

# CARDINAL PRINCIPLES OF MEDIA ETHICS

- Journalism: is the professional therefore journalism (working in journalism career) must be professionals like (doctors in medicine, teachers, engineers lawyers) journalist requires moral principles of conduct that will guide them in their daily performance.
- The following are principles of journalism adopted by media house of the international levels.

## TRUTH

- Every person has the moral duty to give true information, they are required to verify information from various source before publication. Falsifying information in person reason is AGAINST professional ethics such as lead to the disciplinary measure to be taken upon.

## PROMOTION OF HUMAN DIGNITY

- Media practitioners have responsibility to promote human dignity and promote equality between women and men. In the society, while combating stereotypes of all kind. Media practitioners should respect the right of the individual to privacy and prohibiting libel and slander (defamation)

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## **RESPECT OF PUBLIC INTEREST**

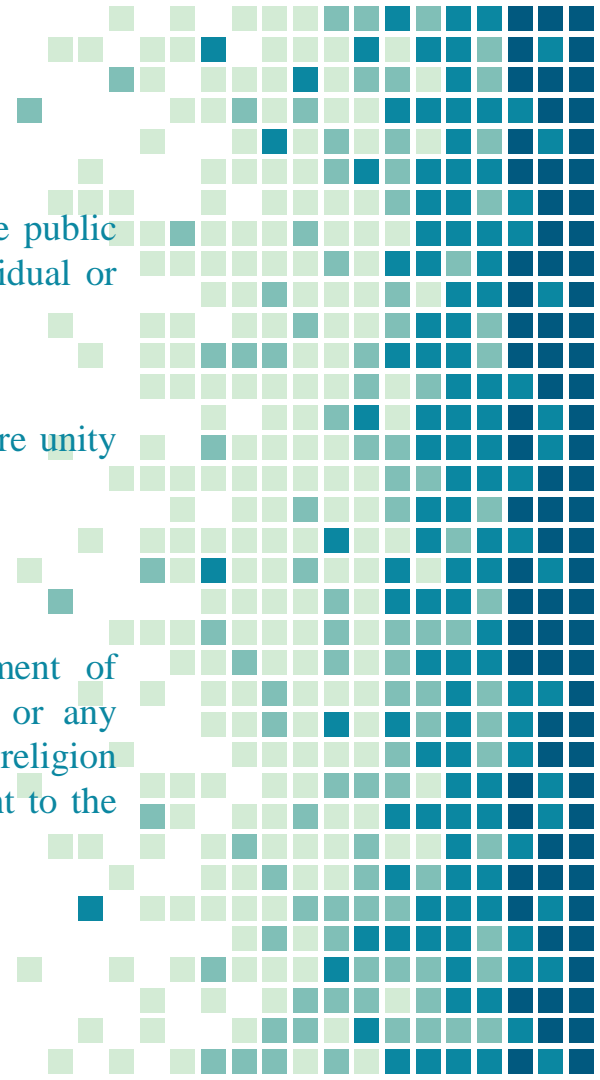
- Media owners and practitioners are accountable and responsible to the public and should serve the interest of the public rather than the interest of individual or person or people.

## **PROMOTIONS OF PEACE UNITY**

- Media practitioners should foster social, political, economic and cultural unity in diversity by promoting tolerance of different views and beliefs.
- They should refrain from facilitating incitement of violence and hate.

## **DISCRIMINATION**

- The press must avoid statements of information which contain elements of discrimination in terms of color, religion, gender, sexual orientation or any physical or mental disability. Details of an individual's race, tribe, color, religion, physical or mental disability, must be avoided unless germane to the story. Media houses should also fight all forms of discrimination.



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Example of privacy matters which can be published, likewise there are matters of public can not considered private facts and may be published freely such matters include:

Personal birth date – age

Marital status

Arrest report

Religion

Tribe

Police raids

Divorce

### **ELEMENT OBSERVED TO RESPECT THE INDIVIDUAL PRIVACY**

**Secrecy:** matters of privacy are not exposed to public, they are carried at place that not everybody can access easily (secrecy).

**Protection:** privacy has to be protected so as to prohibit others invasion, one has to put password on his or her phone so as to limit an authorized people to access messages, picture and etc.

**Respect:** private matters need to be respected by everyone even if they happening in the public Example: A picture of a girl that exposes her breasts should be covered when published by the media.

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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



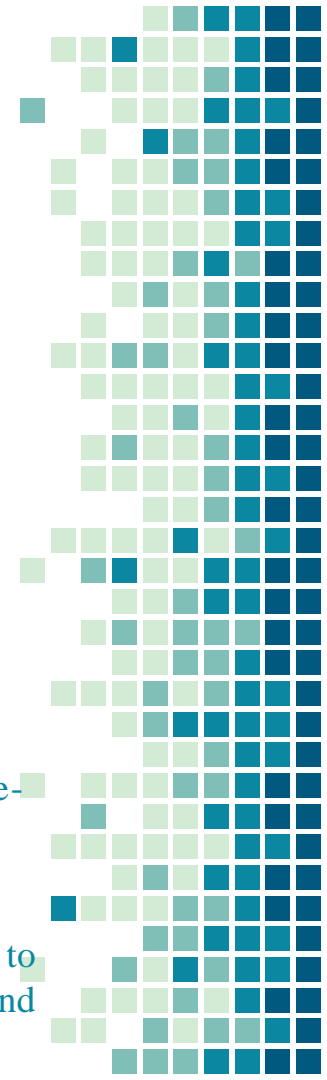
## TWO MAJOR WAYS JOURNALIST AND MEDIA PRACTITIONER USE TO SOLICIT/ATTACK PERSONAL INFORMATION

### INTRUSION

- Intrusion or intrude is interfere in some ones privacy or become involved in his or her private affairs in annoying and in vested way.
- Intrusion by media is done when journalist uses ways to give information of an individual without his or her permission, such way include
  - i. **Setting hidden camera** and tape recorders relative authority to provide you with the information, documents or picture. That captures information of privacy.
  - ii. **Use of Third part**, talk to a close friend/ relative authority to provide you with the information or document or pictures.
  - iii. **Going under-cover**: most of the journalist they don't introduce themselves to the source or they mis-introduce so as to make source speak their private without fear.
  - iv. **Hawking** invading personal information of an individual using technology means . Example- accessing someone's email account by forging password.

### HARASSMENT

- Is the commonly understood as behavior intended to disturb or to upset someone. Harassment to the media it has to do with forcing source to give their details or privacy, take their pictures and participate in the interview without their consent.



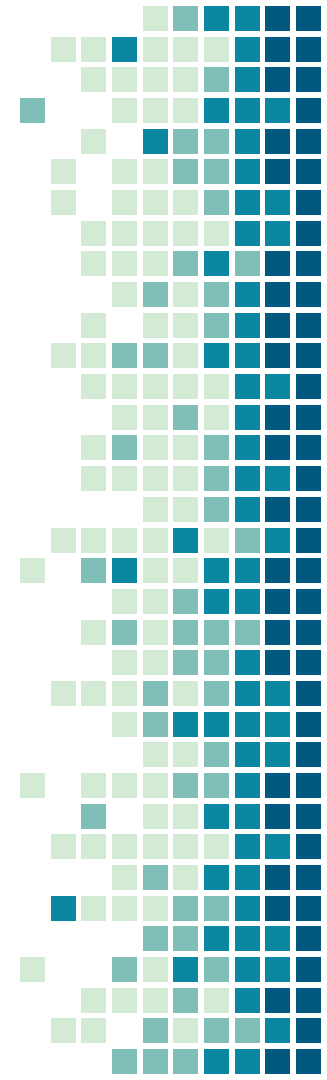
## ETHICAL DILEMMAS IN OBSERVING PRIVACY

- Real ethical behavior is expensive and that is where dilemma starts.
- **What is dilemma?**
- Dilemma refers to the difficult problem which seems incapable of getting a satisfactory solution.
- A situation involving choice between equally unsatisfactory alternative or perplexing situation WHILE Ethical dilemma are situation involving conflicting moral claims and give rise in such question such as:
  - What ought to do
  - What harm and benefit result for decision or action
  - What good (virtues) what is duty (right)



## Examples of Ethical dilemma

- Firstly Conflict of interest- in which case a journalist will have to think critically and ethically to get out of that situation. **The first type of conflicts of interest** occurs when a journalist receive gifts, free meals and accommodation, or when he hitch-hikes.
- Receiving gifts so as to publish a story is corruption-simple and clear. Giving gifts to get a story is similarly corrupt practice
- **The second type of conflicts of interest** occurs when a journalist has personal interest in something which forms the subject matter of a particular story.
- **The third type of conflicts of interest** occurs when a journalist has an established relationship with a person at the center of a story. It could be blood, tribal, religious or other links, no matter. The relationship might influence the journalist's outlook and writing and this would raise grounds of conflict between the reporter's personal interests and professional requirements.
- **One way to avoid conflict of interest** is to withdraw from pursuing a story in which a journalist has established links with the people involved in the story.
- **Secondly**, journalists finding themselves with no option but to write the story in which they have interest conflicting with professional or public demands. They have to declare the personal interest to the editor well in advance.



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- **Thirdly**, journalists should avoid membership in organizations, clubs, parties or other activities that could endanger or otherwise compromise their neutrality.
- Bias religious matter (belief)
- Gift /Gombo/Mshiko/Brown envelop
- Misleading of information
- **Fourthly** minimizing harm
- **Fifthly** respecting the privacy and confidentiality Acts
- **Sixth** Balance of information

#### HOW CAN YOU SOLVE ETHICAL DILEMMA ISSUES

- Make decision clear and careful.
- Speak Out; Choose to be the voice of professionalism.
- Do the right thing with the right time,
- Trust and honest
- End based thinking. Do what is best for the great numbers of people follow your highest sense of principle, End justify means
- Rule based thinking. Follow your highest sense of principle, Means justify end
- Care based thinking. Do unto others as you would have them do unto you.

