

6.7.05 Public Relations and Ethics (Grayson) -

Ethics - the study of what we ought to do

Social engineering - conscious manipulation of people's behavior. The thing is, whose views are being pushed.

What about childhood obesity, would a night time drama like CSI change society.

There is a ton of money that goes into the design of television, such as Sesame Street.

This same amount of time and technology is being devoted to advertising, but the difference is that with advertising (commercially) there is no value/moral message.

One end of the spectrum in a documentary should be presentation of information (like Gimme Shelter) and the other end is very opinionated (OutFoxed)

-watching a film- Toxic Sludge

message designed to influence thought behavior.

the best PR is invisible PR

interviews are done in front of a black backdrop

talk on TV ready content in the news that comes from PR firms (the Video News Release)

these VNR's are shown without any disclaimer or explanation of who paid for the content.

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view point subjective <--> objective

motivation duty <--> conscience

purpose egoism <--> altruism

emphasis self (individual) <--> society (communitarian)

Freedom of Expression

responsibility

organizations

individuals

-watch a clip from "broadcast news" -

two scenes on ethical choices

the ethical dilemma is staging footage to emphasize drama etc

Who's story is it? What are you trying to say about who? Who will benefit.

Is it their story about them? Is it their story?

I don't think this session was useful because all that happened was we were asked questions and left with ambiguity.

One last thing on ethics. Diagram: story <--> perception <--> event

of the things that can impact perception are your personal values, your needs, the event context. personal experience also has an effect.

time effects story, ideals, height of your values, the need to know, publication (whether it is news or print or radio or web, all influence how you describe the event)

So just by planting the tripod in one place is giving an editorial. What is even in the shot can influence the impressions left on the viewer.

Television and the media doesn't tell you what to think, it tells you what to think about. So in a way it does dictate what is important and what is not important.

1/2 truths - what you don't say is important as what you do say in "this ethical dilemma"