FACULTY OF HUMAN SCIENCE

Master one Mass Communication, Public Relations, Audiovisual major

The Seventh English course by Nasri Wahiba

The text:

Media ethics refers to the principles and guidelines that govern the conduct of media professionals in their work. It ensures that journalism, broadcasting, advertising, and digital content creation are practiced responsibly, maintaining a balance between freedom of expression and social responsibility. Media ethics is essential for building public trust and promoting fairness, accuracy, and respect in communication.

At the core of media ethics are several key principles. Truth and accuracy are fundamental, as media professionals have a responsibility to provide factual and unbiased information. Fairness and impartiality are equally important, requiring journalists and creators to avoid favoritism or bias while presenting multiple perspectives on issues. Respect for privacy is another critical aspect, ensuring that individuals’ personal lives are not unnecessarily intruded upon unless it serves a significant public interest.

However, adhering to media ethics is not without its challenges. The rise of digital platforms has led to the rapid spread of fake news and misinformation, often driven by the pursuit of views, clicks, or ratings. Sensationalism, where media exaggerates or distorts facts to attract attention, also compromises ethical standards. Additionally, the pressure from advertisers or sponsors to create favorable content may lead to conflicts of interest.

Despite these challenges, media ethics remains vital in today’s world. Ethical media practices build credibility and strengthen the relationship between media outlets and their audiences. When journalists admit mistakes, issue corrections, or balance public interest with respect for individuals, they demonstrate accountability and professionalism.

In conclusion, media ethics is the cornerstone of responsible communication. By adhering to ethical principles, media professionals can contribute to an informed, respectful, and just society while maintaining the trust and confidence of the public.

The Questions

1. What is the main theme of the text
2. Identify the keywords from the text that have a relation to the main theme.
3. What is media ethics?
4. Why is truth and accuracy important in media ethics?
5. How do media professionals handle misinformation?
6. Why ethical practices are essential for media credibility?
7. How does respect for privacy relate to media ethics?
8. What challenges does media ethics face in the digital age?
9. True or False

* Respecting privacy is a fundamental principle of media ethics.
* Sensationalism aligns with the ethical principles of fairness and accuracy.
* Freedom of expression allows media professionals to ignore ethical guidelines.
* Media ethics only applies to journalists working in traditional media.

1. Make a summary for the text.