

Cases and Commentaries

The Journal of Mass Media Ethics publishes case studies in which scholars and media professionals outline how they would address a particular ethical problem. Some cases are purely hypothetical, but most are from actual experience in newsrooms, corporations, and other agencies.

We invite readers to call our attention to current cases and issues. (There is a special need for good cases in advertising and public relations.) We also invite suggestions of names of people, both professionals and academicians, who might write commentaries. Tom Cooper, professor of Visual and Media Arts at Emerson College, wrote the following case.

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Marketing New Software and Choreographing Intelligent Agents

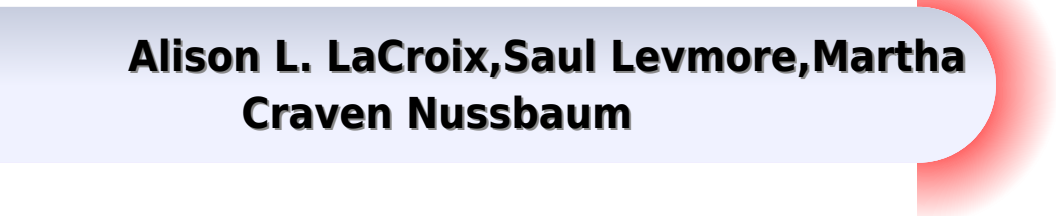
Stan McGregor is confused. As senior research engineer for a major telecommunication and computer company, he is on the leading edge of developing important new technology called "choreographed intelligent agents." His synthesis of several types of software would allow his company to sell "need-fulfilling" services to clients over the Internet. Stan's invention would, for example, enable a client to tell his computer that he is lonely, and the choreographed intelligent agents would automatically produce a long list of options for the customer to relieve loneliness. Everything from a list of phone numbers of friends and relatives to a list of phone numbers of escort services, on-air psychologists, and lots more would appear on the computer screen all within 1 min.

On the one hand, Stan is happy because he may be on the verge of fame and fortune—if he and his company can only beat their competition to the market. On the other hand, Stan has struggled to identify several ethical issues, which he has listed in a memo to his supervisors. This list includes:



Marketing And Society Cases And Commentaries

**Alison L. LaCroix, Saul Levmore, Martha
Craven Nussbaum**



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Marketing and Society Roy D. Adler, Larry M. Robinson, Jan E. Carlson, 1981 Business Plan for Retailers, 1987

Management Aids, 19?? **Market and Society** C. M. Hann, Keith Hart, 2009-05-14 This volume considers how the work of Polanyi can contribute to our understanding of the relationship between market and society **Case and Comment**, 1895 **Language and the Market Society** Gerlinde Mautner, 2010-03-28 In education politics and religion there are strong indications that discourse is becoming marketized Around the world government ministries have re defined themselves as service providers universities draw up market driven curricula job seekers are asked to package themselves more effectively and there are advertising agencies specializing in the Christian marketplace And it is not only word choice that is effected higher level linguistic patterns such as genres and discursive practices such as the text and talk connected with performance measurement and public relations are also drawn into the orbit of market forces Through an intricate dialectic such patterns of linguistic choices in turn reinforce the social structures that shape them further consolidating the marketization process In a related development language within the business domain itself is increasingly shaped by strategic planning and control for example in branding message design and the promulgation of management buzzwords Marketization thus emerges as a globally unfolding process in which language holds a key position as both cause and effect and as both subject and object The book examines these phenomena from a linguistic and critical perspective drawing on critical discourse analysis sociological treatises of market society and critical management studies **Power, Prose, and Purse** Alison L. LaCroix, Saul Levmore, Martha Craven Nussbaum, 2019 Power Prose and Purse is an edited collection of essays that draw connections between literature economics and law The essays discuss novels that explore the time period between the Industrial Revolution and the Great Depression and analyze the insights that novelists may offer to law and economics while noting the tensions among these paradigms *Commentary On Singapore, Volume 3: Culture, Identity And Society* Gillian Koh, 2024-05-03 Thought leaders contributing to this volume include Alvin Tan Kwa Chong Guan Yang Razali Kassim Kishore Mahbubani Gerard Ee and more This volume comprises essays republished from various issues of the annual journal of the National University of Singapore Society called *Commentary* The third in a series that provides bite sized reviews of the history of Singapore s development in a range of areas of public policy it delves into the most challenging of them all defining the Singapore nation a quest that began just under six decades ago This is an enterprise that the pioneer generation of political leaders recognised would provide collective purpose and the soul to what government and people do to establish the young country an area that cannot rely on engineered solutions or diktat The authors have proffered in these essays their assessments of these attempts at crafting this identity but also the ground s responses be they through the development of the arts the government s political narratives economic strategy visions of urban development and civic activism Included are discussions on Singapore s model of multiracialism its vision of being a global city the impact of public

policy in the redevelopment of housing estates and an appeal to adopt a model of empowerment in addressing the needs of the poor incorporating what citizens are saying about who we are and wish to be as a people There is no single definition of what the Singapore nation is nor should we wish for easy answers as they have to be created and grasped on the ground There is no final destination The authors make us all too aware that it will be an enduring journey into being which is enriched by the freedom to explore ideas ideals values the self and the metaphysical condition of being a community of unity that is paradoxically necessarily comfortable with plurality hybridity and change Owning this common journey is probably what distinguishes Singaporeans as a people and the volume reminds readers of that

New Perspectives on Critical Marketing and Consumer Society Elaine L Ritch, Julie McColl, 2021-03-01 Digital communication has altered the flow of global information evolved consumer values and changed consumption practices worldwide New Perspectives on Critical Marketing and Consumer Society provides an illuminating challenging and thought provoking guide for all upper level students of marketing branding and consumer behaviour

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English Lawyers Between Market and State Richard L. Abel, 2003 During the 1990s reforms in the English legal profession transformed traditions over the vigorous objections of the judiciary Bar and Law Society This book mines that tumultuous period for insights into the prospects of professionalism in the 21st century

Modernism and the Culture of Market Society John Xiros Cooper, 2004-09-02 Many critics argue that the modernist avant garde were always in opposition to the commercial values of market driven society For John Xiros Cooper the avant garde bears a more complex relation to capitalist culture than previously acknowledged He argues that in their personal relationships gender roles and sexual contacts the modernist avant garde epitomised the impact of capitalism on everyday life Cooper shows how the new social cultural and economic practices aimed to defend cultural values in a commercial age but in this task modernism became the subject of a profound historical irony Its own characterising techniques styles and experiments deployed to resist the new nihilism of the capitalist market eventually became the preferred cultural style of the very market culture which the first modernists opposed In this broad ranging 2004 study John Xiros Cooper explores this provocative theme across a wide range of Modernist authors including Joyce Eliot Stein and Barnes

Select Proceedings of the European Society of International Law, Volume 4, 2012 Mariano J Aznar, Mary E Footer, 2016-01-28 This is the fourth in the Series of Select Proceedings of the European Society of International Law ESIL featuring the most important and interesting papers presented at the Fifth Biennial Conference on Regionalism and International Law organised by ESIL and the University of Valencia in 2012 As usual the best papers from that conference have been re written edited and drawn together by the two editors to present a perspective on what is a

flourishing forum for the discussion of new ideas and scholarship on international law **Catalog of Copyright Entries, Third Series**, 1959 *Catalog of Copyright Entries* Library of Congress. Copyright Office, 1959 *Bulletin of the Public Library* Providence Public Library (R.I.), 1895 **Monthly Bulletin for the Providence Public Library ...** Providence Public Library (R.I.), 1895 **Five Views on the Church and Politics** J. Brian Benestad, Robert Benne, Bruce Fields, Thomas W. Heilke, James K.A. Smith, 2015-12-15 Learn to think deeply about the relationship between church and state in a way that goes beyond mere policy debates and current campaigns Few topics can grab headlines and stir passions quite like politics especially when the church is involved Considering the attention that many Christian parachurch groups churches and individual believers give to politics and of the varying and sometimes divergent political ideals and aims among them *Five Views on the Church and Politics* provides a helpful breakdown of the possible Christian approaches to political involvement General Editor Amy Black brings together five top notch political theologians in the book each representing one of the five key political traditions within Christianity Anabaptist Separationist the most limited possible Christian involvement in politics represented by Thomas Heilke Lutheran Paradoxical strong separation of church and state represented by Robert Benne Black Church Prophetic the church's mission is to be a voice for communal reform represented by Bruce Fields Reformed Transformationist emphasizes God's sovereignty over all things including churches and governments represented by James K A Smith Catholic Synthetic encouragement of political participation as a means to further the common good of all people represented by J Brian Benestad Each author addresses his tradition's theological distinctives the role of government the place of individual Christian participation in government and politics and how churches should or should not address political questions Responses by each contributor to opposing views will highlight key areas of difference and disagreement Thorough and even handed *Five Views on the Church and Politics* will enable readers to consider the strengths and weaknesses of the most significant Christian views on political engagement and to draw their own informed conclusions **The SAGE Encyclopedia of Business Ethics and Society** Robert W. Kolb, 2018-03-27 Spans the relationships among business ethics and society by including numerous entries that feature broad coverage of corporate social responsibility the obligation of companies to various stakeholder groups the contribution of business to society and culture and the relationship between organizations and the quality of the environment

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