



MODULE CODE: GST04106

MODULE NAME: JOURNALISM ETHICS

NUMBER OF CREDIT 6

What is media ethics?

Patterson and Lee (2013) define media ethic as subdivision of applied ethics dealing with the specific ethical principles and standards of media including broadcasting media, film, theatre , the arts , print media and the internet.

CODE OF ETHICS APPLIED IN JOURNALISM

- 1. Truth and accuracy:** Report and interpret honestly, striving for accuracy, fairness and disclosure of all essential facts. Do not suppress relevant available facts, or give distorting emphasis. Do your utmost to give a fair opportunity for reply.
- 2. Decency and good test:** Present pictures and sound which are true and accurate.
- 3. Avoid discriminations:** Do not place unnecessary emphasis on personal characteristics, including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious belief, or physical or intellectual disability
- 4. Avoid corruption:** A journalists are not allowed to take corruption from source of information. Do not allow personal interest, or any belief, commitment, payment, gift or benefit, to undermine your accuracy, fairness or independence.
- 5. Balance and fairness:** If a new story involves two or more sides a journalists is supposed to balance both sides in order to get accurate information, fair and balance comments help in avoiding conflict in the society
- 6. Do not plagiarize:** Copying someone's works without attributing its unethical
- 7. Avoid privacy invasion:** Respect private grief and personal privacy. Journalists have the right to resist compulsion to intrude.