



# MEDIA ETHICS AND PRINCIPLES: Key terms in English

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# OUTLINE

- - Truthfulness and accuracy.
- - Independence and impartiality.
- - Minimizing harm.
- - Transparency and accountability.
- - Discuss real-world examples where these principles come into play.
- - Facilitate a class discussion on ethical decision-making in media contexts.



# What are Media Ethics and Principles?

Ethical principles form the foundation of responsible and professional media practice. Adhering to these principles helps media professionals uphold integrity, credibility, and trustworthiness in their work.

# Truthfulness and Accuracy

- Media professionals have a duty to seek and report the truth to the best of their ability. They should strive for accuracy in their reporting, fact-check information, and correct any errors promptly. Falsification, fabrication, or knowingly misleading the audience undermines journalistic integrity.



# Independence and Impartiality

- Media professionals should maintain independence from undue influence, whether from advertisers, sources, or other external pressures. They should resist conflicts of interest and avoid bias in their reporting, striving to present multiple perspectives fairly and accurately



# Transparency and Accountability

- Media professionals should be transparent about their methods, sources, and motivations, helping audiences understand how news and information are gathered and presented. They should acknowledge and correct mistakes openly, maintain editorial standards, and be accountable to their audience for the quality and integrity of their work.



# Respect for Privacy and Dignity

- Media professionals should respect individuals' rights to privacy, dignity, and autonomy. They should exercise discretion when reporting on private matters, avoid unnecessary intrusion into individuals' lives, and obtain consent when filming, photographing, or interviewing people in private or sensitive situations.

# Responsible Use of Technology and Digital Media

- Media professionals should use technology and digital media responsibly, respecting intellectual property rights, privacy norms, and ethical guidelines. They should be aware of the potential consequences of their online activities, including the spread of misinformation, invasion of privacy, and cyberbullying.





# Diversity and Inclusion

- Media professionals should strive to reflect the diversity of society in their reporting and storytelling, including diverse perspectives, voices, and experiences. They should avoid stereotypes, discrimination, and bias, and actively promote inclusion and representation in their work.



# Professional Integrity and Trustworthiness

- Media professionals should uphold high standards of professional conduct, including honesty, integrity, and accountability. They should avoid conflicts of interest, maintain independence and objectivity in their reporting, and earn and maintain the trust of their audience through consistent and ethical practice.