



MODULE CODE: GST04106

MODULE NAME: JOURNALISM ETHICS

NUMBER OF CREDIT 6

REQUIREMENTS FOR A GOOD JOURNALIST

- 1. Communication:** The primary role of a journalist is to communicate news, either written or verbally. No matter how proficient you're in other skills, you cannot be a journalist without good communication skills.
- 2. Persistence:** As a journalist, it's not always that your sources will be willing to talk or give you the information you
- 3. Research skills:** Research skills are very important in the career of a journalist. You need to capture all details and use different sources to get information.
- 4. Digital literacy:** Currently, digital literacy is a must-have skill for most careers. As a journalist, you must know how to use things like websites, apps, social media, laptops and tablets, since they are the new broadcast mediums.
- 5. Ethical journalism skills:** Even with the stiff competition due to many broadcasting platforms, you must maintain and observe ethics in journalism.
- 6. Attention to detail:** Journalists are required to report news that's genuine and true. There are many sources of information, of which some are not credible.

ASPECTS OF JOURNALISM AS A PROFESSIONAL

According to Aidan White, former director of the Ethical Journalism Network (EJN) and Publisher Of Newham Voices. Explained that Journalism is a process of collecting, analyzing and disseminating information in the public interest. This means it is a profession with a strong element of social responsibility.

That is why journalists are required to follow the highest ethical standards and accuracy, balance, impartiality and truthfulness, independent of any commercial or political interests.

And who is a journalist? As explained by Aidan White, former director of the Ethical Journalism Network, this was considerably easier to say in the past than today in the era of social media.

Previously, the word 'journalist' would have described a person working in the field in a professional capacity usually employed by a particular media house, with a university degree in this field or an accredited member of a journalistic organization. This is not how it works today

ASPECTS OF JOURNALISM AS A PROFESSIONAL continue.....

Media outlets and journalists lost their former publishing monopoly, there are a great number of authors and platforms which do not fit within this framework alternative news portals, blogs, social media posts and YouTube videos, to name a few.

Their contributors are also committing acts of journalism, regardless of their professional occupation, qualifications or organizational affiliation. In order to include these members of the media world into the definitions of journalist and journalism, the same ethical standards, such as accuracy, balance, impartiality, truthfulness, independence of commercial and/or political interests, should insisted upon.