



Discussion of ethics in Public Relations and applicability of consequentialist theories

Melis Ceylan

Download now

[Click here](#) if your download doesn't start automatically

Discussion of ethics in Public Relations and applicability of consequentialist theories

Melis Ceylan

Discussion of ethics in Public Relations and applicability of consequentialist theories Melis Ceylan

Seminar paper from the year 2007 in the subject Communications - Theories, Models, Terms and Definitions, grade: MA, Bournemouth University, 18 entries in the bibliography, language: English, abstract: INTRODUCTION

There are different kinds of theories which try to acquire a basis for ethical behaviour. Consequentialist theories are used in this essay as ethical theories for public relations. The best known consequentialist theory, utilitarianism, declares that actions of public relations practitioners must be judged by the usefulness they cause. This is also known as teleological approach, which means the study of ends. The opposite approach, deontological, focuses on the duty to respect other people's rights (Tench and Yeomans, 2006).

Public relations ethics focuses on the ways which would help to overcome the problems of organisations within the public relations and communications (Parsons, 2004). According to Seitel (2001), public relations practitioners must consult with their clients in an ethical way. Public Relations Society of America (PRSA) has worked hard on building strong ethics mentality among its members.

This essay firstly introduces the role of public relations, practitioners' aspects of social responsibility which enables to reach the organisational goals and the ethical media relations (Parsons, 2004). Further on, it is focused on the ethical dilemmas and decision making processes in order to discuss about whether PR practitioners make ethical decisions or not (Parsons, 2004). After this stage, teleological and deontological approaches are used to assess practitioners' actions from utility or duty based aspects (Tench and Yeomans, 2006).

The Role of Public Relations and The Practitioners' Aspect of Ethics

According to Tench and Yeomans (2006), Public Relations (PR) does not have one specific definition. In other words, there are some different ideas about PR which are commonly used by both the academics and practitioners. PR helps to sustain mutual communication between an organisation and its publics in order to be responsive to publics' requests by the help of using research methods (Harlow, 1976:36 cited in Tench and Yeomans, 2006). Public Relation's Role is explained under these headings by Parsons (2004):

 [Download Discussion of ethics in Public Relations and appli ...pdf](#)

 [Read Online Discussion of ethics in Public Relations and app ...pdf](#)

Download and Read Free Online Discussion of ethics in Public Relations and applicability of consequentialist theories Melis Ceylan

From reader reviews:

Milton Jones:

Information is provisions for anyone to get better life, information today can get by anyone on everywhere. The information can be a understanding or any news even a problem. What people must be consider while those information which is in the former life are hard to be find than now could be taking seriously which one would work to believe or which one the actual resource are convinced. If you receive the unstable resource then you understand it as your main information we will see huge disadvantage for you. All those possibilities will not happen throughout you if you take Discussion of ethics in Public Relations and applicability of consequentialist theories as the daily resource information.

Jesica Demarco:

This book untitled Discussion of ethics in Public Relations and applicability of consequentialist theories to be one of several books in which best seller in this year, here is because when you read this book you can get a lot of benefit into it. You will easily to buy that book in the book retailer or you can order it through online. The publisher of this book sells the e-book too. It makes you quicker to read this book, since you can read this book in your Cell phone. So there is no reason to your account to past this book from your list.

Rose Rowe:

Reading can called mind hangout, why? Because when you are reading a book particularly book entitled Discussion of ethics in Public Relations and applicability of consequentialist theories your mind will drift away trough every dimension, wandering in every aspect that maybe not known for but surely can become your mind friends. Imaging just about every word written in a guide then become one application form conclusion and explanation in which maybe you never get prior to. The Discussion of ethics in Public Relations and applicability of consequentialist theories giving you one more experience more than blown away your thoughts but also giving you useful details for your better life within this era. So now let us teach you the relaxing pattern this is your body and mind are going to be pleased when you are finished reading through it, like winning a. Do you want to try this extraordinary spending spare time activity?

Robert Hill:

This Discussion of ethics in Public Relations and applicability of consequentialist theories is great e-book for you because the content and that is full of information for you who also always deal with world and also have to make decision every minute. This specific book reveal it facts accurately using great arrange word or we can point out no rambling sentences in it. So if you are read that hurriedly you can have whole info in it. Doesn't mean it only will give you straight forward sentences but tricky core information with wonderful delivering sentences. Having Discussion of ethics in Public Relations and applicability of consequentialist theories in your hand like obtaining the world in your arm, details in it is not ridiculous 1. We can say that no guide that offer you world inside ten or fifteen tiny right but this publication already do that. So , it is good

reading book. Hello Mr. and Mrs. hectic do you still doubt this?

**Download and Read Online Discussion of ethics in Public Relations
and applicability of consequentialist theories Melis Ceylan
#2903G5NJYLV**

Read Discussion of ethics in Public Relations and applicability of consequentialist theories by Melis Ceylan for online ebook

Discussion of ethics in Public Relations and applicability of consequentialist theories by Melis Ceylan Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Discussion of ethics in Public Relations and applicability of consequentialist theories by Melis Ceylan books to read online.

Online Discussion of ethics in Public Relations and applicability of consequentialist theories by Melis Ceylan ebook PDF download

Discussion of ethics in Public Relations and applicability of consequentialist theories by Melis Ceylan Doc

Discussion of ethics in Public Relations and applicability of consequentialist theories by Melis Ceylan Mobipocket

Discussion of ethics in Public Relations and applicability of consequentialist theories by Melis Ceylan EPub