

1

The concept of ""kolisha"" applies to all Jewish movements.

<https://selldocx.com/products/test-bank-controversies-in-media-ethics-3e-gordon>

(A) True  
)

**Answer:**

(B) False

(B) False  
)

2

Gordon says the most practical ethical approach for media workers facing conflicting pressures is:

(A) Aristotle's golden mean

(B) Mill's utilitarianism

**Answer:**

(A) Aristotle's golden mean  
)

(C) Kant's universalism

(D) Machiavelli's ends justify the means  
)

3

Which one of these examples does not reflect governmental pressure on the media?

(A) Sen. Joseph McCarthy's HUAC hearings

(B) The FCC's Fairness Doctrine

**Answer:**

(D) The fawning reporting on Barack Obama's presidential campaign  
)

(C) The post-9/11 PATRIOT Act

(D) The fawning reporting on Barack Obama's presidential campaign  
)

4

Gordon says all of these pressures often overwhelm media workers' personal values, except ...

(A) The likes and dislikes of audiences and advertisers

(B) The routines of media organizations

**Answer:**

(C) The teachings of media ethics professors  
)

(C) The teachings of media ethics professors

(D) The demands of stockholders  
)

5

Kittross recommends all of these as resources for media

**workers developing their ethical standards, except ...**

- (A) Schooling
- (B) Professional organizations
- (C) Politicians
- (D) Colleagues

**Answer:**

(C) Politicians

**6**

**According to Louis Hodges, journalists create a conflict of interest when their self interests weaken or interfere with their obligation to serve ...**

- (A) Their employer
- (B) Their audience
- (C) The government
- (D) Advertisers

**Answer:**

(B) Their audience

**7**

**The difference between morals and ethics is ...**

- Morals pertain to the proper conduct of individuals and, to a great extent, the entire society, whereas ethics pertain to the science of ideal conduct within a specific group or profession.
- (A) society, whereas ethics pertain to the science of ideal conduct within a specific group or profession.

- (B) Morals say cheating is wrong, whereas an ethical person simply doesn't cheat.

- Ethics focus on what is virtuous, and morals focus on the practices of a specific group or profession.
- (C) focus on the practices of a specific group or profession.

- (D) Morality refers to the science of ethics.

**Answer:**

Morals pertain to the proper conduct of individuals and, to a great extent, the entire society, whereas ethics pertain to the science of ideal conduct within a specific group or profession.

**8**

**Kittross says the key to responsibility is ...**

- (A) Altruism
- (B) Authority
- (C) Awareness

**Answer:**

(A) Altruism

(D  
) Acceptance

9

**The concept of "responsibility" overlaps all of these, except ...**

(A) Obligation

(B) Debt

(C) Requirement

(D  
) Obedience

**Answer:**

(D  
) Obedience

10

**Which of these seldom clash with the individual moral autonomy of mass communicators?**

(A) Barometric pressures

(B) Technological pressures

(C) Economic pressures

(D  
) Peer pressures

**Answer:**

(A  
) Barometric pressures

11

**According to their positions in this chapter, which of these ethicists would recommend that media workers tell their boss to "go to hell" if he or she demanded they do something in violation of their personal values?**

(A) Kittross

(B) Gordon

(C) Merrill

(D  
) All of them

**Answer:**

(D  
) All of them