

ch17

Student: _____

1. A reporter who won't use a hidden camera unless the story will have great benefits for the public is probably guided in this decision by the Principle of the Golden Mean.
True False
2. A reporter who will use a hidden camera even though it would be dishonest to do so is probably guided by the desire to remove the public's Veil of Ignorance.
True False
3. Applying the "Veil of Ignorance" concept in resolving ethical issues means that all social differentiations are removed and people are treated equally.
True False
4. According to the writing of Ralph Potter, the first thing to do when making an ethical decision is to define the situation by determining the relevant facts.
True False
5. There are five canons of journalism: responsibility, independence, accuracy, decency and ethicality.
True False
6. The 1923 Canons of Journalism represent the first attempt by journalists to strive for professionalism in their field.
True False
7. The MPAA rating system (G, PG, etc.) is a successor to the highly specific Motion Picture Production Code.
True False
8. The advertising industry rarely faces ethical issues and as such has not developed a code for performance.
True False
9. Many broadcast and cable networks have standards and practices departments, which determine whether content is acceptable or not.
True False
10. Although many local stations have an official "policy book" to guide them, most print media have two such statements: "operating policies" and "editorial policies."
True False
11. A newspaper's Ombudsperson is responsible for investigating reader complaints, and otherwise generally criticizing the paper's performance.
True False
12. The advertising industry has no real self-regulatory system in place to deal with complaints about advertisers or advertisements.
True False
13. Although advertisers might exert economic pressure on media to include or exclude certain content, business practices of the media themselves have never done so.
True False
14. Pressure groups can have great success in a wide range of attempts to influence mass media organizations, but they cannot influence the FCC during the license renewal process.
True False

15. Although pressure groups have had some positive results, certain groups have probably had too much power and done more harm than good.
True False
16. Moderation is the key to moral virtue, according to the:
A. Principle of the Golden Mean
B. Categorical Imperative
C. Principle of Utility
D. Veil of Ignorance
E. Principle of Self-Determination
17. What ethical principle guides reporters who decide NOT to use a hidden camera -even though the story is of vital importance to national security - because using hidden cameras is deceitful?
A. Principle of the Golden Mean
B. Categorical Imperative
C. Principle of Utility
D. Veil of Ignorance
E. Principle of Self-Determination
18. What ethical principle guides reporters who decide to use a hidden camera - even though to do so is deceitful ---- because the story is of vital importance to national security?
A. Principle of the Golden Mean
B. Categorical Imperative
C. Principle of Utility
D. Veil of Ignorance
E. Principle of self-determination
19. The advice "do not treat people as a means to an end" best reflects which ethical principle?
A. Principle of the Golden Mean
B. Categorical Imperative
C. Principle of Utility
D. Veil of Ignorance
E. Principle of Self-Determination
20. Journalists consider things such as responsibility, credibility, and the duty to inform the public during the _____ stage of ethical decision making.
A. take action
B. establish loyalties
C. clarify values
D. establish facts/definitions
E. state principles
21. Kant's Categorical Imperative and Mill's Utilitarianism are most relevant to which Potter Box stage of ethical decision making?
A. take action
B. establish loyalties
C. clarify values
D. establish facts/definitions
E. state principles
22. Many media professionals must make ethical decisions very quickly, and are often guided by the ethical principles found in:
A. the legal system
B. the reporters' license application
C. the Food Lion decision
D. performance codes
E. none of these

23. Which of the following is NOT a main principle of the Society of Professional Journalists' code?
- A. become acculturated
 - B. be accountable
 - C. act independently
 - D. minimize harm
 - E. seek and report the truth
24. Does the National Association of Broadcasters (NAB) have a code of good practice?
- A. Yes, and nearly all radio and TV stations subscribe to it.
 - B. Yes, although very few stations follow it.
 - C. Yes, a highly precise code was enacted in the late 1990s.
 - D. No, because stations have traditionally refused to follow such codes.
 - E. No. The NAB used to have a code, but it was eliminated due to legal pressures.
25. The TV industry's adoption of the "voluntary" ratings guidelines following the Telecommunications Act of 1996:
- A. wasn't really voluntary at all
 - B. represents an interaction between formal and informal controls
 - C. utilized the V-chip technology
 - D. all of these
 - E. none of these
26. The Motion Picture Production Code seal of approval
- A. is enforced by state regulations
 - B. stated that a woman's breasts should never be uncovered
 - C. has been in effect since the 1920s
 - D. all of these
 - E. none of these
27. The effectiveness of the MPAA rating system depends on the cooperation of all of the following EXCEPT:
- A. parents
 - B. government
 - C. producers
 - D. theater owners
 - E. distributors
28. TV networks utilize _____ to help make sure that no unethical content is aired.
- A. standards and practices departments
 - B. oversight departments
 - C. ombuds departments
 - D. ratings analysts
 - E. the V-chip
29. Newspapers use _____ as guidelines to persuade the public on certain issues or to achieve certain goals.
- A. performance codes
 - B. community standards
 - C. Ombudspersons
 - D. operating policies
 - E. editorial policies
30. When media are so concerned with representing their communities in a positive light that they de-emphasize negative news, _____ has occurred.
- A. false light
 - B. junketing
 - C. boosterish
 - D. felicitation
 - E. none of these

31. Outside influences that have a pressure on media performance include:
- A. economics
 - B. pressure groups
 - C. education
 - D. all of these
 - E. none of these
32. This was probably the most influential of all pressure groups targeting broadcasting.
- A. Action for Children's Television
 - B. American Medical Association
 - C. National Organization for Women
 - D. Aware, Inc
 - E. National Parent Teacher Association
33. Which of the following is an example of a pressure group?
- A. Parents Television Council
 - B. Media Research Center
 - C. Center for Digital Democracy
 - D. Media and Democracy Coalition
 - E. all of these are examples
34. Many ethics experts agree that stressing _____ is the best way to teach ethics to journalism and mass communication students.
- A. laws and other official policies
 - B. the specific codes of professional associations
 - C. the value of press councils to news organizations
 - D. a systematic way of thinking about ethics
 - E. how to best utilize an Ombudsperson

ch17 Key

1. A reporter who won't use a hidden camera unless the story will have great benefits for the public is probably guided in this decision by the Principle of the Golden Mean.
FALSE
2. A reporter who will use a hidden camera even though it would be dishonest to do so is probably guided by the desire to remove the public's Veil of Ignorance.
FALSE
Dominick - Chapter 17 #1
3. Applying the "Veil of Ignorance" concept in resolving ethical issues means that all social differentiations are removed and people are treated equally.
TRUE
Dominick - Chapter 17 #2
4. According to the writing of Ralph Potter, the first thing to do when making an ethical decision is to define the situation by determining the relevant facts.
TRUE
Dominick - Chapter 17 #3
5. There are five canons of journalism: responsibility, independence, accuracy, decency and ethicality.
FALSE
Dominick - Chapter 17 #4
6. The 1923 Canons of Journalism represent the first attempt by journalists to strive for professionalism in their field.
TRUE
Dominick - Chapter 17 #5
7. The MPAA rating system (G, PG, etc.) is a successor to the highly specific Motion Picture Production Code.
TRUE
Dominick - Chapter 17 #6
8. The advertising industry rarely faces ethical issues and as such has not developed a code for performance.
FALSE
Dominick - Chapter 17 #7
9. Many broadcast and cable networks have standards and practices departments, which determine whether content is acceptable or not.
TRUE
Dominick - Chapter 17 #8
10. Although many local stations have an official "policy book" to guide them, most print media have two such statements: "operating policies" and "editorial policies."
TRUE
Dominick - Chapter 17 #9
11. A newspaper's Ombudsperson is responsible for investigating reader complaints, and otherwise generally criticizing the paper's performance.
TRUE
Dominick - Chapter 17 #10
12. The advertising industry has no real self-regulatory system in place to deal with complaints about advertisers or advertisements.
FALSE
Dominick - Chapter 17 #11

13. Although advertisers might exert economic pressure on media to include or exclude certain content, business practices of the media themselves have never done so.
FALSE
14. Pressure groups can have great success in a wide range of attempts to influence mass media organizations, but they cannot influence the FCC during the license renewal process.
FALSE
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TRUE
16. Moderation is the key to moral virtue, according to the:
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Dominick - Chapter 17 #14

Dominick - Chapter 17 #15

Dominick - Chapter 17 #16

Dominick - Chapter 17 #17

Dominick - Chapter 17 #18

Dominick - Chapter 17 #19

Dominick - Chapter 17 #20

21. Kant's Categorical Imperative and Mill's Utilitarianism are most relevant to which Potter Box stage of ethical decision making?
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Dominick - Chapter 17 #21

Dominick - Chapter 17 #22

Dominick - Chapter 17 #23

Dominick - Chapter 17 #24

Dominick - Chapter 17 #25

Dominick - Chapter 17 #26

Dominick - Chapter 17 #27

28. TV networks utilize _____ to help make sure that no unethical content is aired.
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B. oversight departments
C. ombuds departments
D. ratings analysts
E. the V-chip

Dominick - Chapter 17 #28

29. Newspapers use _____ as guidelines to persuade the public on certain issues or to achieve certain goals.
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B. community standards
C. Ombudspersons
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Dominick - Chapter 17 #29

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B. junketing
C. boosterish
D. felicitation
E. none of these

Dominick - Chapter 17 #30

31. Outside influences that have a pressure on media performance include:
A. economics
B. pressure groups
C. education
D. all of these
E. none of these

Dominick - Chapter 17 #31

32. This was probably the most influential of all pressure groups targeting broadcasting.
A. Action for Children's Television
B. American Medical Association
C. National Organization for Women
D. Aware, Inc
E. National Parent Teacher Association

Dominick - Chapter 17 #32

33. Which of the following is an example of a pressure group?
A. Parents Television Council
B. Media Research Center
C. Center for Digital Democracy
D. Media and Democracy Coalition
E. all of these are examples

Dominick - Chapter 17 #33

34. Many ethics experts agree that stressing _____ is the best way to teach ethics to journalism and mass communication students.
A. laws and other official policies
B. the specific codes of professional associations
C. the value of press councils to news organizations
D. a systematic way of thinking about ethics
E. how to best utilize an Ombudsperson

Dominick - Chapter 17 #34

ch17 Summary

<u>Category</u>	<u># of Questions</u>
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