

Media Ethics Ch.3 Notes

How do websites make money?

-Not purely through advertising

-Mostly by attaching cookies to subscriber's computers and selling that information

Behavioral Marketing: when marketers push specific sorts of messages at you electronically and at times of their own choosing

Strategic Communication: the seamless connections between what professionals used to refer as advertising and public relations

A business model that is no longer successful

Faced with the reality of an active audience

Invasion of privacy; obtaining information about the user electronically and marketing pitches to them

Eyeballs: people acting in their roles as consumers

Note: Internet is all about the intent of the user

Technology = a core system of values that must be understood before any decision to adopt a technology that can be made (Jacques Ellul)

Stimulus-Response Model: media can act as a magic bullet, sending a stimulus/message to an unresisting audience—called powerful effects theorists

Cognitive balance

-People are most comfortable when all our beliefs, actions, attitudes, and relationships are in harmony=symmetry

Balance theory: stresses the tendency people tend to strive for cognitive balance in their lives

Cognitive dissonance: the state where a message and an action give conflicting and uncomfortable signals

Additional Notes

-Human rationality exists on equal footing with daily experience, language, and symbols

-Advertising needs to take seriously the role of culture in our lives

Advocacy: understanding and valuing the perception of publics inside and outside organizations

Disclosure: demands providing information about who is paying for the message and who stands to profit from its success

Are there certain audiences who deserve protection from the advertising message? Ex: Joe the Camel for cigarettes

TARES Test

-A checklist of questions the creators of all persuasive messages should ask themselves to determine the ethical worthiness of the message

T = Truthfulness

A = Authenticity: important to do the right thing and with the right attitude

R = Respect: for the person who receives the message

E = Equity: linked to access

S = Social Responsibility: hardest element of the test: who is responsible?

Social responsibility is considered a process

Public Relations

-Began as a profession in the late 19th century when newsmakers sought to find a way to get past journalism's gatekeepers to get their stories told from simple press releases to publicity stunts

Markets and Morals

-Economic language has crowded out moral thinking and changed our conception to what it means to have a good life in the sense of Aristotle's ways

-There are places in life where the market does not belong

-Money is not an incentive for better behavior