

Discussion of Changing Emphasis on Media Ethic from Journalism upon Other Related Institution

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ABSTRACT

Advancements obtained in the field of communications, is so rapid and extensive that present era was named communications and information era without any dialogue, in another words, they name era communication as live to media era that this media life requests media professional ethics for continuing and targeting activities. Now, in this article, we consider dimensions and fields for applying ethic and media, and discuss effective principles in media ethic and external media factors affective upon role and function and to use of social responsibility normative theory, they do not consider media ethic in relation to individual concept ethic for journalists alone.

Methodology:

This article was provided with analytical-descriptive method and to express that ethical criteria do not include only journalists regardless past and cover various media space.

Concluding:

In this article, we reach to rotation of media ethical principles from concentrating upon journalists to concentrate institutes including, media institutes, government and international institutes and that is important in this era is to compile applied ethic regulations that cover all various and numerous media space.

KEYWORDS: media ethic, journalism ethic, applied ethic, Meta ethic-ethics

INTRODUCTION

Media ethic is multifaceted conception that in other side cover question and mental concepts for media performers including journalists, bloggers, reporters and in another side consists of evaluation for media addressed about content and its performance. That is journalists how to make balance between collecting information with necessity offer perfect picture for events, and addressed for television how to reach in confidence that press media don't exercise pressure mentality upon people without selection news and another questions those are in that era. These questions and another questions are those samples cite in realm of media ethic and for responding them, we cite definition about ethics at first and ethics is a relative conception that we consider it for difference and this value does not mean correct and incorrect, but it search for factors for reaching in relative causes.

The conditions that we have to select with them in mind with cause and reason are between conflicts or contrast, therefore ethic science has to consider media ethics by prioritization in spite of fight with problems and responding in correct or incorrect human behaviors and extend ethic values and principles by prioritization.

Ethics:

Ethical problem is special form of problem that there is witness for accepting or rejecting it, particularly, its result force man to perform any work (2). Ethic realm is spreading with increasing possibility about haltering social and natural environment and anything that account for natural condition about that and this problem is cause to human searches for new things and convert into ethical problem (3). From there, we need to ethic and ethic course converts to more spreading course in different systems. Ethics has to determine correctness in condition person locates in position of range of acceptable options (and non satisfactory). Walker defines ethics in this field, we can perform move into understandings about mortalities and at last, this movement defines as an understanding about responsible man against values (4). Moralities point to sum of beliefs that we refer to it for discriminate about right against wrong. Ethics is a process to express intellectual justifications for behaviors and functions when it challenges our expected values. By media researcher point of view, Danni Elliot, ethics when starts those elements of ethical system confront with contrast each other

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(5). Since these two words are synonym in public language, but philosophical discrimination between the two, is important and accurate.

Philosophy of ethic when appears that we direct like Socrates from step in that guide traditional patterns and yet step that the patterns were internalized and move into step that we say with independent concepts and reach in authorized ethics(6).

At first, moralities were looking for justification methods with use of (must) option in Socrates dialogues and in narrative Plato of ethic Aristotle (Nikhomakhos) .Hegel always emphasized that ethical fundamental freedom is upon wisdom and accepting for human element into position great mental plate, and Kant pointed to respect in human volition and capacity ration and considered ethical law system. Human rational system regarded as public laws (7). Moore in his great work principles ethic, considered welfare quality wide and irrational that cover ethical judgments and then ethic philosophers, considered about basic ethical judgments and scale of suitability about morality with intellectuals.

In position of expressing rational behaviors and functions, intellectuals believed that any person plot public elements and stability in respect for like human prestige, express truth, transparence and obligation in mass and social values. They refer person in terms of nature of problem and ethical problems into philosophers and different theories.

Application ethics in Media:

Based on classification, ethical science has three ethical research, Meta ethics, Normative ethics and applied ethics that some considered majority of ethics as applied ethics, whereas, Meta system ethics is system those considers as the most abstract for philosophical branch and consider in with different branches like, good and bad and that are ethical principles unite or not?, media ethics is intersection of ethics science and media action or mass communication. Media ethics is internal and pertain to values and norms by communicator and communication organization. This is internal concept that observes must all patterns and ethical principles and is different from law and media right. All more some of media strategies are not different from other law apparently, but they are different from ethical elements. In another side, media ethic deal with values and norms and rooted in culture that emerges between societies.

In this intersection it is obvious and feels needing to ethics and media activities, some of media ethical cases consist of decisions or occurrences that two or many values locate against other and performer media must priority them based on special decision and special pattern. This problem forms in real life, applied ethics problems.

Research in different systems for media ethics consider into different problems about forming and evolution ethical patterns and norms and how to effective directing ethics upon media and law policies, we can search for media norm theories that consider about media ethics(1).

Normative theories in media:

In realm of media ethics, they offered various theories and yet rivals for inviting in obligation about media in position of performer ethical that ever they have bases and philosophical biases and strategies that follow them. These theories used Dioee, Lipmann and others those in just don't pay attention to ethical problems directly, expressed that media system have to defined role in society. Merrill with reference into theories like; John Lock and other scientists pointed that we have to emphasized upon media ethics in framework of direct principles (first complement) and pointed into liberation freedom and journalism independent and motivate civil commitment. Majority of media ethics was derived from media ethics in system of social ethics and follow from philosophers like, Haber mass, Taylor and Sandal and their theories based on public system obligation about social coordination and enhancing ethical dialogues. Apart of philosophical strategies, many of thinkers try to discriminate dialogue in media system from their dialogues (1).

Denis Mc Quail in virtue of considered new applied topology and then bonding between social mass media and pointed it as reflection of how forming in every media and society, but with any particularizes, the shared specification consider as norm theories. The theories consider that media has to be and respond to it; it expresses different faces of social researches, judgments criteria and approve new regulations (9).

He based on normative theories, offered new classification that Cibert in 1956 about press for four categories and offered six kinds theories about normative theories about media structure and performance.

Authoritative theories, free press, social responsibility, soviet media, developed media and democratic participation are theories that every one observe many different philosophical bases about role of media, values and different norms in that era (10).

Between them, social responsibility are so important and this theory is base for theorizing about media ethics and considered as together and its theory bases are this element that media have to provide a suitable range of different attitudes in terms of progressing democratic. Emphasis upon independence for media in just coordination into commitment are the bases for this elements, based on this theory, it has to make coordination between individual freedom, free selection and freedom for media and media commitment in coordination for social.

Mccuail cited ethics and professional obligation affect upon media task in seven principles derived from them:

1. Media have to accept that perform in terms of commitments and duties against social.
2. For acting in commitments, have to pay attention in press professional criterions like; truth, accurate, identity and balance
3. Media with accepting commitments, have to pay attention in professional self discipline in law framework and systems
4. Media have to avoid from crimes as possible as, asperity and irreverence about minorities
5. Media can provide probability access to different attitudes and supply requirements as collective for multiplication and reflection of variety thoughts in social
6. Society and addressed have to right request observe professional criterions based on commitments and social responsibility
7. Professional media Journalists and authorities have to respond against social, employers and market (11).

Ethical media frameworks:

Since ethic is based on efforts persons for solving problems, square and experimental researches pay attention into media ethics upon individual level and for this reason, consider as social media branch. Experimental and square research pays attention in realm of media ethics upon responsibility and decision process. Researchers believed that value systems and media attitudes journalists and managers evaluated and study ethical growth ethical growth and development in comparison with each other (12).

Majority of square researches are based on gauging and structure interview. Since their works are between individual and subjectivism, the thinkers pointed that we can display the mentality of norms and individual values in its result, the problem that motivate mass argument about prejudice in contents.

At result, research about decision in media, pay attention in professional norms between journalists and consider ethical and moralities dimensions in professional work, for example, Ganz considered this problem that how to journalists decide that what is news, but his selected subject has cultural and social prestige and hide between his contents, some of psychologists considered as ethical ideology for journalists. Shoemaker and Riz emphasis that organizational pressures and obligations can reduce values and insights for media contents or neutral it(13).

Infra media factors affective upon work and professional ethics:

Professional ethics considered as work ethics and profession ethics but its concept consist of labor station in environment and covered individual responsibility, that is professional ethics consider as ethical responsibility and supervisor for functional strategy(14), essential elements are cultural and some of them are multi faceted, because organization influenced upon it. For example, in media ethics, culture is so vital and confidence is important organizational factor that affect upon its growth, in another words, professional ethics need to multifaceted factor that we have to look for it in outside organization (15).

Since the correlation between them are so important, thus relation between news and media and another fields are so important in field of media(16) , and in suitable condition, news is tools for public interest and of course, don't consist of all audiences, but also, as mentioned before, all fields and theory frameworks involve in attention into public interest . Some of thinkers account social responsibility in democratic socials and consider as professional ethics, this ethical framework has shared specifications with others and compare with slight difference in social, ethics based on this category confronted with important issue in journalism world. In 5 factors, infra media mean market, truth, variety, private section and technology, we classified them. Clifford Kristiens determines infra factors effective for external media upon regularity journalist's ethics in International Encyclopedia of Communication (17):

1. Commercial benefits

Today, media companies account in the greatest formers for all world trades. Disney, Bertelsmann, General Electric, Fox News, Nokia, Samsung and Sony are companies that direct in economy. It is obvious that this compatibility pay attention in social justice and social responsibility.

At present, effective ethic is based on social justice upon the most obvious new information technologies.

In justice ethics, since distribution is responding to vital requirements, information remains as required article. Practical wisdom (for forming in fashion of affairs in enhancing critical thought) and mentality (for political and art understanding) are vital role in forming quality of human life (18). Between them, there is information current that as regarded required current and are essential in forming income, race, religion or statutes. Media market is based on requirement for satisfying this action and numerical media can concentrate upon this action in terms of media communication and there is not suitability in terms of economical and conditional terms. These are obliged into regulation, politics, government and possession. This strategy is that we let owners of decision interest can decide and media systems considered as criterion, for reaching in this aim, we can cite media centers that enhance tax payers and accept it as shared element.

2. Truth

Commitment of news in journalism ethics, regards as a criterion. Expressing truth is accepted norm and it is in media fields and is acceptable for them. But reaching in this ideal is impossible. Economical restraints, time delays and individual considerations influenced upon leaning into truth in compiling news. Increasing variations conduce to selection without optional system and cause to affect upon contents in media. At present, prominent of news is subjectivism and in this type, news is reflection of recognized events and its professionalism is emblem of its neutral. Based on it, journalism ethics is based on non biased subjects that perfect, accurate, balance, neutral, subjectivism are its prominent elements. In this strategy, subject report is not technique, but it is ethical affair for removing journalist from value norm.

Today, the problem is framework for expressing truth is narrow and shallow for transmitting truth and subjectivism is hidden in production and broadcasting news.

The complicated phenomenon that influenced upon truth expressing is disclosure, its phenomenon has two meanings and accurate direction, at first, it is applied for expressing truth by framework and by meaning point of view it acts with reality sensitivity in news coverage. In fact instead of mitigation or delivery social subjects for financial and administrative problems, social responsibility pay attention to depth of events and disclosure social responsibility and audiences can recognize essential principles.

3. Cultural variety

Today, native languages and ethnic trends have found new positions in globalization and fundamental strategies are prominent in all worlds, in this condition, globalization strategy account as prominent strategy after cold war and influenced upon all media as new social authority resource, all social systems including media are challenged against ethnic and abundance facet.

In this challenge, social responsibility bossed individual ethics in terms of shared amicable and is recognizable in public realm and accept abundance of ethnic for forming social bonding, the abundance is derived from intersecting and competence current and at same time, it can set up social responsibility, and combination of standardization and variety(19). Based on this democracy, when group defeated, they can involve many situations and oblige to social obligation and this strategy has many important, in this condition, we can account cultural effloresces for special cultures and religions, attention in local newspaper and minority journalists can regard as new strategies.

4. Private adytum

Public vote regarded as volition in private adytum and regarded in first section. In spite of law and judiciary complications, there is no definite discrimination between crime and semi crime. For example, it has not possible to discriminate subjects like news values and non based on subjects, in this condition, we have to lean in some subjects like private adytum based on ethical values in broadcasting information, since maintain personal information is so important thus, private system cannot be absolute concept because every person need to public information about social existence and each other.

Social responsibility strategy is private subject about communication and at same time, it can decide about incorrect or correct subject and public prestige is pertaining to individual life. In entering into this field, we can determine intellectual fields nor journalism and law adytum, but also citizens have priority about reasonable reference.

5. MEDIA TECHNOLOGY

Harold INS, cited media variations follow as media variation(20), in same as, the technologies are not neutral and change from a media in another media is multiplicities and follow as, Toronto and media ecologists follow as Ins and McLuhan, studied all media technologies as writing old style to internet to understand its specifications.

In numerical era, media ethics can list all suitable works in terms of network systems, searching motors and computer database. This ethical framework has to concentrate upon social structures to show that political and cultural leveling is so different. In fact, cyber terrorism, cyber war is different in linear situation and don't make without numerical infrastructure.

In this field, ethics is representation of new direction, which is sex, ethnic and religion is emblem in cyber space and there is new subject that extend another field. The problem is that bloggers, citizenship journalism and on line journalism are new technologies those reduce discrimination between home and work and changed specifications between actions and how to consider social subjects. These changes are expedience of special emphasis upon ethics suitable principles.

Technologies are democratic tools. Thus, attention in new tools can service for all people and then what is cited in this process is that abundance of online networks is practical, but are they understandable quality of education and extend horizon of political fields, these are problems that cite internal conflicts to convert a place for negotiation and media can provide a bed for blossom democracy.

In framework of what is Christensen cited in his 5 classifications as infra factors for media, we have to say that social responsibility is considered as intercultural affair, whereas ethical criterion are single cultural . At same time, for successful in this situation, professional ethic media has to be widespread and based on accepting cultural variety. For utilization about new communication systems, it is necessary to output new institutes. Therefore, current effort has to move toward multiple ethics based on journalist ethics responsibility that respect in all cultures. Since every culture, have important thoughts. Thus, attention in ethics in form of inters action and inter cultural in world scale account for it.

Change from single journalist ethics into systematic media ethics:

As mentioned before, ethical performance is combination of individual and collective stimulators and inters and infra factors for media. Full domain variations and more spreading changes are prominent than before and systematic roles and collective roles are so vital than before. We have to say that ethical obligation in journalism exigency to form special organizations in media world, but these single journalists have to discuss not only by professional but also by systematic, national and international point of view (21).

Prominent core and ethics norms in individual, national and international are not equal, thus we cannot confer unite ethical elements.

Ethical core element is based on individual commitment journalist that is detection truth and subjectivism. In systematic field, we can say that media system classified in 4 categories like; public, trade, and government and civil that they have different specifications.

In another side, national media patterns and regulations are effective in media ethics, then selection for suitable pattern is so important in all society. Its advice is to select social responsibility between 6 patterns that locate based on this requirement.

In international field, communication variations like; free and variety current , equal participation and access in media, communication rights and responsibility are cited forever that account as governmental distinctions .

We can say that professional aims and elements are obliged to systematic, national and international regulations. Between them, two prominent elements more influenced each other, democracy in national level and peace in international field. Constancy in two elements, shaped democratic media as if in spite of differences and individual discriminates upon national and international values, we can emphasis upon it, in fact, media ethics is product of based on scale of freedom and media responsibility and can discuss in 4 categories for responsibilities and freedoms:

1. Freedom against government and systematic audit pressures
2. Freedom for action in professional actions in field of correctness, awareness and enjoyment in highest level
3. Responsibility against professional duties like; correctness, neutral and observe respect for human and human right
4. Responsibility against progressing aims for freedom expressing, free current for information, equal access to media and information abundance, balance and transparency and responding

Therefore, we cannot remove ethic media framework from individual freedom and ethical expectations and remain ethical expectations in lacking or defeating regulations in field of dream.

Professional ethics, conceptual framework for compiling ethical regulations for journalism

Professional ethics that locates interval ethics and right can reduce defeats and distance between them. Ethicality means duties and assignments theories, but emphasis upon experimental strategy about social situation with recognized duties. As if ethics for doctors and ethics for lawyers have specialties. Ethics offer in compiled format and close to law, but instead of right regulations that have publicity, only a social and professional group covered it and its obligation is limited(17).

Some of scientists with emphasis upon this concept and with investigating ethics regulations in national level establish suitable ethics for journalism in 4 categories (22).

1. Public awareness

As for prominent aim for journalism in responding into all around receiving information related in life, having freedom for expressing and criticism by different media, is due of in top of professional journalism.

Then, in ethical elements, we consider prejudice, avoid of political and commercial propaganda and resistance upon inter pressure for authoring that contrasts with truth finding and subjectivism are central.

2. Free press, essential condition for journalism activity

For achieving this aim, all right for news process and supply practical independence and strength journalism prestige and warrant journalism profession, have prominent role in this profession. Thus, when journalists defend from freedom information and critics account for prominent duties.

3. Express truth, fundamental journalist duty

Social aim cause to journalist can detect and express truth. Based on this element, journalist obliges to reflect whatever happened without any lay.

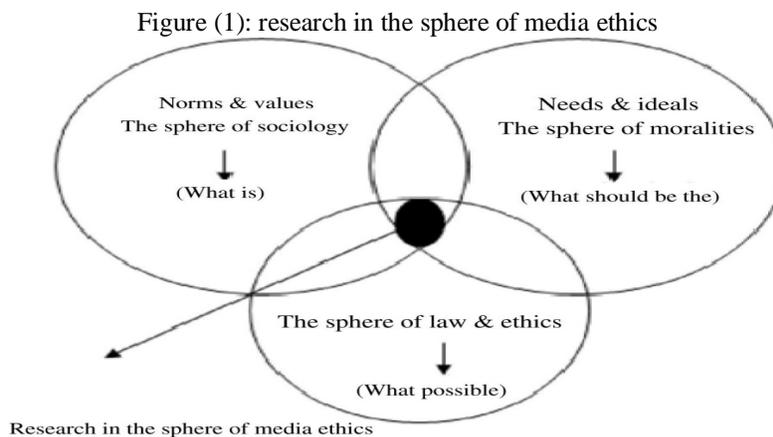
Journalists have to avoid from bias reporting and hidden problems or truths, they oblige to modify as soon as mistake and it emphasis in professional ethics regulations that if they try to recognize news resources and if they doubt about any source, they prosecute another resources.

4. Respect in individual prestige and personal life

One of the requirements is special attention to personal prestige and private life that use for preventing press crimes and in persons. Thus, in all cases that publication any content can damage in prestige of person or group by radio or press and TV, the modification right is obligation for him. In other words, when media express any content against person, he has right for explained it and radio and TV obliges to reflect it.

These are general elements that determine ethical and law directions in organizational, governmental and international side and based on obligation regulations and pertain to each other.

Of course, ethical, law and social problems are beyond from conventional space and in addition to press, electronic media like radio and TV and new media and cyber media cover many networks. Information ethics consist of ethical, law, social and media aspects in numerical domain and achieve reflection of pubic requirements and needs for all persons and reach into ethical shared criteria in social. These elements are emblem of norms that have intimacy in social and convert to professional, systematic, national and international regulations. The derivations are so clear and functions from ethics media and need to perform researches about morality, sociology, law and communications. This product is access to ethical criteria that select based on frontier between ideals, realities, cultural correlation and variety, and at summary, its function will be derive as below figure.



Concluding

Media ethics is not absolute and abstract conception, but is applied conception in ethics domain and norms patterns are so vital that this affair conduce to factors for infra media.

Media ethics is category that goes beyond from individual and professional journalist responsibility, thus, pay attention in ethics identification framework and professional patterns in systematic, national, international level, we need to it. In this framework, we have to base in terms of new difficulties and variants, subject ethical elements and efficacy about journalist profession can consist various and numerous media space of verbal and writing communication , electronic and virtual communication and possible in civil, national and international systems and have to progress it.

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