

ETHICS ON BROADCASTING

BROADCASTING

- A medium that disseminates via telecommunications.
- It is the act of transmitting speech, music, visual images, etc., as by radio or television.

ETHICS

Ethics is about what is good and how we should think about good:

- Logic is about truth
- Aesthetics about beauty
- Ethics is about goodness.

DEFINITION

1. **Ethics** is also known as **moral philosophy**. It is a branch of philosophy that addresses questions about morality such as:
 - good and evil
 - right and wrong
 - virtue and vice
 - justice and crime etc.

TYPES OF ETHICS

- **Work Ethics**

This is how a business or company thinks you should act and behave. This will most likely include; being polite, being professional, treating everyone with respect, not talking down to people and working as a team.

- **Personal Ethics**

The strong belief that you should act or behave in a certain way. This could be anything from good table manners to the way you speak to other people or even the way you react to others

ETHICS AND MORALS

- Ethics is similar to morals except that morals have more to do with right and wrong, and ethics is your beliefs or the company's beliefs rather than what is right or wrong.
- Ethics means different things to different people depending on what their ethics usually are, but there is no wrong or right ethic as we are all different with our own opinions and beliefs which we should all respect.

MAJOR BRANCHES OF ETHICS

- **Meta-ethics** is about the theoretical meaning and reference of moral propositions and how their truth value (if any) may be determined;
- **Normative ethics** is about the practical means of determining a moral course of action;
- **Applied ethics** is about how moral outcomes can be achieved in specific situations;
- **Moral psychology** is about how moral capacity or moral agency develops and what its nature is;
- **Descriptive ethics** is about what moral values people actually abide by.

ETHICAL PRINCIPALS

- Honesty
- Objectivity
- Integrity
- Carefulness
- Openness
- Respect for intellectual property
- Confidentiality
- Responsible publication
- Responsible mentoring

- Respect for colleagues
- Social responsibility
- Non-discrimination
- Competence
- Legality
- Animal care
- Human subject protection

ETHICS OF ENTERTAINMENT MEDIA

ISSUES IN THE ETHICS OF ENTERTAINMENT MEDIA INCLUDE:

- **Violence and sex.** The depiction of violence and sex, and the presence of strong language. Ethical guidelines and legislation in this area is common and many media (e.g. film, computer games) are subject to ratings systems and supervision by agencies.
- **Product placement.** An increasingly common marketing tactic is the placement of products in entertainment media. The producers of such media may be paid high sums to display branded products. The practice is controversial and largely unregulated.

- **Stereotypes.** Both advertising and entertainment media make heavy use of stereotypes. Stereotypes may negatively affect people's perception of themselves and others or promote socially undesirable behavior. The stereotypical portrayals of men, affluence and ethnic groups are examples of major areas of debate.

- **Taste and taboos.** Entertainment media often questions of our values for artistic and entertainment purposes. Normative ethics is often about moral values, and what kinds should be enforced and protected. In media ethics, these two sides come into conflict. In the name of art, media may deliberately attempt to break with the existing norms and shock the audience. That poses ethical problems when the norms abandoned are closely associated with certain relevant moral values or obligations. The extent to which this is acceptable is always a hotbed of ethical controversy.

ETHICS OF BROADCASTING

- **Trust**

Trust is the foundation of Broadcasting. It is independent and impartial.

- **Truth and Accuracy**

Broadcasting seeks to establish the truth of what has happened and are committed to achieving due accuracy. Accuracy is not simply a matter of getting facts right; when necessary, it is the weigh of relevant facts and information to get at the truth.

- **Impartiality**

Broadcasting is impartial to all subject matter and will reflect a breadth and diversity of opinion of people output as a whole, over an appropriate period, so that no significant strand of thought is knowingly not reflected or under-represented.

- **Editorial Integrity and Independence**

The broadcasting is independent of outside interests and arrangements.

- **Serving the Public Interest**

Its main aim is to serving the public interest. It seeks to report stories of the audiences interest.

- **Fairness**

Output will be based on fairness, openness, honesty and straight dealing.

• **Transparency**

It will be transparent about the nature and provenance of the content offered. Where appropriate identity of the person who has created it will be given and use labeling to help online users make informed decisions about the suitability of content for themselves and their children.

UNETHICAL/ ILLEGAL BEHAVIOR

- Stealing copyright and credit for intellectual property
- Intercepting private e-mail
- Display of pornographic material
- Deliberately giving the public wrong information
- Misuse of research material
- Improper commercial/ personal use of network
- Stealing credit information