



MEDIA ETHICS

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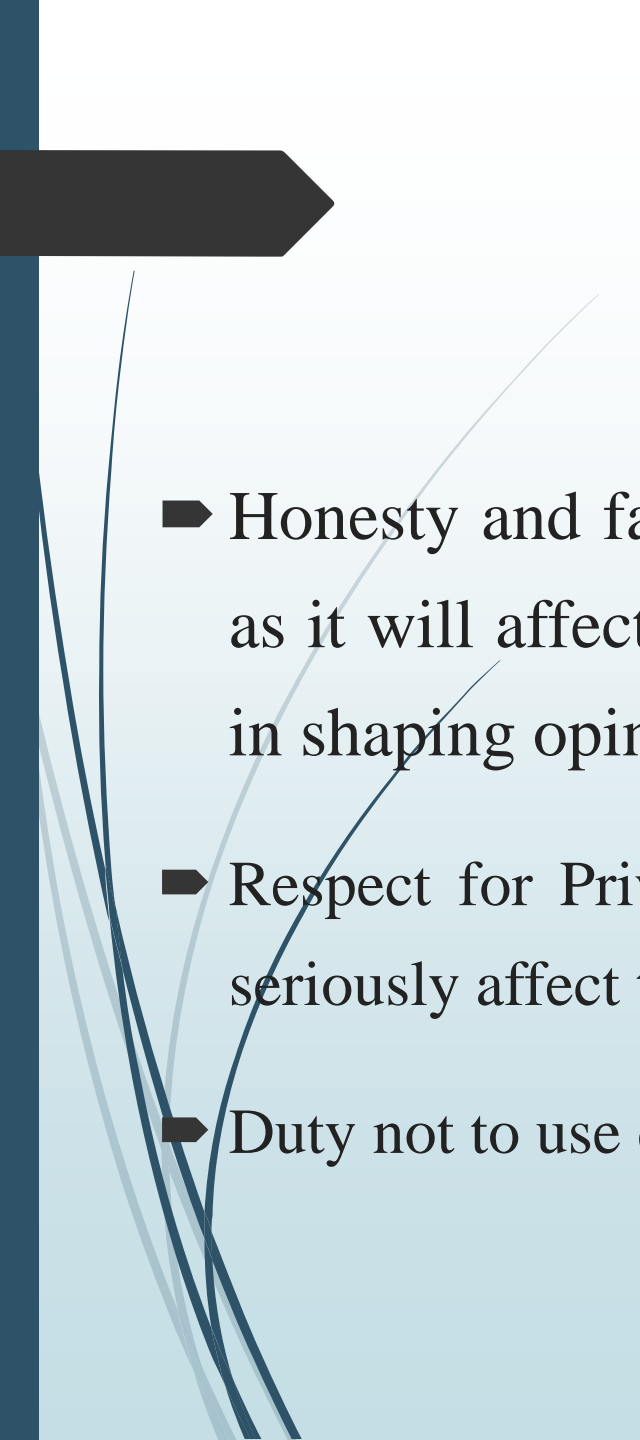
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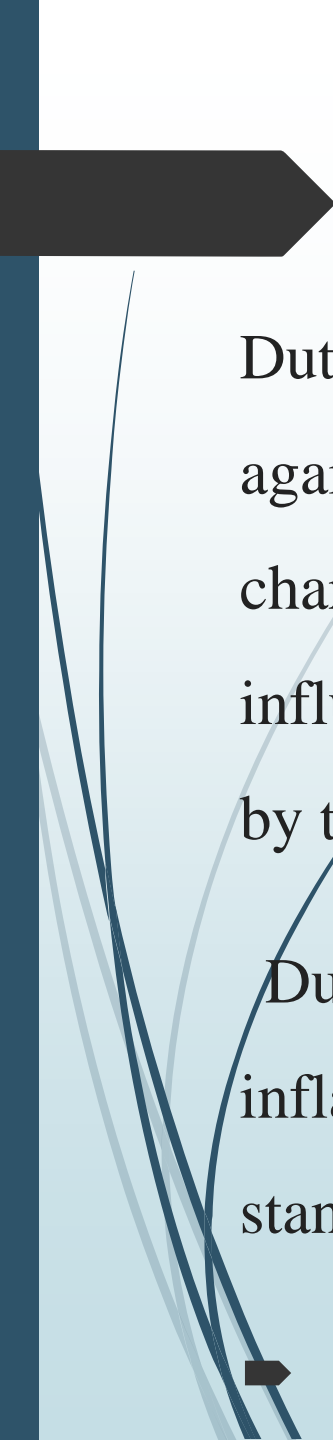


Media Ethics

Media ethics is one of the divisions of ethics which deals with the specific principles and standards which media must follow, including broadcast media, film, theatre, arts, etc. Digital media ethics has sought nothing less than to address the ethical issues evoked by technological advances. Media ethics does involve promoting and defending all the values such as universal respect for life and rule of law and legality.


Media should practice generally accepted core values of ethics but almost at times, the media fails to follow them. Core values emphasized on media ethics

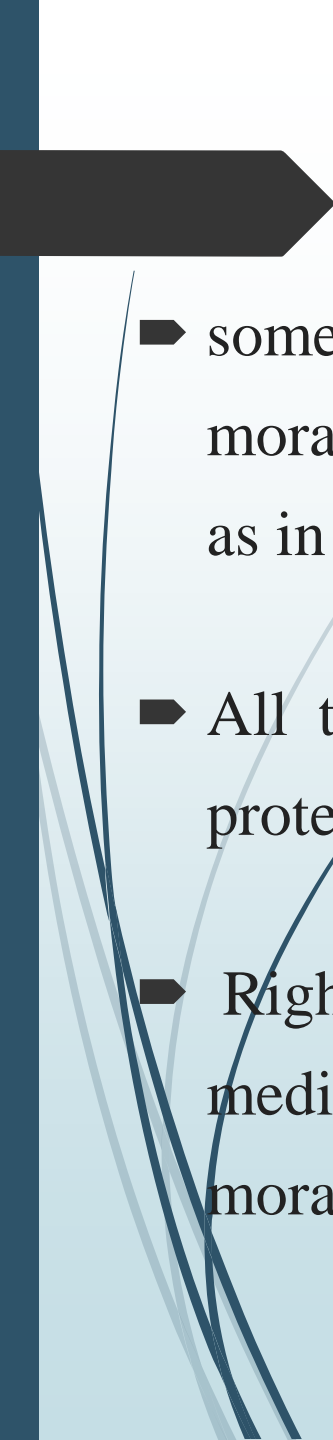
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- Honesty and fairness: duty of media to not falsify any information published as it will affect the society as a whole because media plays an important role in shaping opinions, beliefs and individuals.
 - Respect for Privacy: media should respect the privacy of an individual as it can seriously affect the person's life. Ethics emphasizes the duty not to endanger people.
 - Duty not to use dishonest means to obtain information.



Duty not to prejudge the guilt of an accused and to publish the dismissal of charges against or acquittal of anyone about whom the paper previously had reported that charges had been filed or that a trial had commenced because as media has an influence on people it makes their judgement on the basis of information provided by the media.

Duty not to publish offensive materials: ethics relays emphases on media not to inflame hatred on such grounds as race, nationality, etc. media should cover general standards of decency and taste.

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- Ethics involves promoting and defending all the values such as universal respect for life and rule of law and legality. But with the advancement of technology, digital media has come into existence and with this, it is creating new challenges to the core traditional ethical values.
 - The code of ethics is widely accepted in digital media as media ethics but it is often seen that media fails to perform the set code of ethics and performs activates which might endanger an individual.

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- sometimes media infringes the right to privacy of person which is both ethically and morally wrong but they do so in order to increase their channels or publications ratings as in fact sometimes they also misrepresent information.
 - All these increase challenges to ethics but the rules laid down by the government protects these rights and thus maintains the set code of ethics.
 - Right to privacy is one which protects the rights of people so that no one even the media can infringe them or else harsh punishments would be given just to protect the moral and ethical right.