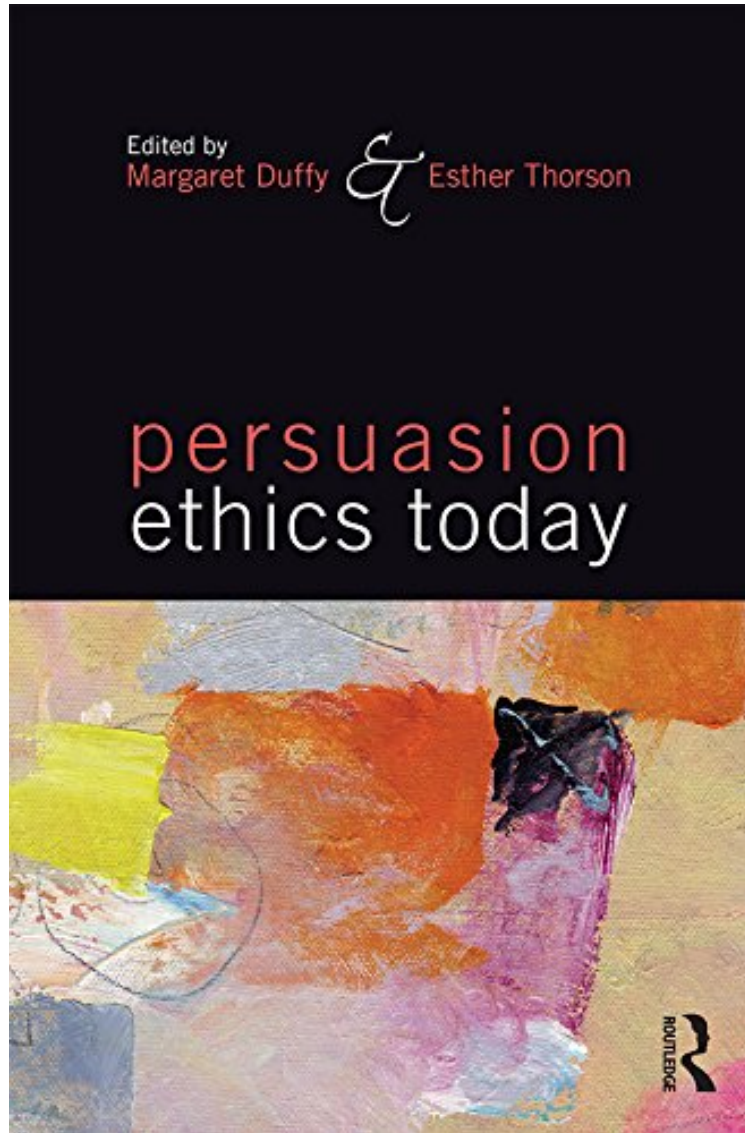


(Mobile book) Persuasion Ethics Today

Persuasion Ethics Today

From Routledge

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



+

READ ONLINE

#1008466 in eBooks 2015-12-07 2015-12-07 File Name: B019FQ7LVK | File size: 45.Mb

From Routledge : Persuasion Ethics Today before purchasing it in order to gauge whether or not it would be worth my time, and all praised Persuasion Ethics Today:

0 of 0 people found the following review helpful. Five Stars By RJ748Textbook

Persuasion Ethics Today explores persuasive communication in the fields of advertising, promotions, public relations and integrated marketing communication, and is designed for course use in advertising curricula. Ethical questions have become increasingly important in today's media landscape, and issues of regulation, privacy, and

convenience are the subjects of heated debate among consumers, industry professional, policy makers, and interest groups. With the explosion of social media, mobile devices, tracking technologies, and behavioral targeting, the ethical issues about persuasion continue to increase in importance. This book's goal is to offer a broad introduction to the ethical standards, challenges, understanding, and decision-making strategies involved in the practice of persuasion. *Persuasion Ethics Today* links real world persuasive communication activities to fundamental philosophies of ethics. It also offers tools for students and practitioners to engage with ethical dilemmas in a systematic way, and jumpstart debates about the right ethical choices in an increasingly complex media and social environment.

About the Author Margaret Duffy is Professor and Chair of the Strategic Communication Faculty at the Missouri School of Journalism, University of Missouri, USA. An author, consultant, and award-winning scholar, Duffy's research focuses on visual communication, narrative theory, digital media, news, and persuasion ethics. She is a former marketing executive and serves on the board of the Institute for Advertising Ethics. Esther Thorson is Professor, Associate Dean for Graduate Studies, and Director of Research at the Missouri School of Journalism, University of Missouri, USA. She has published extensively on the news industry, advertising, news effects, and health communication. Her scholarly work has won many research and writing awards and she serves on an extensive list of journal editorial boards.