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Ethics And

Professionalism

This book places

PR ethics in the

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AND ETHICS No profession can succeed until backed by a code of ethics, and the public relations profession is no exception. The words 'ethics' means a system of moral principles governing the

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ETHICS AND  
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IN PUBLIC  
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about influencing and  
controlling public opinion.  
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therefore, ethics and



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Ethics are the foundation from which effective public relations is practiced.

While ethics is a topic often discussed, there can be fundamental misunderstandings about what ethics actually

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are, how they  
integrate with  
the profession,  
and the role  
ethics play in  
everyday  
activities of  
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VALUES, ETHICS,  
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- Ethics refers  
to the

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guidelines that state the dos and don'ts in a specific context whereas

professionalism refers to the specific traits that are expected of a professional. •

Ethics are usually stated whereas

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The study  
analyzed and

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identified the influence of professionalism and ethics on professional values of public relations practitioners.

Additionally, the study examined whether education and...

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The public relations code

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include:

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relations by teasing out the “shadow” side of the profession appeals to me – if public relations can indeed be regarded as a “profession”, when much of it, from a lay point of view, appears to deal with the



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represents the fundamental beliefs that guide behavior and decisions of public relations practitioners.

They need to keep different values such as advocacy, honesty, expertise, independence,

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