

## DIFFERENT BETWEEN ETHICS AND MEDIA ETHICS

Ethics is the branch of philosophy which study moral behavior while

**Media ethics** are the modes of the media to which all branches of the media should attempt to adhere.

**Ethics** is the study of what is good/right and wrong/bad while,

Media ethics are the moral principles that guide the conduct of journalism practitioners

### THE ART OF ADHERING TO MEDIA ETHICS

Ethical conduct in journalism requires a professional practitioner to be willing to listen. Since people are different, the journalist has to be:

A good **listener**, without getting involved

**Understanding** –

**Considerate-**

**Respectful** of sources and subjects of stories. Frankness wins respect and makes others feel they can be frank with you

**Modest** – avoid excesses

**Able to distinguish** between objectivity and activism

continued.

## **IMPORTANCE OF ETHICS**

Reduce chaos, bring togetherness

Respect the value more and determining the right decision

Minimizing harm

Create Stability in the society , increase solidarity

Right actions over long conflict, give right to the right person

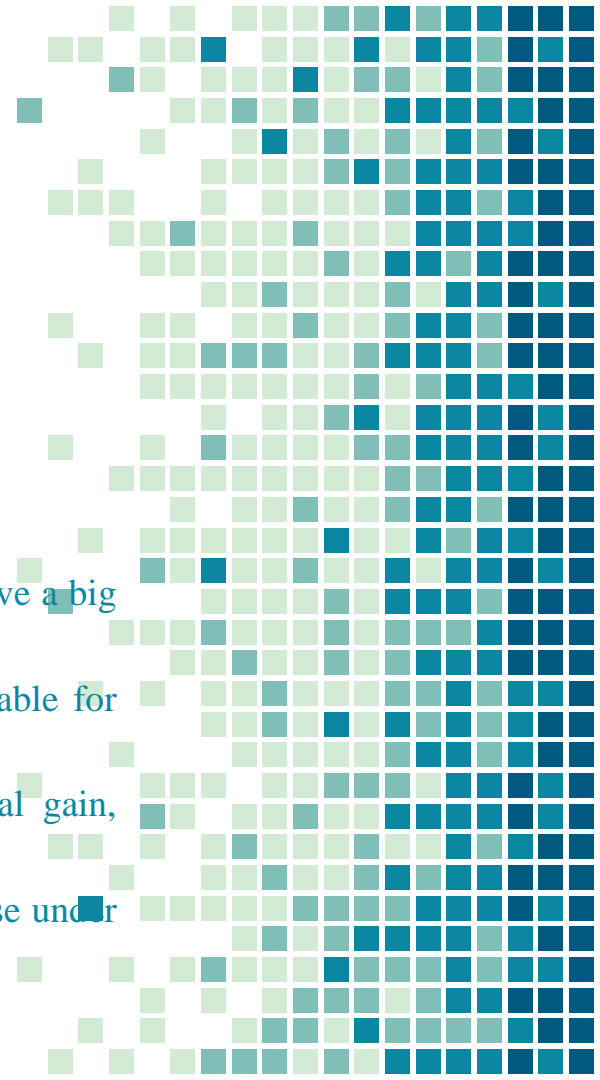
## **Importance of Media Ethics**

The media are very powerful tools and agents of change, and as such they have a big social responsibility.

Being powerful and influential, they must be both responsible and accountable for their actions

In every profession, there are always people who cut corners for personal gain, expediency or other reasons. Media ethics plays a role of moderator.

Media ethics help media house captains in ensuring both themselves and those under them follow the right (professional and ethics) course.



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Ethical practice enables individual journalists to build their names as honest and credible professionals.

Ethics compel the media to protect public interests.

Ethical practice is what makes the media credible. If the media are really in the business of exposing evil or unethical and other anti-social practice or behavior, then they have to strive to be the above abroad.

The media cannot point fingers at others while everyone thinks, believes or knows that they are the ones at whom fingers are ought to be pointed at.

### **Consequences of Disregarding Media Ethics**

Facing defamation cases- media outlets and individual journalists.

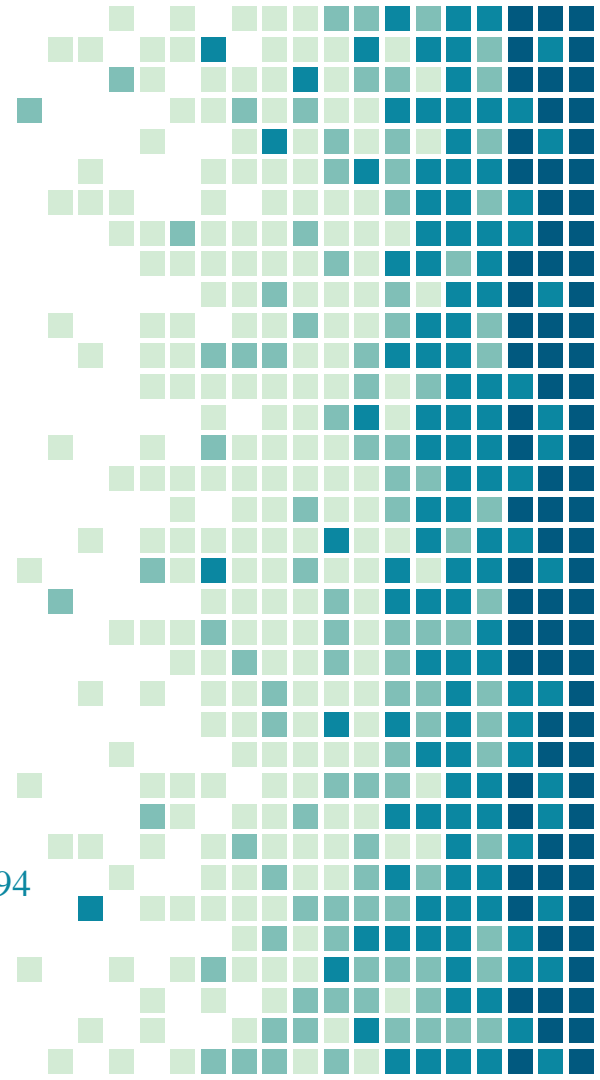
Loss of credibility for media outlets.

Loss of respect for individual journalists

Unjustifiably harming and hurting people

Jeopardizing peace through incitement, etc

Aggravating volatile or dreadful situations, as happened before and during the 1994 genocide in Rwanda and the 2007/2008 post-election violence in Kenya



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## **CODIFIED JOURNALISM ETHICS**

A written set of guidelines issued by an organization to its workers and management to help them conduct their actions in accordance with its primary values and ethical standards

Usually media codes of ethics are a standardized list of items which members of the profession use a guide in their strides to be effective journalists. They are blueprint on which media personnel can base their practice and decisions.

The codes are loads of dos and don'ts salted with an occasional element on the decision-making process. There are codified ethics according to the media law

## **MEDIA TRADES**

Media trade is the business by particular media. The following are the types of media trades.

Institution/community media trade

Government and private

## **MEDIA PRACTITIONERS**

Reporters

Editors / Media Managers

Media Owner/Publisher

Photographers or Press photographers

Broadcasters

Cartoonists

Broadcasting Producers etc

