empiricism?
- How do we construct and defend normative theory in an age of moral relativism?
- In a changing media landscape, where an unstable economy and technological innovation have seemingly transformed journalism and other forms of mediated communication, how does this impact how we theorize journalism, media, and communication from a normative perspective? How can ethicists contribute to the debate on “new media” and its technologies? What do we gain in the new media environment, and what do we lose?
- How ought we theorize “change” from a normative perspective? What do trends in existing ethics scholarship indicate about where we are headed as a field? How proficient is current ethics scholarship in addressing the changing media environment? How do we need to adapt our scholarship? What concepts/topics/issues ought we be addressing?
- How might ethics scholarship be enriched with dialogues from other fields/sub-fields/literatures (e.g., moral psychology, political economy, critical theory, media sociology, media effects, media criticism, democratic theory)? Likewise, how might these other traditions be enriched by engagement with our scholarship? Are there, on the other hand, limits to this? What are the “boundaries” of ethics scholarship?
- What scholars or philosophical traditions possess rich terrain for ethics scholars but have generally been overlooked? How might this work be revived? What is the contribution to theory of these overlooked literatures?

Special call papers should be theoretical/normative, rather than empirical, although references to empirical work as support for the arguments made are of course welcome. Papers must be theoretically grounded. Special call papers must be marked “Special Call” on the title page. All papers must conform to the style and length rules outlined above and in the AEJMC Uniform Call for Papers.

Carol Burnett Award for Graduate Students:

The Media Ethics Division is committed to supporting and promoting promising graduate students with an interest in media ethics. All graduate students who submit papers to the Media Ethics Division are encouraged to enter the Carol Burnett Award competition. The Media Ethics Division teams with the University of Hawaii and the Carol Burnett Fund for Responsible Journalism to sponsor this special paper competition for graduate students. Students are invited to submit papers on any topic related to media ethics, from any theoretical approach, using any method or combination of methods.

The winning paper will receive the Carol Burnett/University of Hawaii/AEJMC Prize, which includes a \$350 cash award. The runner-up will receive a \$150 cash award. Authors for the top

two submissions will also receive a small travel assistance stipend. The winner will be invited to accept his or her prize at the Kappa Tau Alpha Awards Luncheon at the AEJMC conference. Burnett competition papers must be marked "Burnett Competition" on the title page.

The Burnett Award is reserved for graduate students; papers containing faculty members as co-authors are ineligible.

Professional Relevance Award:

Special recognition will be given to the paper that is judged to be the most relevant to working professionals (journalists, advertisers, etc.). The recipient will be selected from the general paper competition.

Top Faculty Paper:

Special recognition will be given to the faculty paper judged to be the best paper submitted among faculty authors. The recipient will be selected from the general paper competition.

All questions should be directed to the Media Ethics Division research chair Ryan Thomas, University of Missouri-Columbia, email: thomasrj@missouri.edu (<mailto:thomasrj@missouri.edu>), phone 573-882-1455.

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Media Ethics magazine call for papers

Dear MED friends,

The latest issue of MEDIA ETHICS magazine has just been published at www.mediaethicsmagazine.com (<http://www.mediaethicsmagazine.com>) and we welcome your feedback. You'll find articles, reviews, news, and notices from former and current MED members and colleagues including Ed Wasserman, Paul Voakes, Kirstie Hettinga, Dave Gordon, Monica Guzman, Steven Ward, Ken Harwood, Amy D'Amico, Sara Quay, Tom Brislin, Manny Paraschos, Susan Drucker, Gary Gumpert, and Mark Grabowski.

If you'd like to submit queries, ideas, op-ed style commentary, research summaries, notices about conferences, relevant book reviews, debates, etc., for the next issue, please contact editor Mike Kittross (mkittross@msn.com). If you or your department, school, or organization are interested in becoming a sponsor or making a donation, please contact co-publisher Tom Cooper (twcooper@comcast.net (<mailto:twcooper@comcast.net>)). If you have interesting cases, ethics news, and ideas you'd like considered for *Ethicalia* (Manny's regular column), please write Manny Paraschos (Emmanuel_Praschos@emerson.edu (<mailto:mparaschos@aol.com>)).

On-line back issues (<http://www.mediaethicsmagazine.com/index.php/browse-back-issues>) are available at the magazine site and hard copies are available from assistant@mediaethicsmagazine.com (<mailto:assistant@mediaethicsmagazine.com>).

We wish all our colleagues a very happy new year.

Best wishes,
Tom Cooper, Cliff Christians, Mike Kittross, and Manny Paraschos

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