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Public Relations Ethics and the Incorporation of the Biblical Worldview

Jill E. Probst
Taylor University Fort Wayne

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The literature reviewed in this study begins with the factors that cause an unethical perception of public relations. The importance of ethics in public relations practice is supported and different means of determining and enforcing ethics are presented. Using this research, one can conclude that determining and enforcing public relations ethics relies on the individual practitioner. The purpose of this study was to determine if a Christian public relations practitioner would be successful if they determine and enforce public relations ethics according to his or her Biblical worldview. Research was conducted by interviewing seven participants, based on their reputation as a Christian and their work in the public relations field, on their experiences with ethics in public relations practice. The participants' responses show that they demonstrate success in the public relations field while upholding ethical standards determined by their Biblical worldview. All of the participants reported that they had been placed in situations where they were either asked or presented with the opportunity to act unethically. All participants also felt that their Christian worldview affects their public relations practice positively. These findings are useful to Christian public relations practitioners and Christian public relations students as well as individuals interested in the study of public relations ethics.