

THE HANDBOOK OF COMMUNICATION ETHICS

Edited by
George Cheney
Steve May
Debashish Munshi

Contents

Foreword	xi
ROBERT T. CRAIG, THE UNIVERSITY OF COLORADO AT BOULDER	
Preface	xvii
Author Biographies	xxi
1 Encountering Communication Ethics in the Contemporary World: Principles, People, and Contexts	1
GEORGE CHENEY, DEBASHISH MUNSHI, STEVE MAY, WITH ERIN ORTIZ	
UNIT 1: THEORY OLD AND NEW	
2 A Contribution to Ethical Theory and Praxis	15
JOHN STEWART	
3 Ethics, Rhetoric, and Discourse	31
MICHAEL J. HYDE	
4 Situating a Dialogic Ethics: A Dialogic Confession	45
RONALD C. ARNETT	
5 Feminist Discursive Ethics	64
PATRICE M. BUZZANELL	
6 Power and Ethics	84
DENNIS K. MUMBY	
7 What Are We, Then? Postmodernism, Globalization, and the Meta-Ethics of Contemporary Communication	99
BRYAN C. TAYLOR AND LEONARD C. HAWES	
8 Decolonizing Communication Ethics: A Framework for Communicating <i>Otherwise</i>	119
DEBASHISH MUNSHI, KIRSTEN J. BROADFOOT, AND LINDA TUHIWAI SMITH	
UNIT 2: CONTEXTS OF APPLICATION AND THEORY DEVELOPMENT	
9 Interpersonal Communication Ethics	135
SALLY PLANALP AND JULIE FITNESS	

10	Ethical Challenges in Small Group Communication JOHN GASTIL AND LEAH SPRAIN	148
11	Communication Ethics and Organizational Contexts: Divergent Values and Moral Puzzles MATTHEW W. SEEGER AND TIMOTHY KUHN	166
12	Journalism Ethics in Theory and Practice CLIFFORD G. CHRISTIANS	190
13	Ethical Dimensions of New Technology/Media CHARLES ESS	204
14	Public Relations and Marketing: Ethical Issues and Professional Practice in Society JACQUIE L'ETANG	221
15	Visual Communication in Traditional and Digital Contexts SEAN CUBITT AND VIOLETA POLITOFF	241
16	The Search for Social Justice and the Presumption of Innocence in the Duke University (USA) Lacrosse Case of 2006–2007: Implications for Contemporary Legal and Ethical Communication GLEN FEIGHERY, MAROUF HASIAN, JR., AND RICHARD RIEKE	258
17	Political Communication Ethics: Postmodern Opportunities and Challenges STEVEN R. GOLDZWIG AND PATRICIA A. SULLIVAN	273
18	Ethics in Health Communication NURIT GUTTMAN AND TERESA L. THOMPSON	293
19	Science, Democracy, and the Prospect for Deliberation KEITH R. BENSON AND JOHN ANGUS CAMPBELL	309
20	Intercultural Communication Ethics: Multiple Layered Issues STELLA TING-TOOMEY	335

UNIT 3: CONTEMPORARY ISSUES

21	Diversity, Identity, and Multiculturalism in the Media: The Case of Muslims in the British Press NASAR MEER AND TARIQ MODOOD	355
22	Hierarchies of Equality: Positive Peace in a Democratic Idiom ROBERT L. IVIE	374
23	Democracy, Publicness, and Global Governance SLAVKO SPLICHAL	387

24	Religion, State, and Secularism: How Should States Deal with Deep Religious Diversity? RAJEEV BHARGAVA	401
25	Truth, Evils, Justice, and the Event of Wild(er)ness: Using Badiou to Think the Ethics of Environmentalism KEVIN MICHAEL DELUCA	414
26	Economic Justice and Communication Ethics: Considering Multiple Points of Intersection ZACHARY A. SCHAEFER, CHARLES CONRAD, GEORGE CHENEY, STEVE MAY, AND SHIV GANESH	436
27	The Polyphony of Corporate Social Responsibility: Deconstructing Accountability and Transparency in the Context of Identity and Hypocrisy LARS THØGER CHRISTENSEN, METTE MORSING, AND OLE THYSSEN	457
28	When Unreason Masquerades as Reason: Can Law Regulate Trade and Networked Communication Ethically? RADHA D'SOUZA	475
29.	Response and Conclusion: A Vision of Applied Ethics for Communication Studies JOSINA M. MAKAU	494
	Index	517

Index

A

- Abu Ghraib, 252–253
- Academic/philosophical discourses-popular/lay discourses, communication ethics, 3–4
- Accountability, 170–171
 - characterized, 462–463
 - corporate social responsibility, 457–458
 - Duke University lacrosse case, 267–268
 - journalistic ethics, 267–268
 - understandings of, 462–463
- Accuracy, 300–301
- Acknowledgment, 37–41
 - recognition, 38
 - social death, 38
- Adversarial communication, 504–505
- Agency, 18
 - economic justice, 447–449
 - human rights, 9
- Alienation, 444–446
- Alterity, 100–101
- Alternative trade organizations, 452
- American Association for the Advancement of Science, 316
- American exceptionalism, 376
- Amorality, 443–444
- Answerability, 20–21
- Aotearoa-New Zealand, 125–128
- Applied ethics, 173–174
 - characterized, 496–497
 - communication studies, 494–513
 - cross-disciplinary collaborative efforts, 510
 - material realities of global environment, 495–496
 - realizing visions, 513
- Aristotle, *ethos*, 33
- Artworks, vandalization, 242
- Authority
 - human rights, 9
 - small group communication, 150–151
- Autonomy, 303–304
 - privacy, 205
 - relationships, 138
- Autopoiesis
 - organizations, 459–460
 - systems theory, 459–460

B

- Badiou, A.
 - communication meta-ethics, 110–113
 - conceptualization of humans, 419–420
 - disaster, 424–426
 - environmentalism, 415–416, 419–420, 422, 424–426
 - evil, 424–426
 - wild(er)ness event, 417–418
- Bias, 45
- Bioethics approaches, 295
- Biological survival, social survival, compared, 429–430
- Bureaucracy, 167, 444–446
- Bush (G.W.) administration
 - course for war in Iraq, 148
 - political communication, 280

C

- Capitalism, 443
 - alternative visions, 452
 - democracy, relationship, 449
- Cartesian *cogito*, effacement, 20
- Casuietry, 295
- Censorship
 - freedom of speech, 387–389
 - history, 387–389
 - Lady Chatterley's Lover* obscenity trial, 250–251
 - photography, 248
 - publication, 387–389
- Change, communication, 477
- Characterological approaches
 - communication ethics, 276–277
 - political communication, 276–277
- Choice, 17–22
 - communication ethics, individual choices, 22–27
 - conceptual invitation from communication
 - scholarship to reconsider, 18–21
 - invitation refused, 20–21
 - culture, 24–25
 - effaced, 20
 - Enlightenment understanding, 24
 - ethics, nexting helix, 22–27
 - incomplete analyses, 21–22
 - responsiveness, 23–24
 - rightness, 26

- Cinema, 248–249
- Citizenship
 media, 358
 multiculturalism, 355
- Citizens' participation, media, 394–397
- Civil society, 483–484
 characterized, 394
 state, mediators between, 393–394
- Classification, human rights, 9
- Climate chaos, 425–426
- Codes of ethics, 173–174
 marketing, 229–231
 public relations, 229–231
- Colonial imaging, 249–250
- Communication, *see also* Specific type
 basic rules, 136–137
 change, 477
 cooperation, 136–137
 dialogic model, 505–507
 ethics, 94–96
 relationship, 1, 46–49
 forms, 390–391
 honesty, 136–137
 lying, 136–137
 moral ambiguity, 136
 prevalence, 136
 power, 94–96
- Communication ethics, *see also* Specific type
 academic/philosophical discourses-popular/lay
 discourses, 3–4
 characterological approaches, 276–277
 choice, individual choices, 22–27
 contemporary world, 1–10
 decolonizing, 119–129
 dialogue, interplay, 45–60
 diversity, 49
 economic justice, 436–453
 alienation, 444–446
 alternative economies as social movements,
 452
 amorality, 443–444
 bureaucratization, 444–446
 capitalism, 443
 discursive-rhetorical analysis issues, 446–449
 economic aspects of discourse, 439–442
 economic justice as human rights issue, 438
 framing, 443–444
 immorality, 443–444
 interrelations of economy, ethics, and
 communication, 439–446
 linkage of economics to happiness, 438–439
 market, agency, and ethical action, 447–449
 market globalization, 449–452
 markets, 436–438
 material inquiry domains, 439
 meanings of the market in everyday life,
 446–447
 morality, 443–444
 relations of democracy to capitalism, 449
 relevance, 436–439
 rhetoric of economy, 440
 rhetoric of neoliberalism, 440–442
 symbolic inquiry domains, 439
- ethics as content, 49
- Eurocentric cultural assumptions, 119
- fear appeals, 282–284
- feminist approaches, 277
- global-local dialectic, 5–7
- health communication, 293–306
 accuracy, 300–301
 autonomy, 303–304
 bioethics approaches, 295
 casuistry, 295
 culpability, 302–303
 economic factors, 299, 306
 end-of-life issues, 297–298
 equity, 303–304
 ethics of caring, 294
 exaggeration, 301
 feminist ethics, 294
 guilt, 302–303
 health campaign ethics, 299–305
 healthcare costs, 299, 306
 healthcare policy issues, 305–306
 individual to dialogic perspectives, 296–299
 inequity, 303–304
 influence, 301
 information technology, 305
 institutional factors, 299, 306
 intercultural concerns, 298
 labeling, 303
 moralism, 300
 narrative ethics, 294–295
 new biomedical technologies, 305
 pain treatment, 298
 patient, 296–297
 principalist approaches, 295
 provider-patient interaction, 296–299
 reliability, 300–301
 responsibility, 302–303
 risk communication, 299, 301–302
 shame, 302–303
 social gaps, 303–304
 stigmatizing, 303
 theoretical frameworks, 294–296
 underserved populations, 303–304
 virtue ethics, 295–296
 whistle-blowing, 299
- key dialectics, 2–8
- multiple, 46–49
- multiplicity, 49
- organizational contexts, 166–182
 accountability, 170–171
 applied ethics, 173–174
 body, 172–173
 bureaucracy, 167

- centrality of communication, 168–171
 codes of ethical conduct, 173–174
 communication as domain for ethical praxis, 168–169
 decision making, 169
 disavowing collective moral agency, 175–176
 discursive formations, 169
 dissent, 180–181
 embracing moral agency through “real entity” perspective, 176
 emerging trends, 181–182
 employee rights, 179–180
 employee voice, 180
 free speech, 180
 materiality, 171–173
 morality, 174–179
 organizational legitimacy, 167
 organization values, 167
 organizing, 171–173
 privacy, 179–180
 research, 179–184
 shifting moral agency to situated subject, 176–179
 sites, 172
 stakeholder perspectives, 179
 textual agency, 172
 theory, 179–184
 whistle-blowing, 180–181
 postcolonial theory, 119–129
 Aotearoa-New Zealand, 125–128
 corporate social responsibility, 120–122
 ethical analysis, 120–122
 ethical ground problematizing, 120–122
 ethical individual, 120–122
 feminist ethics, 122–125
 Foucauldian ethical analysis, 120–122
 ‘Other’ look at ethics, 122–125
 presence, 125
 revisioning of communication ethics, 125–128
 Te Kaupapa Maori, 125–128
 towards praxis, 125–128
 transcultural ethics, 122–125
 postmodernism, 277–278
 alterity, 100–101
 Badiou, A., 110–113
 conceptualizing communication, 104–105
 decentering of ethical subject, 104
 deconstruction of moral organization, 102
 discourse, 101–103
 ethics, 278–279
 ethics as central, 100
 issues, 278–279
 MacIntyre, A., 105–110
 Otherness, 100–101
 practice of communication ethics, 104–105
 practice of ethics, 100–103
 reconceptualizing communicative agency, 104
 theory of communication ethics, 104–105
 theory of ethics, 100–103
 rational-emotional dialectic, 7–8
 relational understanding, 21
 senses, 1
 situating, 119
 theoretical-practical dialectic, 2–3
 theory, scholarly lineage, 47–48
 universalizing framework, 119
 universal-particular dialectic, 4–5
 values, minimalist values and contexts, 279–284
 viral messages, 282–284
 vision, 125–128
 YouTube, 282–284
 Communication meta-ethics
 Badiou, A., 110–113
 MacIntyre, A., 105–110
 Communication studies
 applied ethics, 494–513
 cross-disciplinary collaborative efforts, 510
 material realities of global environment, 495–496
 realizing visions, 513
 embedded assumptions, 497–499
 framing, 497–499
 Communicative action, 40–41
 Communitarian ethics, journalism ethics, 192
 Community
 emancipation, relationship, 378
 security, relationship, 378
 Community power debate, 89–92
 Compromise
 awareness, 26–27
 procedural ethics, 419
 Compulsory groups, 150
 Computer games
 new technology, 212–214
 virtue ethics, 212–214
 Connection, relationships, 137
 Conscience, 34–36
 Heidegger, M., 35
 Consciousness raising groups, 150
 Consensus, 391–392, 512
 deliberative democracy, 391–392
 Constructive engagement, 512
 Context, feminist discursive ethics, 71–73
 social construction of context, 71–73
 Contextual secularism, 409–410
 objections, 410–411
 Cooperation, communication, 136–137
 Copyleft, new technology, 209–210
 Copyright, new technology, 209–210
 Core values, ethical reflection, 500–501
 Corporate social responsibility
 accountability, 457–458
 as aspirational communication, 460–462
 ethics of, 470–471
 inevitable hypocrisy, 467–469
 marketing, 224–226, 233–235

- Corporate social responsibility (*continued*)
 public relations, 224–226, 233–235
 rise of demand for, 458–459
 social virtues, 457
 transparency, 457–458
 as corporate idealizations, 465–467
 value of organizational talk, 469–470
- Culpability, 302–303
- Culture
 choice, 24–25
 defined, 335
 influence of, 335
 journalism ethics, 198–199
- D**
- Decentering, 60
- Decisional privacy, 205
- Decision making, 169
 discursive formations, 169
 intercultural communication ethics, 335, 337
 Obama presidency, 274
 quality decisions, 24
 results, 24
- Deconstruction of moral organization, 102
- Deference, 25
 nexting helix, 25
- Defeudalization
 Internet, 397
 publicity, 397
- Deliberation, environmentalism, 418–419
- Deliberative democracy, 391
 consensus, 391–392
 globalization, 398
 nonconsensual basis, 392
 science, 309–331
 17th century to mid-20th century, 311–322
 American Association for the Advancement of
 Science, 316
 American Civil War, 317
 big science, 318–320
 cultural prestige of science, 318
 egalitarian perspective, 315
 Habermas, J., 309–310
 history, 309–322
 Hood Canal, 323–328
 industrial capitalism, 317–318
 postmodern scene, 322–331
 post-World War II, 320–322
 Progressive movement, 317
 Puget Sound Basin waterways, 323–328
 reason, 313
 reciprocating influences between science and
 society, 310–311
- Deliberative partnerships, 511–513
- Democracy, *see also* Deliberative democracy
 capitalism, relationship, 449
- Democratic/egalitarian group process, 150
- Dependent groups, 150–151
- Dialogic confession, 45–60
- Dialogic ethics
 dialogic confession
 decentering, 60
 dialogic ethics as content, 56–60
 dialogic ethics as lineage, 54–56
 enlarged mentality, 60
 as ethical rhetorical turn, 53–60
 existential life-world, 57–58
 historicity, 57–58
 minimalist engagement, 57
 multiplicity, 57
 difference, 56
 journalism ethics, 191
 metaphors, 56
 narrative ground, 56
 situating, 45–60
- Dialogic theory, 49–53
 dialogue as content, 52–53
 history, 49–51
 scholarly lineage, 51–52
- Dialogism, 20–21
- Dialogue
 array of approaches, 50–51
 communication ethics, interplay, 45–60
- Difference, 501–504
 dialogic ethics, 56
 framing, 503
 media, 503
- Dignity
 journalism ethics, 198–199
 relationships, 137
- Disaster, Badiou, A., 424–426
- Discourse, 101–103
 discursive aspects of the economy,
 439–442
 ethics, 31–42
 feminist discursive ethics, 70–71
 Heidegger, M., 35
 reconciliation, 379–382
 rhetoric, 31–42
 acknowledgment, 37–41
 ancient Greeks, 31
 conscience, 34–36
 intellectual assessments, 31
 language-in-use, 32
 ontological status, 32
 strategic action, 40–41
 truth, 36–37
 strategic action, 40–41
 acknowledgment, 37–41
 ancient Greeks, 31
 conscience, 34–36
 emotion, 36–37
 intellectual assessments, 31
 language-in-use, 32
 ontological status, 32
 truth, 36–37

- Discourse ethics, 40–41
journalism ethics, 192
- Discourses of power, small group communication, 159
- Discursive formations, decision making, 169
- Dissent, 180–181
- Documentary photography, 244–249
mediation, 246
power, 246
- Duke University lacrosse case, 258–269
academic setting, 260–263
accountability, 267–268
communicative challenges, 259–260
competing principles, 259–260
ethical challenges, 259–260
journalistic context, 265–268
journalistic ethics, 265–268
journalistic treatment, 265–268
legal–ethical context and dimensions, 263–265
political agendas, 261–263
structures to address local vs. academic
community conflict, 260–261
students' well-being, 261–263
university faculty, 261–263
- E**
- Ecological balance, 422
- Economic justice
communication ethics, 436–453
alienation, 444–446
alternative economies as social movements, 452
amorality, 443–444
bureaucratization, 444–446
capitalism, 443
discursive-rhetorical analysis issues, 446–449
economic aspects of discourse, 439–442
economic justice as human rights issue, 438
framing, 443–444
immorality, 443–444
interrelations of economy, ethics, and communication, 439–446
linkage of economics to happiness, 438–439
market, agency, and ethical action, 447–449
market globalization, 449–452
markets, 436–438
material inquiry domains, 439
meanings of the market in everyday life, 446–447
morality, 443–444
relations of democracy to capitalism, 449
relevance, 436–439
rhetoric of economy, 440
rhetoric of neoliberalism, 440–442
symbolic inquiry domains, 439
markets, 436–438
- Emancipation
community, relationship, 378
security, relationship, 378
- Embedding iterativity, feminist discursive ethics, 76–77
- Emotion, truth, 36–37
- Employee rights, 179–180
- Employee voice, 180
- End-of-life issues, 297–298
- Enforcement, human rights, 9
- Engagement, 512
developing culture of, 504–505
- Entertainment, new technology, 208–209
- Environmentalism, 424–429, 495
Badiou, A., 415–416, 419–420, 422, 424–426
characterized, 420
deliberation, 418–419
hostile takeover, 416
humanism, compared, 420
public participation, 418–419
race, 414–430
social justice, 415–416
toxic event, 422
transparency, 418–419
- Environmental justice movement
environmentalists and, 414, 415
founding, 423–424
humanism, 415
identity politics, 415
social justice, 415–416
- Environmental racism, 423
- Equality, hierarchies of, 374, 379–382
- Equity, 303–304
- Ethical absolutism, 342
- Ethical analysis, Foucault, M.
components, 121–122
ethical substance, 121–122
ethical work, 121–122
mode of subjectivation, 121–122
telos, 121–122
- Ethical challenge, whistleblowers, 148
- Ethical integrity, 26
- Ethical issues, characterized, 21
- Ethical pluralism, 207
- Ethical praxis, 15–27
- Ethical reflection, core values, 500–501
- Ethical relativism, 207, 342–343
- Ethical substance, 121–122
- Ethical temptation, awareness, 26–27
- Ethical theory, 15–27
- Ethical universalism, 343
- Ethical work, 121–122
- Ethics, *see also* Specific type
choice, nexting helix, 22–27
communication, 94–96
relationship, 1, 46–49
as content, 49
discourse, 31–42
ethos, 32–34
modernity, 85–88

Ethics (*continued*)

- narrow disciplinary, 15
 - organizing, 171–173
 - postcolonial approach, 119–129
 - power, 85–96
 - community power debate, 89–92
 - Frankfurt School of Critical Theory, 85–86
 - Marxism, 85–86
 - rhetoric, 31–42
 - acknowledgment, 37–41
 - ancient Greeks, 31
 - conscience, 34–36
 - emotion, 36–37
 - intellectual assessments, 31
 - language-in-use, 32
 - ontological status, 32
 - strategic action, 40–41
 - truth, 36–37
 - strategic action, 40–41
 - acknowledgment, 37–41
 - ancient Greeks, 31
 - conscience, 34–36
 - emotion, 36–37
 - intellectual assessments, 31
 - language-in-use, 32
 - ontological status, 32
 - truth, 36–37
 - Ethics of care, 137–138
 - Ethics of caring, 294
 - Ethics of environmentalism, wild(er)ness, 414–430
 - Ethics of public discourse, public sphere, 356–359
 - Ethnicity, journalism ethics, 198–199
 - Ethnographic imaging, 249–250
 - Ethos*
 - Aristotle, 33
 - characterized, 32–34
 - ethics, 32–34
 - Isocrates, 33
 - Eurocentric cultural assumptions
 - communication ethics, 119
 - humanity, 119
 - justice, 119
 - rationality, 119
 - Evil, Badiou, A., 424–426
 - Exaggeration, 301
 - Existential life-world, 57–58
- F**
- Fairness
 - relationships, 138
 - types, 139
 - Fear appeals
 - communication ethics, 282–284
 - political communication, 282–284
 - Feminist discursive ethics, 64–78
 - context, 71–73
 - social construction of context, 71–73
 - discourse, 70–71
 - embedding iterativity, 76–77
 - gender justice, 64
 - human values, dialogue, 73–74
 - intersections of theory–practice dialectics, 64
 - issues, 64
 - justice, 66
 - justice/care tensions, 66
 - common images in communication studies, 66–70
 - process underpinnings, 65–70
 - public/private tensions, 66
 - common images in communication studies, 66–70
 - reframing, 75–76
 - transparency
 - outcomes, 77
 - processes, 77
 - vision, designing vision, 74–75
 - Feminist ethics, 122–125, 294
 - communication ethics, 277
 - journalism ethics, 192
 - political communication, 277
 - FLOSS, new technology, 209–210
 - Foucault, M.
 - ethical analysis, 120–122
 - components, 121–122
 - ethical substance, 121–122
 - ethical work, 121–122
 - mode of subjectivation, 121–122
 - telos*, 121–122
 - governmentality, 93
 - power, 92–94
 - crisis of representation, 92
 - Framing, 19, 75–76, 443–444
 - communication studies, 497–499
 - difference, 503
 - interdependence, 499
 - power, 88
 - Frankfurt School of Critical Theory, 85–86
 - Freedom
 - media, 395
 - power, 93–94
 - Freedom of speech, 180
 - editorship, 387–389
 - Free Software movement, 209–210
- G**
- Gender, political communication, 275
 - Gender justice, feminist discursive ethics, 64
 - Gibush*, small group communication, 155–156
 - Globalization, 16–17
 - characterization, 16
 - contact with Otherness, 16
 - deliberative democracy, 398
 - inevitability, 449–452
 - postmodernism, 96
 - Globalized governance, 398–399
 - Global-local dialectic, communication ethics, 5–7

- Global warming, 425–426
 Governmentality, Foucault, M., 93
 Gratitude, relationships, 138
 Great Britain
 media
 including Muslim voices in reporting, 363–367
 Muslim divided loyalties, 361–363
 Muslims, 359–370
 contextual political discourse, 359–360
 emergence of British Muslim press, 368–369
 including Muslim voices in reporting, 363–367
 Muslim divided loyalties, 361–363
 representation in press, 360–369
 newspapers, 359–370
 Groupthink
 isolation, 158
 small group communication, 158
 Guilt, 302–303
- H**
- Habermas, J.
 moral judgment, 86–87
 power, 86–87
 public sphere, 357
 secularity, 357–358
 social interaction, 86–87
 Healthcare costs, 299, 306
 Healthcare policy issues, 305–306
 Health communication
 communication ethics, 293–306
 accuracy, 300–301
 autonomy, 303–304
 bioethics approaches, 295
 casuistry, 295
 culpability, 302–303
 economic factors, 299, 306
 end-of-life issues, 297–298
 equity, 303–304
 ethics of caring, 294
 exaggeration, 301
 feminist ethics, 294
 guilt, 302–303
 health campaign ethics, 299–305
 healthcare costs, 299, 306
 healthcare policy issues, 305–306
 individual to dialogic perspectives, 296–299
 inequity, 303–304
 influence, 301
 information technology, 305
 institutional factors, 299, 306
 intercultural concerns, 298
 labeling, 303
 moralism, 300
 narrative ethics, 294–295
 new biomedical technologies, 305
 pain treatment, 298
 patient, 296–297
 principalist approaches, 295
 provider–patient interaction, 296–299
 reliability, 300–301
 responsibility, 302–303
 risk communication, 299, 301–302
 shame, 302–303
 social gaps, 303–304
 stigmatizing, 303
 theoretical frameworks, 294–296
 underserved populations, 303–304
 virtue ethics, 295–296
 whistle-blowing, 299
 human rights, 293
 Heidegger, M.
 conscience, 35
 discourse, 35
 Historical moment
 counter modern, 45–46
 postmodern, 45–46
 Historicity, 57–58
 Honesty, communication, 136–137
 Hood Canal, 323–328
 Horizon, 45
 Human existence, Otherness, 34
 Humanism
 environmentalism, compared, 420
 environmental justice movement, 415
 Humanity, Eurocentric cultural assumptions, 119
 Human rights
 agency, 9
 authority, 9
 classification, 9
 communication studies standpoint, 8–9
 framing, 8
 economic rights, 438
 enforcement, 9
 health communication, 293
 interpretation, 9
 negotiation, 9
 Human values, feminist discursive ethics, dialogue, 73–74
- I**
- Iconoclasm, individual acts, 242
 Identity politics, environmental justice movement, 415
 Ideology, 33–34
 Immorality, 443–444
 Inclusion, relationships, 137
 Inequity, 303–304
 Influence, 301
 Informational privacy, 206
 Information technology, 305
 Ingroups, small group communication, 159–160
 Instrumental rationality, 510–511
 Integrity, 26

Intellectual property, new technology, 209–210

INTELSAT

- privatisation, 480–482
- regulation, 480–481

Intent, 19

Intentional human actions, 18

Intercultural communication ethics, 335–349

- bribery, 346–347
- communication preference, 338–339
- contemporary issues, 336–339
- corporate culture, 338
- cultural value clash, 338–339
- cultural variability framework, 337
- decision making, 335, 337
- ethical absolutism, 342
- ethical relativism, 342–343
- ethical universalism, 343
- global standard procedure vs. local justice, 336–337
- intercultural meta-ethics
 - applied guidelines, 348–349
 - theorizing and researching directions, 348
- local cultural hiring practices, 338
- multilayered perspective, 343–348
- multilevel theorizing benefits, 344–345
- multiple ethical positions: assessing pros and cons, 341–343
- research: specific ethical issues, 341
- situational ethics formula test, 338
- social ecological framework, core multilevel concepts, 345–346
- social ecological perspective, applied questions, 346–348
- training: specific ethical issues, 340–341

Interdependence

- as ethical imperative, 499–500
- framing, 499
- as material reality, 499
- relationships, 137–138

Internet

- defeudalization, 397
- Obama presidency, 283–284

Interpersonal communication ethics, 135–155, *see*

also Relationships

- distance and, 142–143
- expanding circle, 142–143
- great ethical issues of our times, 144
- reciprocal altruism, 143
- tragedy of the commons, 143

Interpretation, human rights, 9

Iraq war

- Bush (G.W.) administration, 148
- justifications, 418
- procedural ethics, 418–419

Isocrates, *ethos*, 33

Isolation

- groupthink, 158
- small group communication, 157–158

J

Journalism ethics, 190–202

- accountability, 267–268
- communitarian ethics, 192
- culture, 198–199
- dialogic ethics, 191
- discourse ethics, 192
- Duke University lacrosse case, 265–268
- ethnicity, 198–199
- feminist ethics, 192
- human dignity, 198–199
- nonviolence, 197–198
- race, 198–199
- realism, 200–201
- relativism, 199–200
- social justice, 193–196
- social responsibility theory, 193
- Society of Professional Journalists' *Code of Ethics*, 265–266
- substantive issues, 193–199
- theory, 190–193
 - classical approaches, 190–191
- truth, 196–197, 265–266, 509

Justice

- Eurocentric cultural assumptions, 119
- feminist discursive ethics, 66
- relationships, 138

Just-war doctrine

- American exceptionalism, 376
- critical inquiry, 376
- disrespects individuality, 376
- religious legitimatization of secular authority, 376
- standard, 375–376

K

Knowledge, power, 93

L

Labeling, 303

Lady Chatterley's Lover

- censorship, 250–251
- obscenity, 250–251
- obscenity trial, 250–251

Land ethic, 422

Language-in-use, 32

Legal cases, 258–269

Liberty, power, 93–94

Locational privacy, 205

Love Canal, 422–423

Lying, 17–18

- communication, 136–137
- moral ambiguity, 136
- prevalence, 136

M

MacIntyre, A., communication meta-ethics, 105–110

- Majority-minority relations, small group communication, 156–157
- Manipulation
marketing, 231–233
public relations, 231–233
- Maori culture, 125–128
- Marketing, 221–236
cause-related marketing, 224
codes of ethics, 229–231
core ethical challenges, 221
corporate social responsibility, 224–226, 233–235
ethical issues, operational contexts, 224–226
ethics in promotional culture, 235–236
ideologies, 221
as profession, 228–231
professionals in, 228–231
propaganda, 231–233
rhetoric, 231–233
role, 222–224, 226–228
scope, 222–224
societal legitimacy, 229–231
values, 226–227
- Markets, economic justice, 436–438
- Marxism, 85–86
- Material inquiry domains, 439
- Media, *see also* Journalism ethics
citizenship, 358
citizens' participation, 394–397
difference, 503
freedom, 395
Great Britain
including Muslim voices in reporting, 363–367
Muslim divided loyalties, 361–363
- Muslims, 359–370
contextual political discourse, 359–360
emergence of British Muslim press, 368–369
representation in press, 360–369
nationhood, 358
new technology, 396–397
public sphere, 393–394
representation, 359
responsibility, 394–397
modes, 395
normative view, 395
- Mediation, documentary photography, 246
- Membership, small group communication, 151–152
- Metaphors, dialogic ethics, 56
- Military-industrial complexes, 478–479
- Military operations, privatisation, 480–483
- Minimalist engagement, 57
- Minimalist values, political communication, 279–284
- Mode of subjectivation, 121–122
- Modernity
ethics, 85–88
power, 85–88
- Moralism, 300
- Morality, 174–179, 443–444
organizational contexts, 174–179
- Moral judgment, Habermas, J., 86–87
- Multiculturalism
characterized, 355
citizenship, 355
political, 355
- Muslims
Great Britain, 359–370
contextual political discourse, 359–360
emergence of British Muslim press, 368–369
including Muslim voices in reporting, 363–367
Muslim divided loyalties, 361–363
representation in press, 360–369
media, 359–370
newspapers, 359–370
- Mutuality, relationships, 137–138
- N**
- Narrative ethics, 48, 294–295
- Narrative ground, dialogic ethics, 56
- Nationhood, media, 358
- Negotiation, human rights, 9
- Neoliberalism, 440–442
- Networked communication, regulation, 475–490
difference between society and civil society, 483–485
ethical problems, 475–490
between fatalism and free will, 485–488
market trajectory, 480–483
theory straitjacket, 485–488
trajectory of human purpose, 483–485
- New biomedical technologies, 305
- Newspapers
Great Britain, 359–370
Muslims, 359–370
- New technology, 495
citizenship in global metropolis, 214–216
computer games, 212–214
copyleft, 209–210
copyright, 209–210
as engines of democracy, 208–209
entertainment, 208–209
ethical dimensions, 204–217
FLOSS, 209–210
intellectual property, 209–210
media, 396–397
obscenity, 251
pornography, 210–212
privacy, 205–216
US vs. European Union, 206–207
produsage, 208–209
public sphere, 396–397
- New Zealand, 125–128
- Nexting, characteristics, 22–23

Nexting helix, 22–27

benefits, 24

deference, 25

effectiveness of metaphor, 23

Nietzsche, F., relativism, 199–200

Nonviolence, journalism ethics, 197–198

Nonviolent resistance, 377–378

O

Obama presidency

decision making, 274

Internet, 283–284

peace-building discourse, 383–384

political communication, 273–274, 280–282,

284–288

racially motivated attacks, 274–275

Objective causality, photography, 247

Obscenity

Lady Chatterley's Lover, 250–251

new technology, 251

visual communication, 251

Online communication, 204

Organizational contexts

communication ethics, 166–182

accountability, 170–171

applied ethics, 173–174

body, 172–173

bureaucracy, 167

centrality of communication, 168–171

codes of ethical conduct, 173–174

communication as domain for ethical praxis,

168–169

decision making, 169

disavowing collective moral agency,

175–176

discursive formations, 169

dissent, 180–181

embracing moral agency through “real entity”

perspective, 176

emerging trends, 181–182

employee rights, 179–180

employee voice, 180

free speech, 180

materiality, 171–173

morality, 174–179

organizational legitimacy, 167

organization values, 167

organizing, 171–173

privacy, 179–180

research, 179–184

shifting moral agency to situated subject,

176–179

sites, 172

stakeholder perspectives, 179

textual agency, 172

theory, 179–184

whistle-blowing, 180–181

morality, 174–179

Organizations

autopoiesis, 459–460

limits of observation, 464–465

organizational wholeness, 464–465

systems theory, 459–460

value of organizational talk, 469–470

Organizing, ethics, 171–173

Other, as term, 51

Otherness, 16, 100–101, 501–504

human existence, 34

as moral vocation, 41–42

Outcomes emerging in relationships, 19

Outgroups, small group communication, 159–160

P

Pain treatment, 298

Peace

articulating hierarchies of equality, 379–382

democratic peace building, ethical trajectory,

384–385

positive peace, 375–377

in democratic idiom, 383–384

reducing radical Otherness, 377–379

Philosophy

centrality of communicative ethics, 494

narrow disciplinarity, 15

Photography, 242–249, *see also* Documentary

photography

copyright, 248

ethical questions, 242–249

objective causality, 247

propaganda, 243–244

Plato

different types of messages, ethical–moral

implications, 1

public moral argument, 31

Political communication, 273–288

2008 presidential campaign, 273

Bush (G.W.) administration, 280

characterological approaches, 276–277

fear appeals, 282–284

feminist approaches, 277

gender, 275

minimalist values and contexts, 279–284

Obama administration, 273–274, 280–282,

284–288

postmodern approach

ethics, 278–279

issues, 278–279

postmodernist approaches, 277–278

viral messages, 282–284

YouTube, 282–284

Political secularism, 401, 403

Pornography, new technology, 210–212

Postcolonial theory, communication ethics, 119–

129

Aotearoa–New Zealand, 125–128

corporate social responsibility, 120–122

- ethical analysis, 120–122
 ethical ground problematizing, 120–122
 ethical individual, 120–122
 feminist ethics, 122–125
 Foucauldian ethical analysis, 120–122
 ‘Other’ look at ethics, 122–125
 presence, 125
 revisioning of communication ethics, 125–128
 Te Kaupapa Maori, 125–128
 towards praxis, 125–128
 transcultural ethics, 122–125
- Postmodernism, 96**
 communication ethics, 277–278
 alterity, 100–101
 Badiou, A., 110–113
 conceptualizing communication, 104–105
 decentering of ethical subject, 104
 deconstruction of moral organization, 102
 discourse, 101–103
 ethics, 278–279
 ethics as central, 100
 issues, 278–279
 MacIntyre, A., 105–110
 Otherness, 100–101
 practice of communication ethics, 104–105
 practice of ethics, 100–103
 reconceptualizing communicative agency, 104
 theory of communication ethics, 104–105
 theory of ethics, 100–103
 globalization, 96
 political communication, 277–278
 ethics, 278–279
 issues, 278–279
- Power**
 communication, 94–96
 conceptions of, 88–89
 disciplinary, positive analytics, 92–93
 documentary photography, 246
 elitist model, 90
 ethics, 85–96
 community power debate, 89–92
 Frankfurt School of Critical Theory, 85–86
 Marxism, 85–86
 Foucault, M., 92–94
 crisis of representation, 92
 framing, 88
 freedom, 93–94
 Habermas, J., 86–87
 knowledge, 93
 liberty, 93–94
 modernity, 85–88
 pluralist view, 89
 sovereign models, 92–93
 theories of, 88–94
 three-dimensional view, 90–91
- Presence, 125**
Presidential campaign of 2008, political communication, 273
- Presumption of innocence, 258
 Principalist approaches, 295
 Privacy, 179–180
 autonomy, 205
 new technology, 205–216
 US vs. European Union, 206–207
 relationships, 138
- Privatization**
 INTELSAT, 480–482
 military operations, 480–483
- Procedural ethics**
 compromise, 419
 Iraq war, 418–419
 public participation programs, 419
- Prodisusage, new technology, 208–209**
- Propaganda**
 marketing, 231–233
 photography, 243–244
 public relations, 231–233
- Public, conceptualization, 391**
- Publication, censorship, 387–389**
- Public discourse, 390–393**
 history, 390–391
- Publicity**
 Bentham’s utilitarian ideas, 389–390
 defeudalization, 397
 principle, 387
 as ethical maxim, 389–390
- Public moral argument**
 Plato, 31
 Socrates, 31
- Public opinion, 391**
- Public participation**
 environmentalism, 418–419
 procedural ethics, 419
- Public policy, relationships, 144**
- Public relations, 221–236**
 cause-related marketing, 224
 codes of ethics, 229–231
 core ethical challenges, 221
 corporate social responsibility, 224–226, 233–235
 ethical issues, operational contexts, 224–226
 ethics in promotional culture, 235–236
 ideologies, 221
 manipulation, 231–233
 as profession, 228–231
 professionals in, 228–231
 propaganda, 231–233
 rhetoric, 231–233
 role, 222–224, 226–228
 scope, 222–224
 societal legitimacy, 229–231
 values, 226–227
- Public sphere**
 characterized, 394
 ethics of public discourse, 356–359
 Habermas, J., 357

Public sphere (*continued*)

- media, 393–394
- new technology, 396–397
- transnational, 398–399

Purpose, 19

Q

Quality of life, relationships, 144

R

Race

- environmentalism, 414–430
- journalism ethics, 198–199
- Obama presidency, 274–275

Rational-emotional dialectic, communication ethics, 7–8

Rationality, Eurocentric cultural assumptions, 119

Realism, journalism ethics, 200–201

Reason, 18, 313

Reasonableness, 507–508

Reciprocal altruism, interpersonal communication ethics, 143

Recognition, acknowledgment, 38

Reconciliation, discourse, 379–382

Reframing, feminist discursive ethics, 75–76

Regulation

INTELSAT, 480–481

networked communication, 475–490

- difference between society and civil society, 483–485

- ethical problems, 475–490

- between fatalism and free will, 485–488

- market trajectory, 480–483

- theory straitjacket, 485–488

- trajectory of human purpose, 483–485

trade, 475–490

- difference between society and civil society, 483–485

- ethical problems, 475–490

- between fatalism and free will, 485–488

- market trajectory, 480–483

- theory straitjacket, 485–488

- trajectory of human purpose, 483–485

Relationships

autonomy, 138

basic rules, 137–139

- ethical implications, 137–139

connection, 137

dignity, 137

ethics in specific types of close relationships, 139–140

fairness, 138

gratitude, 138

interdependence, 137–138

justice, 138

mutuality, 137–138

negotiated and idiosyncratic rules and ethics, 140

privacy, 138

public policy, 144

quality of life, 144

repair, 141–142

respect, 137

revenge, 138, 141–142

transgressions, 141–142

types, 139

unscripted, 140

Relativism

journalism ethics, 199–200

Nietzsche, F., 199–200

Reliability, 300–301

Religion

religious diversity, secular states, 403

rhetoric of, 35–36

state and

- principled distance for relations and governance, 407–409

- relationship, 401–412

- religion-centered states, 402–403

Representation, media, 359

Respect, relationships, 137

Responsibility, 302–303

media, 394–397

- modes, 395

- normative view, 395

Responsiveness, 23, 507–508

choice, 23–24

vocation, 23–24

Revenge, relationships, 138, 141–142

Rhetoric

architectural function, 33

discourse, 31–42

- acknowledgment, 37–41

- ancient Greeks, 31

- conscience, 34–36

- intellectual assessments, 31

- language-in-use, 32

- ontological status, 32

- strategic action, 40–41

- truth, 36–37

epideictic, 35

ethics, 31–42

- acknowledgment, 37–41

- ancient Greeks, 31

- conscience, 34–36

- emotion, 36–37

- intellectual assessments, 31

- language-in-use, 32

- ontological status, 32

- strategic action, 40–41

- truth, 36–37

marketing, 231–233

public relations, 231–233

religion, 35–36

Western rhetorical tradition, 31–32

Rhetoric of economy, 440

Rhetoric of neoliberalism, 440–442
 Rightness, choice, 26
 Risk communication, 299, 301–302

S

Science

deliberative democracy, 309–331
 17th century to mid-20th century, 311–322
 American Association for the Advancement of
 Science, 316
 American Civil War, 317
 big science, 318–320
 cultural prestige of science, 318
 egalitarian perspective, 315
 Habermas, J., 309–310
 history, 309–322
 Hood Canal, 323–328
 industrial capitalism, 317–318
 postmodern scene, 322–331
 post-World War II, 320–322
 Progressive movement, 317
 Puget Sound Basin waterways, 323–328
 reason, 313
 reciprocating influences between science and
 society, 310–311
 social conscience, 477–479
 Secular humanist *ethos*, 403–404
 Secularism, 401–412
 conceptions, 404–407
 contextual, 409–410
 objections, 410–411
 Habermas, J., 357–358
 idealized French model, 404–405
 idealized US model, 405–406
 Indian model, 406–411
 mainstream western, 404–407
 principled distance for relations and governance,
 407–409
 Secular states, 401, 403–404
 movements challenging, 403–404
 religious diversity, 403
 secular humanist *ethos*, 403–404
 Security
 articulating hierarchies of equality, 379–382
 community, relationship, 378
 critical communication scholarship, 378–379
 emancipation, relationship, 378
 Self-representations, small group communication,
 158–159
 Separation, small group communication, 158–159
 Shame, 302–303
 Situational ethics formula test, 338
 Small group communication, 148–162
 authority, 150–151
 classifying, 149–151
 defining small groups, 149
 discourses of power, 159
 ethical checklist, 161

ethics and group variations, 149–151
 external relationships, 157–160, 161
gibush, 155–156
 group contracts, 152–153
 group formation, 151–152, 161
 group roles, 156
 groupthink, 158
 ingroups, 159–160
 internal process, 153–157
 isolation, 157–158
 majority-minority relations, 156–157
 membership, 151–152
 outgroups, 159–160
 procedures, 161
 process, 161
 requirements, 149
 self-representations, 158–159
 separation, 158–159
 setting procedures, 154–156
 symbolic convergence, 158–159
 theoretical overview, 149–151
 X-Teams, 157–158
 Social acts, 242
 Social conscience
 science, 477–479
 technology, 477–479
 Social death, acknowledgment, 38
 Social ecological framework, 345–348
 Social gaps, 303–304
 Social interaction, Habermas, J., 86–87
 Social justice
 environmentalism, 415–416
 environmental justice movement, 415–416
 journalism ethics, 193–196
 Social responsibility theory, journalism ethics,
 193
 Social roles, negotiated and idiosyncratic rules and
 ethics, 140
 Social survival, biological survival, compared,
 429–430
 Social virtues, corporate social responsibility, 457
 Societal legitimacy
 marketing, 229–231
 public relations, 229–231
 Society of Professional Journalists' *Code of Ethics*,
 journalistic ethics, 265–266
 Socrates, public moral argument, 31
 Stakeholder perspectives, 179
 State
 civil society, mediators between, 393–394
 religion and
 principled distance for relations and
 governance, 407–409
 relationship, 401–412
 religion-centered states, 402–403
 Stigmatizing, 303
 Strategic action, 40–41
 Structuration theory, 148

- Symbolic convergence, small group
communication, 158–159
- Symbolic inquiry domains, 439
- Systems theory
autopoiesis, 459–460
organizations, 459–460
- T**
- Technology, social conscience, 477–479
- Telos*, 121–122
- Text, 45
- Theoretical-practical dialectic, communication
ethics, 2–3
- Toxic event, environmentalism, 422
- Trade, regulation, 475–490
difference between society and civil society,
483–485
ethical problems, 475–490
between fatalism and free will, 485–488
market trajectory, 480–483
theory straitjacket, 485–488
trajectory of human purpose, 483–485
- Tragedy of the commons, interpersonal
communication ethics, 143
- Transcultural ethics, 122–125
- Transparency
characterized, 463–464
corporate social responsibility, 457–458
as corporate idealizations, 465–467
defined, 463
environmentalism, 418–419
feminist discursive ethics
outcomes, 77
processes, 77
limits of observation, 464–465
organizational wholeness, 464–465
(self)-transparency, 463–464
- Trophic cascades, 422
- Truth, 508–511
emotion, 36–37
journalism ethics, 196–197, 265–266, 509
validity, 37
- U**
- Underserved populations, 303–304
- Universal humanitarian, 18
- Universal norms, 495
- Universal-particular dialectic, communication
ethics, 4–5
- Universal truths, 84
crisis of representation, 84
- V**
- Validity, truth, 37
- Values
communication ethics, 279–284
minimalist values and contexts, 279–284
political communication, 279–284
- Vandalization, artworks, 242
- Viral messages
communication ethics, 282–284
political communication, 282–284
- Virtue ethics, 295–296
computer games, 212–214
- Vision
communication ethics, 125–128
feminist discursive ethics, 74–75
- Visual communication, 241–254, *see also* Specific
type
classical theory, 241–242
new contexts, 250–253
obscenity, 251
prephotographic traditional contexts, 241
prohibition on images in religions of the Book,
241
- Vocation, responsiveness, 23–24
- Voluntary groups, 150
- W**
- War
articulating hierarchies of equality, 379–382
just-war doctrine, 375–377
American exceptionalism, 376
critical inquiry, 376
disrespects individuality, 376
religious legitimatization of secular authority,
376
standard, 375–376
rationales for, 374–382
reducing radical Otherness, 377–379
- Web, 204
- Western adversarial model, 504–505
- Whistleblowing, 180–181, 299
ethical challenge, 148
- Wiener, Norbert, 477–478
- Wild(er)ness events
abandoning wild(er)ness, 426–429
Badiou, A., 417–418
characterized, 417–418
ethics of environmentalism, 414–430
personal stories, 420–421
- X**
- X-Teams, small group communication, 157–158
- Y**
- YouTube
communication ethics, 282–284
political communication, 282–284