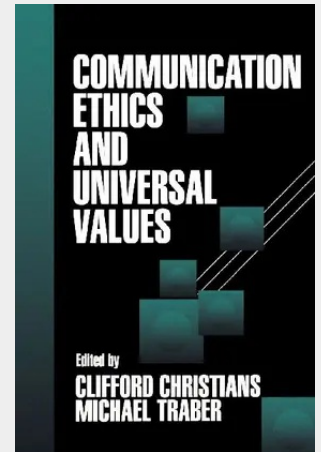


Communication Ethics and Universal Values

This volume will revolutionize the field of communication ethics by identifying a broad-based ethical theory of communication. Returning to bedrock ethical principles found across cultures, such as justice, reciprocity, and human dignity, Communication Ethics and Universal Values transcends the world of mass media practice to uncover a more humane and responsible code of values which society as a whole can adopt and accept. The authors of Communication Ethics and Universal Values collectively approach the foundational issues of ethics from diverse perspectives and defend the possibility of universal moral imperatives. As the authors of these chapters examine the values in which their cultures are grounded, a short list of ethical principles emerges--truth, respect for another person's dignity, and no harm to the innocent. The ethical standards that resonate within each of the six cultures represented form the common ground on which one can stand and face today's media crises and conundrums. The study process for this book has demonstrated that cultures in all their differences reflect common humanness and humanity. By returning to established universal values, Communication Ethics and Universal Values provides communication scholars with inspiration and direction for their ongoing work in mediation, conflict resolution, and relationship and personal communication.

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