



Centre d'études
Développement durable, éthique
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Public Relations and Ethics: A Selected Bibliography

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Our research on excellent public relations suggests that public relations can be the ethical conscience of an organization.

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INTRODUCTORY NOTE

Public relations, public affairs and communications are three core aspects of an organization's activities – a reality that is reflected in the documents suggested in this bibliography. It includes works that cover ethics in public relations and communications, business ethics and ethics within organizations, as well as general reference publications on ethics and applied ethics.

The titles listed are available in either French or English, and the vast majority were released after 1995.

In no way does this bibliography claim to be exhaustive. It represents, at most, a selection of references that we believe would be important to anyone who is interested in ethics-related issues that arise in the field of public relations.

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1. Introduction

Communications and public relations have, to a large extent, become more complex over the past few years, and a number of questions need to be resolved on a regular basis. Communications professionals are often also required to ponder the application of ethics when performing their usual activities and fulfilling their responsibilities.

What exactly are ethics?

This document, the scope of which covers topics ranging from general and applied ethics to reflections on the role of ethics in public relations practice and its relevance to organization management, was developed with a two-fold objective: the general goal of enhancing knowledge, as well as to serve as a guide for communications professionals, students, researchers and faculty in pursuing their respective lines of inquiry.

It is comprised of four major sections: general reference, public relations and ethics, ethics within organizations and, finally, a brief list of newsletter and trade journal suggestions. The selection of recommended titles will thus serve as a referral, for the user, to historic sources of writings on ethics and a means of addressing more contemporary questions in "an ever-expanding field of research and inquiries that are ultimately summarized in a single question: "*What actions need to be taken in order to ensure the right thing is done?*"¹. Asking questions of oneself is, in fact, the essential element.

Did you know that not asking questions of oneself demonstrates a lack of ethics?

¹ René Villemure, "Du bon usage du 'code d'éthique' [On the proper use of a 'code of ethics']", *Bulletin réflexif*, May 27, 2005.

2. Ethics – Applied ethics

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Electronical Journal of Business Ethics and Organization Studies

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Ethical Corporation Newsletter

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Ethikos And Corporate Conduct Quarterly

Ethics & International Affairs Journal - Carnegie Council on Ethics and International Affairs

Ethics Today

Éthique et économique

Ethique publique – Revue internationale d'éthique sociétale et gouvernementale

Ethix – Center for Integrity in Business

International Journal of Business Governance and Ethics

Journal of Business Ethics

Journal of Mass Media Ethics

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