



INTERNATIONAL PROFESSIONAL ETHICS

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ABSTRACT:

There are two definitions for ethics. The first is that it is the study of "well founded standards of right and wrong that prescribe what human ought to do," usually with reference to duties pertaining to rights, benefits to society, justice, or particular qualities. For instance, the term "ethics" refers to the rules that forbid engaging in rape, theft, murder, violence, bystander behavior, or fraud. "Ethics standards also include those that enjoin virtues of honesty, compassion, and loyalty". Furthermore, norms pertaining to rights—such as the rights to privacy, freedom, and life—are included in ethical standards. "Such standards are adequate because these are supported by consistent and well founded reasons". "Second, ethics is the study and refinement of one's moral principles. "Feelings, laws, and social norms can deviate from what is ethical". Therefore, it's essential to continuously assess one's standards to ensure that Therefore, it's important to regularly assess one's standards to make sure they're fair and well-founded. "Ethics are also means, then, the continuous effort of studying our own moral beliefs and conduct and striving to ensure that we, and the institutions we help to shape live up to standards that one reasonable and solidly based".

Keywords: Morality, Truth, Society, Ethics, Humanity.

INTRODUCTION:

Ethics can be defined as the establishment of principled guidelines that determine the distinction between good and bad actions, typically in relation to human duties, societal advantages, justice, or special qualities. Ethics encompasses the set of principles that dictate the duty to abstain from acts such as rape, theft, murder, assault, slander, and deception. Ethics standards encompass principles that promote values such as honesty, compassion, and loyalty. Ethical standards encompass principles pertaining to fundamental rights, such as the right to life, freedom, and privacy. These standards are sufficient since they are backed by consistent and well-founded justifications. Furthermore, ethics pertains to the examination and enhancement of an individual's moral principles. Emotions, legal regulations, and societal conventions may diverge from ethical standards. It is imperative to regularly evaluate one's standards to ensure that they are rational and well-established. Ethics can be understood as the ongoing endeavor to examine our own moral convictions and behavior, and to work towards ensuring that both we and the organizations we contribute to adhere to rational and well-founded standards.

Ethics refer to a set of regulations or moral standards that direct our conduct in specific circumstances. The term originates from the Greek words "grace ethos," referring to the practices, traditions, or character that serve as a guiding force for a specific group or society. (1)

Ethics pertain to the utilization of logical reasoning by communicators when they are making a decision between two or more conflicting moral options. As an illustration, it is not illegal to disclose the identity of a victim of rape. However, does it adhere to ethical principles? Placing a microphone in front of a grieving mother's face as she holds her injured child at an accident is not against the law. However, is it morally acceptable? (2) The application of media ethics typically entails determining the most morally justifiable solution to a problem for which there is no single or definitive proper answer. Ethics can be defined as a subjective understanding of what is morally right or wrong, particularly in relation to appropriate behavior towards others and actions that may impact them or their circumstances. Ethics refers to a set of principles that determine what is morally right or bad and is commonly accepted by a society. Laws are formal regulations that have undergone a rigorous governmental process and been approved by officials through voting. Laws are the formalization of ethical principles, serving as a means for the government to fulfill its duty of safeguarding its population. Ethics does not imply that a specific legislation or its enforcement cannot be considered unethical, at least by certain individuals. The permissibility of abortion serves as a compelling illustration of this. (3)

Ethics encompasses fluid frameworks of fundamental ideas and values. Ethical values are a manifestation of individuals' deeply held beliefs and emotional connections. Ethics involves the development of innovative and improved ethical solutions to address challenges and disputes. This process involves the creation of innovative and improved ethical solutions to address challenges and disputes. The driving force behind this phenomenon is not just a sense of social responsibility, but also the ever-expanding ethical imagination of individuals, which pushes the limits of what is now possible. Ethical investigation encompasses a broad spectrum of potential issues, including:

- Personal ethics: e.g question about basic values and plan of life.
- Professional ethics e.g., issues of social justice, political rights.
- Ethics of sexual and gender relations.
- Research ethics in academia and the private sector.
- Environmental ethics, including the ethical treatment of animals.
- Global ethics: ethics of international affairs , human rights.
- Communication ethics including media , public relations and journalism.(4)

An approach to ethics involves directing attention towards one of four repeating elements in ethical situations: rights, goods, virtues, and our social interactions with others. Ethical inquiry into correct conduct encompasses four main aspects: (1) determining whether an action respects or infringes upon the rights or obligations of individuals, (2) evaluating the potential consequences of an action in terms of its beneficial or detrimental effects, (3) considering how an action may influence the character and integrity of the individuals involved, and (4) assessing the impact of an action on our communal and compassionate relationships with others. (5)

Journalists have the main goal of conscientiously fulfilling their journalistic duty to efficiently and precisely distribute information, thereby improving the public's comprehension of the world by exposing them to their messages. The primary objective of communication standards is to propagate accuracy. For the mass media and their workers, this involves accuracy and supplementary advantages. It denotes the action of furnishing recipients with a thorough and accurate portrayal of the world. Engaging in any action that goes against the intended objective is deemed suspicious.

The media sectors are indeed industries. Do the profit motives of media organizations conflict with their goal of entertaining and informing the public? The issue of concentration raises significant concerns regarding the media industry's propensity to prioritize accountability over profit. According to media law expert Charles Tillinghast:

“One need not be a devote of conspiracy theories to understand that journalist like other human beings can judge this interests lie, die and what risks are and are not prudent, given the desire to continue to extend feed the family. Nor does one have to be possessed of such theories to understand that wealthy media corporation, often share out looks common to corporations share out looks common to corporations in many different fields, as a result of their status , not of any agreement. If takes no great brain to understand one does not bite the hand that feeds or that one incurs great risk by doing so” (6)

The issue of reconciling financial gain with societal obligations is not exclusive to journalists. Professionals in the fields of entertainment, advertising, and public relations frequently encounter this issue. Furthermore, achieving a balance between profitability and public interest does not solely pertain to large corporations. In fact, individuals working in the media industry regularly encounter ethical dilemmas on a personal level.

Journalists prioritize their allegiance to the public rather than to the publisher or the source when their goal

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is to communicate the truth. The key to ethical behavior lies in correctly and successfully conveying the tale. While there may be additional considerations that can make judgments more complex, the primary objective is to accurately depict the world. The survival of the media and the way they present information relies on the public's acceptance of their messages as valuable and deserving of attention.

The public's sentiments towards different issues vary in intensity, but those who hold the strongest opinions, whether positive or negative, have significant expectations of the media. They recognize the importance of the media in shaping their worldview. Those who see the media information as being false experience feelings of betrayal and anger, leading them to advocate for the restriction of press freedom. A significant portion of the public's expectations revolve around the concepts of conservation and various subjects. However, the public anticipates more than just that; they anticipate journalists, who serve as a primary source of information about the world, to maintain their assessment of the world and their principles.

A journalist gathers twenty facts and then chooses eight of them to use in his story. Consequently, he dismisses twelve pieces of information. This is the first judgment. The editor determines the selection of facts to be included in the first paragraph of the news report, thereby prioritizing one fact over the remaining seven. This approach reflects the journalistic principle of emphasizing the most important information. Subsequently, the editor determines the specific page on which the story will be positioned. The first page will attract far more attention than it would on an inside page. This is the third judgment. The concept of objectivity in journalism is essentially a deceptive notion. The objective of journalism is to convey the truth, yet, the notion of a "true story" often comprises a complex interweaving of inaccuracies and subjective viewpoints. Journalists often lack the time, resources, and expertise to uncover the complete truth on their own. Consequently, journalists rely on information provided by experts. However, it is common for experts to have conflicting opinions, forcing journalists to employ their limited methods to attribute the information or opinions to the sources that provided them. The recipients can evaluate the information by assessing the credibility of the sources. Antony Smith, providing an explanation, stated the concept of objectivity.

“Promoted information gathering through the use of a specialized vocabulary that limited the definition of a statement to that which could be universally agreed upon; this remained after the reporter's perspective on the world was cleansed of the collective skepticism of the era.” (7)

The objectivity is a theoretical approach employed in journalism to portray the world in a truthful and precise manner, within the constraints of journalistic standards. The purpose of objectivity in journalism is to fulfill the task of providing a precise and unbiased representation of the world. Distortion caused by incorrect application is both morally and factually incorrect. If the image is warped due to the deliberate disregard of objectivity, it is even more evidently incorrect.

The primary goal of media is to provide the public with news, opinions, comments, and information on subjects of public importance in a just, precise, impartial, serious, and respectable manner. In order to achieve this objective, it is expected that the media adhere to widely acknowledged standards of professionalism. A.M. Rosenthal, the Chief Editor of the New York Times, regards objectivity as a fundamental aspect of the Times' identity.

“It is the character of the profile that has made its readers trust it and therefore made it meaningful and valuable” (8)

Rosenthal listed belief on which that character rests: (9)

The conviction that while complete objectivity may be unattainable due to the human element in story composition, it is incumbent upon each reporter and editor to make every effort to achieve the utmost degree of objectivity feasible.

- The conviction that, notwithstanding the reporter's emotional state, he makes every effort to detach himself from the task at hand when he approaches the typewriter.
- The conviction that personal opinion should not be published in news columns.
- The conviction that anonymous accusations against individuals or institutions should be prohibited, as should our own derogatory language.
- The notion that an accused individual or organization ought to be granted an immediate opportunity to respond.
- The conviction that it is imprudent to employ a typewriter for the sole purpose of annoying others, simply due to our ability to do so.
- The conviction that presenting opposing viewpoints on a matter does not constitute hedging, but rather constitutes the foundation of accountable journalism.

Objectivity is not some hidden or unconscious strategy, believed by practicing journalists. Herbert Buckner wrote in the Saturday Review (10)

“Any newsman qualified for his calling and tempered by experience can tell the difference between a slanted story and a fair one. Objective reporting is nothing more than what good reporting has always been: the word of a disciplined professional who has tried his damndest to get the whole story, and then to present it accurately and honestly without letting his own bias creep in”

Human behavior is contingent upon cognition and is shaped by the knowledge they obtain from the media. Individuals form opinions based on the information they receive. They develop viewpoints, reach conclusions, and proceed based on the available knowledge. If individuals perceive the existence of peace, they will behave in accordance with it. Individuals gain knowledge and learn moral principles through formal educational institutions. Schools and mass media are influential tools that mold minds and guide actions. In order to enhance the habitability of the globe, individuals working in the media industry should contemplate the ways in which they might make valuable contributions to the entirety of humanity through their words. Every media practitioner is expected to meet this ethical commitment. Consequently, numerous journalistic organizations have formulated and disseminated their own sets of ethical guidelines. Communicators in the media make assessments based on innate emotions, moral reasoning, and both human and divine sources of authority. Universal emotions may encompass compassion, sympathy, pleasure, or happiness. Media ethics is a branch of applied ethics that focuses on the ethical concepts and standards that

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apply to various forms of media, such as broadcast media, film, the arts, print media, and the internet. The National Union of Journalists (London) has established a code of professional behavior, which includes the following guidelines. (11)

1. Journalists are obligated to uphold the utmost professional ethical standards.
2. A journalist must always uphold the freedom of the press and other media by actively working to eradicate distortion, news suppression, and censorship.
3. A journalist must make every effort to ensure that the information they transmit is fair and truthful. They should refrain from presenting personal opinions or speculations as proven facts, and must not manipulate or misrepresent material through distortion, selective reporting, or misrepresentation.
4. A journalist must swiftly correct any detrimental mistakes and provide significant attention to the correction and apologies. They should also provide the opportunity for individuals who have been criticized to respond, particularly when the matters at hand are of significant importance.
5. A journalist must acquire facts, images, and illustrations solely through direct and honest methods. Alternative methods can only be justified where there are compelling reasons related to the public's welfare. The journalist has the right to exercise a personal conscientious objection to using such novel methods.
6. A journalist must safeguard the confidentiality of their sources of information.
7. A journalist must not take bribes or any other sort of inducements that may influence their professional duties.
8. A journalist must not engage in distorting or suppressing the facts due to advertising or other factors.
9. A journalist should only reference an individual's race, color, creed, illegitimacy, material status, or lack thereof, and gender or sexual orientation if this information is directly pertinent. A journalist must not create or handle content that promotes discrimination based on any of the aforementioned criteria.
10. A journalist must refrain from exploiting confidential material obtained during their professional activities until such information becomes publicly accessible.
11. A journalist shall safeguard the dignity of his profession. He shall not accept any bribe in in money, kind or service for any matter connected with or incidental to his profession.
12. Media practitioners typically have a peculiar inclination towards negativity, often displaying a bias towards covering conflicts and fights as newsworthy events. Once they achieve peace, they quickly disperse, as it is not a noteworthy occurrence. This requires alteration and intervention.

Communication can effectively enhance peace initiatives by modifying the perceived significance of news. Conflict can be managed in order to prevent or mitigate conflicts of interest and other challenges to peaceful coexistence.

The responsibility of media practitioners is to uphold the truth. The mass media uphold the belief that public enlightenment is crucial for the promotion of justice, and that seeking the truth is an essential aspect of the public's right to be informed. The primary obligation that media professionals must possess is an unwavering dedication to the mass media. Collective societies are incapable of enduring. If individuals lack adequate knowledge regarding political matters and both global and regional occurrences. Comprehensive understanding of communication necessitates considering its political dimension, and resolving its difficulties requires acknowledging political relations. The term "politics," as used in the context of the leviathan, is closely intertwined with communication. The crucial connections lie in the correlation between communication and freedom. distinct regions of the world uphold distinct ideas about the nature of these interactions, which are influenced by local traditions, resources, social systems, and development requirements.

There is a possibility of reaching a consensus, particularly if the argument becomes more realistic and less emotional, more adaptable and less biased. The dispute has frequently been focused on internal matters and lacking tolerance. Politics and media are deeply intertwined. The media exerts a substantial sway over politics, and conversely, politics has a tremendous effect upon the press.

The liberty of the press is intrinsically linked to the public's right to be informed. The essence of freedom lies in the unrestricted operation of the media. The absence of unrestricted dissemination of information and ideas jeopardizes all other freedoms. Media freedom is a fundamental aspect of a society that values freedom and serves as a way to expand the boundaries of liberty. In a democratic society, the free media have an inherent freedom to assume an adversarial role. Individuals ought to have the freedom to express their disapproval of those in power at every level, in order to serve the collective welfare. They also serve as a vigilant overseer of the government's management of the citizens' issues. The media should consistently be receptive to the entirety of society and function as a conduit for disseminating factual and impartial information on all matters. The media should consistently prioritize the responsibility to provide the public with news that is unbiased, accurate, and free from any form of distortion. Another dimension of this liberty is the ability to gain knowledge in the form of factual evidence and papers, which dispels the secrecy surrounding political affairs. It also encompasses the right to disseminate the acquired information through publication. The most effective means to combat instances of freedom being misused is the conscientiousness demonstrated by individuals who possess freedom in their behavior and demeanor. It is logical to conclude that there can be no accountability when the lack of liberty hinders each person from exercising their own choices and decisions. Furthermore, it is accurate to state that the denial of one crucial aspect of freedom occurs when the repercussions of a specific action are disregarded. The reconciliation of freedom of information with ethical obligations can be achieved by distinguishing between the respect for individual rights and the prerogative of society as a collective entity. Responsibility should primarily

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stem from a genuine commitment to uphold truth, rather than just relying on the existence of a fundamental right. Therefore, the main objective of conveying messages and sharing enlightened opinions should be to promote the well-being of society as a whole. A media professional who exploits their position as a representation of the public for personal gain or other unethical reasons, breaches a significant level of trust. A media professional should possess the ability to be receptive to the needs of society as a whole and serve as a conduit for disseminating factual information. (7) A free media must garner the trust of its audience, and it might be stifled by economic constraints. The MacBride Commission report (1980) asserts that media professionals bear the subsequent obligations. The user's text is "(12)".

- Contractual duty for his media and internal structure.
- Social accountability involving obligations towards public opinion and society as a whole.
- Obligation to the global community regarding the adherence to fundamental human principles.

The commission believed that it is beneficial to have codes of ethics at the national and regional levels, as long as these codes are developed and accepted by the profession itself, without any involvement from the government.

"Research should be conducted to ascertain, if feasible, principles that are widely acknowledged by the field and that consider the welfare of the public." Additionally, journalists groups should also contemplate the idea of implementing worldwide codes of ethics. The UNESCO statement on the mass media and many national and regional laws encompass some essential parts of this code. (13)

1. Freedom of access to sources of information.
2. Safe guarding freedom of information.
3. Objectivity refers to the quality of being unbiased and impartial, ensuring correctness, truthfulness, and the avoidance of misrepresenting facts.
4. The obligation to uphold the rights and interests of the public, including national and religious communities, the nation, the state, and the preservation of peace.
5. The duty to abstain from defamation, baseless allegations, slander, and invasion of privacy.
6. The qualities of being honest and having the ability to act autonomously.
7. The entitlement to respond and rectify.
8. Adherence to professional confidentiality.
9. Take into account the cultural, social, or ethical norms of specific countries.

The working group, comprising delegates from the international organization of journalists, was tasked with the final formulation of the international standards for "Professional Ethics in Journalism." The

scope of professional ethics encompasses more than just the explicit provisions of legal regulations. The ethical aspects of balancing freedom and responsibility in journalism depend not only on the conscious decisions made by journalists, but also on the operational practices within the media industry and the broader cultural backdrop. Codes of ethics should aim to attain the following objectives.

- To ensure the protection of consumers, regardless of whether they are readers, listeners, watchers, or members of the general public.
- The objective is to protect and inspire journalists, broadcasters, and other individuals who are directly engaged in gathering, organizing, analyzing, and delivering news and viewpoints.
- The objective is to establish the specific duties and obligations of individuals who have complete authority over a particular type of mass media transmission, including proprietors, shareholders, and governments.
- To address concerns raised by marketers and other clients who purchase media services.(15)

Media professionals must be independent from any duty to interests other than the public's right to access accurate information. The bestowal of special privileges or gifts has the potential to undermine the ethical standards of journalists and the organizations they work for. No valuable items should be accepted. Journalists ought to lead their personal lives in a manner that safeguards them from any actual or perceived conflicts of interest. They ought to refrain from participating in any political, community, or social activities that may jeopardize their capacity to report and edit impartially. Their obligations to the public are of utmost importance. The media is responsible to the public for its coverage, and individuals should be encouraged to express their complaints about the media. According to Benjamin C. Bradles, the Executive Editor of the Washington Post, editors are committed to exercising discernment. It is essential to make the search for alternative views a regular practice. Incorporating the response of individuals accused or confronted in narratives is crucial. The motivations of individuals who assert their perspectives onto us should be routinely scrutinized, acknowledging that these motivations might range from noble to ignoble, and from apparent to concealed. (16)

We must acknowledge that the authority we have inherited as the exclusive morning newspapers in the capital of the democratic world comes with certain obligations:

1. To listen to the voiceless
2. To avoid any and all acts of arrogance
3. To face the public with politeness and candor (17)

The primary function of the media is to diligently seek and convey not only the truth in a general sense, but

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also the universal principles of humanism, by impartially relaying both factual information and diverse perspectives. In 1983, the standards of professional ethics in journalism were accepted by international and regional organizations of professional journalists through UNESCO. The document is named "International Principles of Professional Ethics in Journalism" and consists of ten principles. The proclamation endorsed the peace movement and affirmed that the exercise of freedom of opinion, expression, and information, which is acknowledged as an essential component of human rights and fundamental freedoms, plays a crucial role in enhancing peace and world comprehension. (18)

The media plays a significant role in today's world, both domestically and internationally. Media professionals have an increasing responsibility and are expected to adhere to professional ethics, particularly in promoting the "peace movement". The Union of Journalists in Finland addressed this issue during its meeting in February 1982.

The world serves as the tool of journalists. The utilization of this instrument is limited to peaceful circumstances exclusively; thus, the most efficient approach to safeguarding freedom of speech is through the advancement of peace. Each journalist has the ability to enhance societal frameworks by influencing public opinion and decision-making through their profession. Journalists have the responsibility to convey accurate information regarding matters of peace, war, armament, and national defense. Media professionals play a vital role in upholding peace due to their influential position, but it is imperative to understand the reasons for their privileged status.

"The reason for this is not due to the proprietors, editors, or journalists possessing special wisdom, interest, or status. Rather, it is because the media serves as the eyes and ears of the general public." They advocate for the freedom to access information and the right to disseminate it, which is equal for everyone in the general public. It is really the general public for whom they act as trustees. (19)

Schramm highlights the importance of the media in mobilizing human resources. "There should exist information specifically created to promote constructive mindsets, societal behaviors, and traditions." (16) Journalists must refrain from embellishing or distorting information and have a fundamental responsibility to report events in an unbiased and accurate manner. (20)

Journalists are committed to avoiding conflicts of interest, whenever and whenever feasible. Public officials are granted many advantages and amenities that are not available to private persons. These benefits are provided by society or organizations to facilitate the performance of their duties. If these facilities are revoked, individuals may respond in many ways, but these privileges are not justified unless their withdrawal violates the laws, in which case they have no legal recourse. Reporting on court proceedings is widely recognized as a crucial aspect of journalism, and a designated press bench is made available for journalists to utilize. However, it is important to note that journalists attending court are typically present as members of the general public, rather than in an official capacity. Typically, he lacks the privilege to enter or stay when the public has been lawfully barred. Journalists should refrain from actively participating

in any political or social activities, demonstrations, or community issues that could potentially undermine or appear to undermine their impartiality in reporting and editing. The courier and the Los Angeles have established a set of six guidelines (21) to prevent conflicts of interest.

1. The primary allegiance of personnel ought to be to newspapers; extracurricular engagements ought not to interfere with an employee's professional obligations; and newspapers ought to be granted priority access to news and commentary content.
2. It is imperative that newspapers remunerate for coverage. This includes providing or covering the cost of lunch when dining with news sources and paying for meals and meetings. It might be necessary to pick up the bill the next time around in order to avoid a public scene; staff members do not take favors or gifts from outside sources.
3. Employees ought to refrain from exploiting their positions on the papers for personal benefit, which includes requesting preferential treatment in private affairs. Except in situations involving private individuals such as homeowners, parents, or consumers, staff members refrain from associating themselves with the paper unless specifically requested to identify their place of employment. The use of company stationary is restricted to business purposes only.
4. It is advisable for personnel to abstain from participating in public controversies, as doing so may tarnish the credibility of their colleagues and the independence of the newspapers in their coverage and commentary.
5. The guidelines ought not to be perceived as an impediment to upholding good citizenship. Within the local community. While employees are permitted to contribute as private citizens to churches, schools, and other non-profit organizations, they are not permitted to engage in public relations or advocacy.
6. Prior to any external involvement, personnel are required to obtain approval from the department chief. The aforementioned individuals hold the positions of managing editor, editorial page editor, directors of the news and photography divisions, chief librarian, and cable news editor.

The term "moral agent" is used to refer to the individual who makes decisions in the application of ethics, since ethical issues unfailingly unite competing interests. Louis Day, a media ethicist, identified six frequently conflicting individual or group interests. (22)

1. The concerns of the personal conscience of the moral agent; media professionals are obligated to abide by their decisions. Media practitioners' actions have the potential to impact the interests of the particular individual or group being targeted.
2. The interest of financial benefactors, who contribute to the payment of expenses that enable the publication of a newspaper or magazine or the station to broadcast.
3. In service of the institution, media professionals exhibit a sense of pride and allegiance to the

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organization they are employed by.

4. The concerns of the vocation; media professionals strive to fulfill the anticipations of their peers; they exhibit reverence for the vocation that provides them with a livelihood.
5. Societal interests; Media professionals, akin to the general public, bear a social responsibility; their obligations may be more extensive than those of many other professionals due to the potential sway their work can exert.

The ethical difficulties encompass concerns, dilemmas, conflicts of interests, and the need to balance demands. These scenarios frequently give rise to issues that can be effectively resolved by applying ethical principles, behavioral standards, or moral guidelines. Applying ethics necessitates the delicate task of reconciling the divergent interests of the moral agent's conscience, the individuals impacted by their conduct, their financial supporters, and the organizations and institutions they are affiliated with. Government officials and other authorities, as well as journalists, are expected to fulfill their professional duties without letting personal activities or interests hinder their responsibilities. Journalists are duty-bound to pursue impartial coverage of an event or scenario. The number is 2. Extraneous social and personal activities and interactions might slightly impact the capacity of mass media workers to carry out unbiased reporting. This situation is referred to as a conflict of interest. Standards can be established by agreements among professionals to dictate specific behaviors and to penalize certain actions. Professionals are educated in moral reasoning processes to uphold ethical norms, enabling them and organizations to make decisions regarding the handling of certain situations. The user's text is "(23)".

- Communicators should exhibit integrity, impartiality, and bravery when collecting, disseminating, and analyzing information.
- Ethical journalists regard sources, subjects, and coworkers as individuals deserving of respect.
- Journalists should have complete independence from any personal or financial interests that could compromise the public's right to information.
- Journalists are responsible to their audience, whether they be readers, listeners, or viewers, as well as to their fellow journalists.

Ethical concerns serve the purpose of delineating norms and processes, although they are unable of encompassing any conceivable case. Communicators are required to engage in a moral reasoning process in order to assist them in making decisions.

The Potter Box, developed by Roy Peter Clark of the Poynter Institute in the USA and created by Harvard philosopher and theologian Raph Potter, is a systematic process consisting of four steps that aims to assist individuals in reaching an ethical conclusion using logical reasoning. (24)

1. Find out what happened
2. Analyze the values

3. Identify loyalties
4. Look at the principles involved.

The Potter Box is depicted in the following figures: (25)

Definition Exam the situation and Identify who is involved What happened?	Values analyze different action might effect different parties.
Principles look at the ethical issues involved	Loyalties Identify to whom we have allegiance and

The American Society of Newspaper Editors achieved the distinction of being the inaugural organization to formulate and implement a formal code of ethics in 1923. Multiple journalistic organizations, including the Society of Professional Journalists (SPJ), the Radio-Television News Directors Association (RTNDA), and the Public Relations Society of America (PRSA), as well as other international bodies, have adopted this code. (26)

The bodies from 1923 onwards emphasize the importance of precision, impartiality, and balanced portrayal as the principles and core ethical norms embraced by the majority of professional communicators. Objectivity is a fundamental virtue upheld by most communicators. While media sectors adhere to a code of ethics, it is insufficient. It is essential for individuals to cultivate a systematic approach to moral thinking and comprehend ethical dilemmas across several domains in order to effectively explain and substantiate the rationale behind their choices and behaviors. Communicators must take into account ethical factors such as credibility, profitability, and the welfare of society. (27)

Communication ethics is a philosophical field that examines the moral permissibility of activities. These ethical principles aid media professionals in discerning what is morally correct and how to select the optimal option among various alternatives. Ethics is a discipline that deals with the study of moral principles and behavior, and it is practiced by choice. Ethics establish a framework of guidelines, norms, principles, and a code of conduct that guide communicators in making moral decisions. Voluntary adherence to ethical principles is practiced. (28)

KEY POINTS

Media practitioners are expected to possess industry expertise and adhere to a standard of ethics that is commensurate with their primary responsibility as journalists. In pursuit of this objective, the journalists

established a set of standards as a benchmark to promote the utmost ethical and professional conduct.

RESPONSIBILITY

The major objective of collecting and disseminating news and opinion is to promote the overall well-being by providing people with information and empowering them to develop judgments on current issues. Individuals who exploit their professional authority for personal gain betray the public's confidence in them. The values of "freedom of the press," "truth and accuracy," "impartiality," and "fair play" aim to uphold, safeguard, and enhance the trust and respect between journalists and the public.

The primary responsibility of a mass communicator is to uphold and disseminate the truth. The primary objective of the mass media is to inform the public about significant events and matters of public importance. The media's commitment to acting in good faith with the public is the fundamental basis of all reputable journalism. A communicator of any era should consistently demonstrate reverence for the dignity, privacy, entitlements, and welfare of the individuals encountered while collecting and delivering news.

Radio serves as a dynamic representation of democracy, playing a crucial and essential role in upholding the right to freedom of speech. It possesses a distinct ability to reach a wide audience. Radio serves as a useful platform for the responsible discussion of differing opinions on important public matters. Controversial public issues that are important for the public to follow should provide equitable representation to opposing viewpoints. Radio plays a significant role in the community and should make a deliberate effort to understand its needs and qualities in order to effectively serve the public's well-being. Responsible persons or organizations shall deliver religious programs. Radio transmission has the ability to concurrently reach listeners of all religious beliefs. Thus, it is recommended that proponents of comprehensive religious principles communicate their viewpoints in a manner that fosters understanding among listeners regarding the significance of religion in society. Radio bears a distinct obligation towards children. Programming that is intended to capture the attention of children should be carefully considered in terms of its impact on them. The treatment of criminal behaviors should consistently communicate their societal and humanitarian impacts. Radio broadcasters are required to be attentive in protecting the listener from fraudulent broadcast tactics due of the intimacy and trust associated with radio.

Television is a medium that is widely consumed by individuals of all ages, including diverse racial, religious, and educational backgrounds. Television broadcasters must consider the diverse audience while planning their station's content. Television is an essential medium that requires innovative programs. These programs should have a high level of creative expertise and address important moral and social concerns. Additionally, they should convey thought-provoking concepts and subject matter that are relevant to the lives of viewers. Television programming should not only mirror the impact of established institutions that determine societal norms, values, and culture, but also reveal the intricacies of social transformation. Television communicators play a crucial role in their communities and should make a diligent effort to thoroughly understand the community's needs and characteristics in order to effectively serve the public's well-being. Television provides a crucial platform for the sharing of respectable opinions on public issues that are controversial in nature. The television communicator should actively pursue and cultivate

relationships with responsible persons, groups, and organizations to create shows that address contentious public matters that significantly impact the well-being or livelihood of a significant portion of the population.

The media not only inform us selectively about events, they actually shape them. The media play a key role in cultural, economic and political activities. The development of the media opened up new opportunities for manipulation and domination of people by both governments and non-government activities. The media shape the way that people think and live, and then it is largely through popular culture that they do this. There has been a growing interest in the sociology of popular culture and the mass media have influenced what people think and do.

Public sphere refers to a space where people can freely discuss matters of great importance to them as citizens. During the 18th century the idea of human rights, especially the right to vote and rights to free speech and free assembly were crucial in establishing this nation.

The media are central to the way our society functions. Television, newspapers, and radio have been the principal means through which we obtain information. The media are central not only to communication but to cultural, economic and political activity. There are certain duties and responsibilities of media organizations for providing information. A concern of ethics is important. Ethics require balancing the conflicting interests of moral agents, conscience, people affected by their actions, their financial supporters, the institution, for which journalists work, their profession and society as a whole.

Following is the tentative framework for the media professionals with context of ethics and media functions. It is prepared on the basis of various codes of ethics. "Code of Ethics of canons of journalism" by the Society of Professional Journalists. Sigma Delta Chi, "Public Relations Society of America. Code of Professional standards" etc. According to this exercise the media professionals should keep the following points in view.(29)

A TENTATIVE FRAMEWORK FOR THE MEDIA MEN

Part I Media Function

- Mediate day to day events to society.
- Promote domestic culture.
- Promote peace, harmony and tolerance.
- Find real facts; evaluate and verify before reporting.
- Establish positive principles, practices and standards.

International Professional Ethics

- Rise above biases, recognize inclinations personal feelings and emotions.
- Be accurate and objective.

Part II: **Media Contexts and Applications**

- Understand the contexts in which the media function
- Study the society, common fields of experience , common modes of understanding and perceptions, decision making, aims and commitments of citizens.
- Study the society specific ethical environment, its flexibility and limitations.

Part III **Values**

- Idealize social, cultural and religious values.
- Accept and promote universal values equality, tolerance and fairness etc.
- Be reasonable, straightforward, skillful, and spirited for positive values.
- Be conscious that conflicts an promotion of conflicts lead to greater conflicts.
- Believe that truth is the ultimate goal.
- Be socially responsible and accountable.

Part IV **Norms (Dos and Don'ts)**

- Do discriminate between facts, comments, judgments and personal conclusions.
- Do safeguard freedom of information.
- Do keep personal interest separate from your media functions, if overlapping is likely, request change of beat or assignment.
- Do correct the mistakes and misrepresentations.
- Do not forget to attribute where necessary.
- Do not plagiaries, using somebody else's material is one of the most hated sin in media practice.
- Do not mingle fact with comments and do not editorialize any news (keep views separate from news).

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