J397 Study Guide: Exam 1, Fall 2017

The best way to use this study guide is to simply find the answers. They will be in lecture notes, videos, and readings. Don't try to memorize the answers. Try to understand them in the context in which you read them. The exam is mostly multiple choice with a few true/false questions at the end.

1. What are the differences among journalism, public relations, and advertising.

2. In what ways are the media alike and in what ways different?

3. What is loyalty and how can it be applied to the three media discussed in this class?

4. What are the goals of PR, advertising, and journalism? How do they differ and why?

5. What are the models of professional-client relationship, and which is the most preferred?

6. Define the four, general *types* of ethics.

7. Name and define Ross's duties of obligation.

8. What is the difference between functional and moral obligation, and what is the key determinant causing the difference?

9. Who is Walter Lippmann and what important issue did he address in the 1920s?

10. What was his solution to the problem he defined concerning journalism, and where did the get the idea from?

11. What other media occupation bothered Lippmann during this time, and who was it's primary advocate?

12. What are the 3 types of truth claims?

13. What is cultural/ethical relativism?

14. What is ethical subjectivism?

15. Who was Thomas Hobbes and what theory did he develop?

16. What was the theoretical basis of this approach?

17. What was Hobbes' logical reasoning that led him to propose this approach to social organization?

18. Who was the primary proponent of Virtue Ethics, and what virtue did he concentrate mostly on?

19. Explain the Golden Mean and how it works in ethical decision making.

20. What are the 2 categories of virtues?

21. Contemporary philosopher Alasdair Macintyre updated virtue ethics to better fit modern society. What main problem did he see in today's world the thought could be aided by virtue ethics, how would it work, and where would it best be practiced?

22. What are the two types of consequential theory, and what are their strengths and weaknesses?

23. Who was Jeremy Bentham and what was the biggest issue with his approach to consequential theory?

24. What role does the theory of justice play in consequential theory?

25. One of the two types of consequential theory can also be sub-divided into 2 categories. What are they and how do they differ?

26. Kant's duty-based approach to moral behavior was the Categorical Imperative. Explain what it means, what beliefs is it based on, and how it works.

27. What two types of duties did Kant define and what are the differences?

28. What's the difference between an externally imposed duty and a self-imposed duty, and which did Kant say was the most morally sound?

29. What is the greatest problem with Kant's approach to morality?

30. What is the Ethic of Care and what other approach was it based on? Be able to cite details of both.

31. Who was the originator of the Ethic of Care?

32. What was the primary conflict between the Ethic of Care and most Enlightenment theories?

33. What (other than care) are the key elements of the Ethic of Care?

34. What are the methods most used by the government to control speech?

35. What is the Marketplace of Ideas theory, what literary work is it based on, and what are its problems.

36. What is satire, and what are some of the examples used in class to help define it and its legal and ethical issues.