

ETHICS IN JOURNALISM

**Credibility, Honesty, Ethics, and Politeness in
Academic and Journalistic Writing (CHEP 2018)**

Andrej Blagojevic

ETHICS IN MEDIA – An Oxymoron?

- What is the role of media and journalists?
- What are the biggest problems journalism is facing nowadays?
- Are the ethical principles important for journalists?
- What mechanisms should we use in order to improve ethical writing in journalism?

THE ORIGIN OF JOURNALISM



- First journalist – *Hermes*
- First newspapers – Egypt/Babylon
- First information service – Rome (*Caesar*)
- A breakthrough – *Gutenberg's printing press*
- First modern newspapers – *Relation*, Strasbourg 1605
- First state newspaper – *La Gazette*, France 1631

THE RISE OF THE MEDIA



- **XVIII century** – The struggle to maintain the freedom of press
 - *First amendment of US constitution and French constitution 1791*
- **XIX century** – The progression of informative and political press
 - *Decreasing of costs made bigger chance for a profit/formation of professional journalists and agencies*
- **XX century** – The era of new media
 - *First radio station aired in 1920 and first tv station in 1928, both from USA*

ETHICS



- Ethics – system of moral principles
- ❑ Ethical theories in moral reasoning:
 - Deontological (Duty-Based) theories
 - Teleological (Consequence-Based) theories
 - Virtue Theories: Aristotle's Golden mean
- ❑ A model of moral reasoning (DAD):
 1. Definition of the situation
 2. Analysis of the situation
 3. Decision

ETHICS



Example:

- A woman, 9-months pregnant enters a taxi, and suddenly starts giving birth. She urges the taxi driver to drive fast to the hospital. On the way, there were many traffic lights.
 - a)** The taxi driver should wait at the every traffic light and drive within the speed limit
 - b)** The taxi driver should break the rules, and save the mother and the child

MEDIA ETHICS

- *Can the ethics be learned, and can journalists really learn ethics in classes?*
- The aim – endorsing the values of ethical behaviour
- It is uncertain what outcome of learning ethics will be in terms of professional journalism
- The moral agents are slightly changing through decades, and as much the codes and practice differ from country to country, one can always find some similarities of ethical principles in journalism

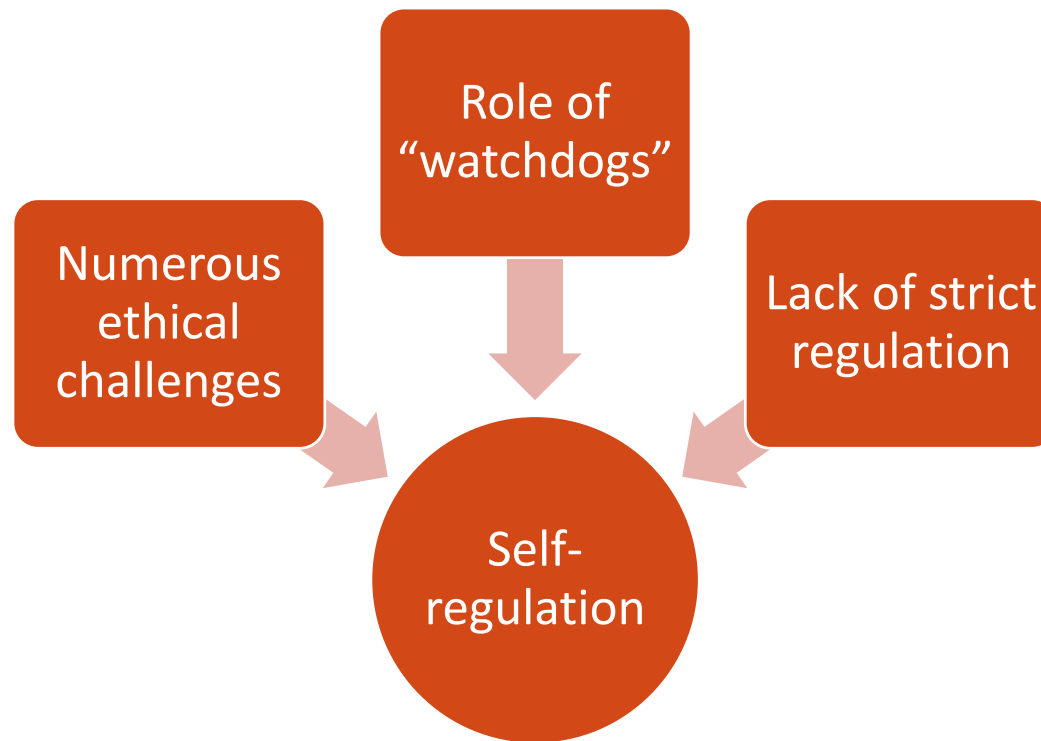
MEDIA ETHICS



Example:

- Mr. X shared a photo of a celebrity on Instagram with a comment below: “You damned rapist!”
 - a) Mr. X shared his personal opinion regarding the celebrity
 - b) Mr. X noted the facts regarding this celebrity

JOURNALIST'S ETHICS



MEDIA ETHICS

❑ Credibility

❑ Politeness

❑ Honesty

❑ Ethics

1. Invasion of privacy
2. Revealing the confidential sources
3. Conflict of interest
4. Fake news
5. Economic and political pressure
6. Plagiarism – texts and photographs
7. Sourceless information
8. Hate speech
9. Shocking and disturbing visuals
10. Pornographic content
11. Unauthorized use of audio/video recording device
12. Corruption/bribe
13. Presumption of innocence
14. Using children as a source
15. Undercover journalism
16. Revealing the names of victims of suicide, rape or tragic accidents

Kurir DNEVNE NOVINE

UVEK NA STRANU

AMERI, RUSI I NEMCI OTKRILI PRAVO LICE VUČIĆA



PROVALJEN LAŽOVČINA SRAMOTI SRBIJU!

➔ Najuticajniji mediji iz SAD, Rusije i Nemačke, saglasni u Jednom - Aleksandar Vučić je dvoiličan, neozbiljan, lažni moralista, rastući autokrat, manipulator, podeljena ličnost između NATO i Rusije, kojima sve obeća, a onda ih slaže

SVE VIŠE JAVNIH LIČNOSTI STAJE U ODBRANU SLOBODE MEDIJA PODRŠKA RODIČU I AMG

JK SE POMIRILA SA VIKI!



SAMPIONKA SVETA

CARICA MILICA



MONSTRUM

ZAKLAO ŽENU PRED RODBINOM

16. ŽENA UBIJENA OD POČETKA 2017.



PLJUNULE PA POLIZALE



JK SE POMIRILA SA VIKI!



Kurir DNEVNE NOVINE

UVEK NA STRANU

PLJAČKA VEKA



VUČIĆ POKLANJA ARAPIMA NAŠIH 1,3 MILIJARDE €

➔ Megalomanskim projektom „Beograd na vodi“, kojim se vlast hvali tvrdeći da je posao veka, Srbija u startu oštećena, ocenjuju sagovornici Kurira

➔ Advokat Vladimir Gajić upozorava: Na lokaciji „Beograda na vodi“ ne važe srpski zakoni

SUMNJIVE OPTUŽBE

VLAST HAPSI NOVINARE ZBOG KRITIKE

Andus pritvoren zbog kritikovanja vlasti pod sumnjivim optužbama za iznudu



SRAMOTA

Bora Đorđević prozvao premijerku

DRAGA, NE BUDI PE*ER!



TUGA DO NEBA

SPASAO SINA PA MU SRCE PREPUKLO!



ANAS **UŠTEDITE DO 50% UZ KURIR I MAXI KUPONE!** **50%** **30%** **40%** **Kurir**

DNEVNE NOVINE **Kurir** **VODITELJ SE PRERUŠIO U PLEŠAČ**
ŽIKA SELJAK POSTAO SELJANKA
"DIVNO JE BITI ŽENA"
BEOGRAD **NAJUTICAJNIJE NA BALKANU** **Utorak 15. decembar 2015.** **Godina II** **Broj 670**
CENA 35 DINARA **RS 0.9 KM** **CG 0.50 EUR** **RM 20 DEN** **GR 1.2 EUR** **www.kurir.rs**

STORIJSKI USPEH VUČIĆEVE VLADE
EVROPSKA UNIJA OTVORILA PREGOVARAČKA POGLAVLJA

SRBIJA DO
BRISELA!
IDEMO U EU,
I TAČKA!



Bilo vam dobro, t
i u našem interes
Johanes Hart
Aleksandrom Vučić

VUČIĆ ZA KURIR
Ponosan sam što sam Srbin,
ponosan sam na naše građane.
Sada smo na dobrom putu

Skandal Albanac
provocirao srpskog
premijera, a Dodika
nazvao ludakom

OPET NASILJE U „PAROVIMA“
GAŠTOZ UDARIO
RUŽICU I MILJANU
ZBOG PESME!

DOTAKLI SMO DNO
U OSNOVNIM
ŠKOLAMA DECA
SE IGRAJU FARM
I SULEJMANA!

DNEVNE NOVINE **Kurir**



VUČIĆ PRESLIŠAO SARADNIKE
MINISTRI,
SRAM
VAS BILO!

SAMO VI TRČITE U HOTELE
MENI JE DOSTA I LAVORČE

Većina članova Vlade se posle slikanja u skromnim uslovima
niške kasarne brže-bolje vratila luksuznom načinu života
→ PREMIJER ODBRUSIO VUKU JEREMIĆU
NEMAM JA ŠANSE PROTIV
VAS MULTIMILIONERA!

DRAGAN DIKIĆ ZA KURIR

MOJ BRAT
JE ISAO POD
OSTROG JER
IMA RAK
A CRNOGORCI GA UHAPSILI
KAO TERORISTU

MISTERIOZNE SMRTI NA MALTI

FATALNA
SRPKINJA
UBILA
DVOJICU
SEKSOM?!

ŠOKANTNO SVEDOČENJE
BIVSEG ULTRADESNICARA

ČEDINA
STRANKA
JE PUNA
NACISTA

POSLE DVE I PO GODINE ISTRAGE
**IMA LI DOKAZA
DA JE ZORAN
UBIO JELENU?**

DOM NAŠIH FUDBALERA U RUSJI

**KALINJINGRAD U
BOJAMA SRBIJE**



**Fashion designer Darko Kostić
arrested: "HE WAS GIVING COCAINE
TO THE BOYS, AND THEN SEXUALLY
ASSAULTED THEM"– BLIC, 23.6.2018.**

SAZNAJEMO UHAPŠEN MODNI KREATOR DARKO KOSTIĆ

**Dečacima davao
kokain, pa ih
napastvovao**

Modni kreator Darko Kostić uhapšen je juče nakon što se policiji javilo još maloletnih žrtava. Kostić je osumnjičen da je tinejdžerima davao i kokain. Priču žrtava potvrdile i poruke u Kostićevom mobilnom telefonu



KOSTIĆ JE RANIJJE
PRIVODEN ZBOG
NARKOTIKA

DEFINITIVAN KRAJ

**KIJA: ČEKAM
DA SLOBA
POTPIŠE
PAPIRE
ZA RAZVOD**



**SUTRA
POKLON**

XL
PLUS
NALEPNICA
SRBIJA



JOS JEDAN
SKANDAL
ARSENIJEVIČA
**REKTOR
I NJEGOV
SIN NAPALI
PROFESORA**



Karleusa's godfather-monster: "DESIGNER PEDOPHILE ARRESTED – HE WAS RAPING THE BOYS" – Kurir, 23.6.2018.

KARLEUŠIN KUM MONSTRUM

**UHAPŠEN
KREATOR
PEDOFIL
SILOVAO DEČAKE**

ŽRTVI SIPAO LEK ZA POTENCIJU U PIĆE

➔ Policija upala u stan Darka Kostića i privela ga pošto su pronađeni dokazi na osnovu kojih se sumnja da je seksualno zlostavljao L. J. (15) i još jednog momka

**RODITELJI, ČUVAJTE DECU
NARKO-DILERI
UBILI DETE
EKSTAZIJEM**

**U KRVI IMAO DOZU PET
PUTA VEĆU OD SMRTONOSNE**

**STRUČNJACI
UPOZORAVAJU**
Ulice preplavljene ovom opasnom drogom, čija je cena 1.000 dinara po tableti

**POLUFINALE
24. JUNA**

**VELIKO FINALE
1. JULA**

happy

Fashion designer Darko Kostic arrested (*not on the front cover*) – DANAS, 23.6.2018

ETHICAL CODES AND SELF REGULATION

- Ethical codes in journalism – a set of principles, a guide that encourages all who engage in journalism to take responsibility for the information they provide
- Press councils – bodies that monitor the observance of codes by solving complaints made by individuals and institutions related to media content
- Pros/Cons

ETHICAL PRINCIPLES IN JOURNALISM

❑ AUTHENTICITY OF REPORTING

- A journalist is obliged to report on the events of public interest accurately, objectively, comprehensively and in due time
- The obligation of journalists and editors to make a clear distinction between the facts they transmit and comments, assumptions and speculations
- A journalist is obliged to indicate the source of information (unless the source does not want to be revealed), and to consult as many sources as possible, and enable them to present their views

ETHICAL PRINCIPLES IN JOURNALISM

❑ PRESSURE-FREE JOURNALISM

- A journalist should resist any pressure, as well as any form of censorship, and economic and political interests of a publisher must not affect the editorial policy

❑ PREVENTION OF CORRUPTION AND CONFLICT OF INTEREST

- A journalist must not receive or request financial or any other benefit for collecting, publishing, postponing or preventing the gathering or publishing of information
- A journalist should do everything possible to avoid situations that could lead to a conflict of interest, real or apparent, and that could lead them to compromise their reputation or the reputation of the profession

ETHICAL PRINCIPLES IN JOURNALISM

❑ JOURNALISTS' RESPONSIBILITIES

- A journalist is obliged to respect the presumption of innocence and must not proclaim anyone guilty before the Court's verdict
- A journalist is forbidden from using inappropriate, disturbing, pornographic and other content that may have harmful effects on children
- A journalist is obliged to respect and protect the rights and dignity of children, victims of crimes, persons with disabilities and other vulnerable groups
- A journalist nurtures the culture and ethics of the public word, respects the right to reply, apology and correction
- A journalist /an editor must not agree to place in any media format any form of commercial advertising or political propaganda

ETHICAL PRINCIPLES IN JOURNALISM

❑ JOURNALISTS' ATTENTION

- A journalist must not blindly trust sources of information
- A journalist must be aware of the danger of discrimination being spread by media and will do everything to avoid discrimination based, among other things, on race, gender, age, sexual orientation, language, religion, political or other opinion, national or social belonging

ETHICAL PRINCIPLES IN JOURNALISM

❑ RELATION TO THE SOURCE OF THE INFORMATION

- A journalist is obliged to respect a request for anonymity from the source of information.
Inventing anonymous sources is a serious offense to the standards of journalists' professional conduct
- Juveniles, as a rule, may be interviewed only in the presence of, or with the consent of their parents or legal guardians
- A journalist must not unjustly create fear among people or instil false hopes*

ETHICAL PRINCIPLES IN JOURNALISM

❑ RESPECT FOR PRIVACY

- A journalist respects the privacy, dignity and integrity of the people they write about. The right to privacy is narrowed when public figures are in question, especially public officials
- A journalist is obliged to ensure that a child is not endangered or placed at risk due to the publication of their name, photograph or recording with their image, house, the community in which they live or recognisable surroundings

ETHICAL PRINCIPLES IN JOURNALISM

❑ METHOD OF OBTAINING THE INFORMATION

- Journalists and editors must not publish material acquired by using hidden cameras, listening devices, or unauthorised wiretapping, except when the public interest is involved

❑ PLAGIARISM

- ❑ Media and journalists respect and application of current legislation on copyright. When permission for reproduction from another source is received, this is done with respect for the author and with naming the source

ETHICAL CODES AND SELF REGULATION

- Invasion of privacy
- Economic and political pressure
- Authenticity of reporting
- Plagiarism – texts and photographs
- Sourceless information
- Hate speech
- Ethics and culture of public word
- Shocking and disturbing visuals
- Pornographic content
- Unauthorized use of audio/video recording device
- Presumption of innocence
- Using children as a source
- Revealing the names of victims of suicide, rape or tragic accidents

MOORS MURDERER DEAD AT 79

**Burn
 in hell
 Brady**



KILLER Myra Hindley, Brady's lover and accomplice

BY LOUISE SASSOON, STEPHEN WHITE and SOPHIE EVANS
NOTORIOUS child killer Ian Brady has died at the age of 79.
 The Moors Murderer had been gravely ill and receiving palliative care at a secure psychiatric unit.
 Vile Brady murdered five children with lover Myra Hindley in the 1960s. He takes the secret of where he buried last victim Keith Bennett to the grave.
 In a statement, Ashworth Hospital in Merseyside confirmed: "A 79-year-old patient in long-term care has died after becoming physically unwell."
FULL STORY: PAGES 4&5

**FACE
 OF EVIL**
 Ian Brady
 died in
 secure unit

Becks' problem
was falling in
love with Victoria

ABDUCTION PANIC MOVES CLOSER
SECOND BLONDE
GIRL FOUND
LIVING WITH
GYPSIES

Police seize child over kidnap fear
But family say: She's 100% ours

FERGIE: POSH
RUINED BECKS'
CAREER

'MADDIE'
FOUND IN
IRELAND

Shock as blue-eyed girl discovered with second Roma family

**Unimaginable grief in Derry as coffin of the five
Buncrana pier victims returns to family home**



Poisoned memory of maternal grief for the tragic play family



MAROON TO A POM



taste

**QLD'S
BEST
FOOD
SECRETS**

MONSTER CHEF AND THE SHE MALE

THOMAS CHAMBERLIN
ROSE BRENNAN

A TRANSEXUAL woman murdered and cooked by her husband in their swank Brisbane apartment was a "high-class" prostitute using profits from sex work to support her family living in Indonesia.

Mayang Prasetyo (pictured) was charging up to \$500 an hour for her services, marketing herself online as a "top high class Asian shemale".

Speaking exclusively to The Courier-Mail yesterday, Mrs Prasetyo's mother told of her devastation and

revealed her eldest child was the family breadwinner, paying for her younger sibling's education.

She last spoke to Mrs Prasetyo on Thursday, hours before the young escort was murdered by chef husband Marcus Volke, and said she had sensed "the".

Neighbours revealed they heard a wild argument about cleaning coming from the couple's unit on Thursday evening, 48 hours before Volpe (right) was discovered cooling.

Franks described Volke as "extremely cold" and hard to get to know.

**EXCLUSIVE**

STEVEN SCOTT

PREMIER Campbell Newman is preparing to appear at the Clive Palmer-orchestrated Senate inquiry in a bid to publicly embarrass the self-proclaimed billionaire.

The LNP is secretly planning to turn the inquiry, set up to damage the New man Government, into a "royal commission like Mr Palmer", with Coalition senators to rifle material that would expose the mining magnate.

While the Seac Government has sought legal advice on whether to launch a High Court challenge to the inquiry, senior members of the Federal Government have primarily told Mr Newman to use it to minimise damage to

Mr Palmer, One Coalition figure said the Premier's best option was to actively respond to claims by the mining magnate and "kiss them out of the f—ing water".

Mr Newman and other state ministers have been told

they could easily "dominate the proceedings", which will be chaired by the inexperienced PUP Senator Glenn Laurus. The Federal Government will also demand Mr. Palmer keep his pledge to appear before the inquiry.

"He's never easily been interrogated by people who are prepared to draw blood," REPORTER

REPORT OF



EXCLUSIVE LIBS' PLAN TO 'DRAW BLOOD' FROM PALMER

FREE INSIDE
CHEL TENHAM
2018 PULLOUT



MEGHAN EXCLUSIVE



Secret of why she's so chilled before wedding

PAGE 9

SPECIAL INVESTIGATION

'WORST EVER' CHILD ABUSE SCANDAL EXPOSED



TRAGIC
Fire attack
killed Lucy

Hundreds of young girls raped, beaten, sold for sex and some even killed over 40 years, as authorities fail to act

EXCLUSIVE

BY GERALDINE MCKELVIE

UP to 1,000 children could have suffered in Britain's worst known abuse scandal.

Sex gangs targeted girls as young as 11. Five deaths were linked to abuse in Telford, Shropshire - including arson victim Lucy Lowe, 16.

FULL STORY: PAGES 4&5

SINS OF THE FATHER

Father Kirsch was trusted in his parish. But for Susan Sandoval, his legacy was pregnancy, venereal disease and years of mental anguish. Today she's found the courage to fight back.

A GIRL'S ABUSE BY HER PRIEST

By David Hechler



RISING ALONG THE banks east south of tiny Abiquiu, New Mexico (population 500), Susan Sandoval is pointing out the signs she lives in Albuquerque some 111 miles south, but grew up here. The squat building facing the dusty town square housed the elementary school Sandoval attended. The school and the home who ran it are long gone, but Sandoval recalls them with affection, her smile warm and easy. As the car pulls up in front of St. Thomas Apostle Church, just across the square, Sandoval's smile clouds over.

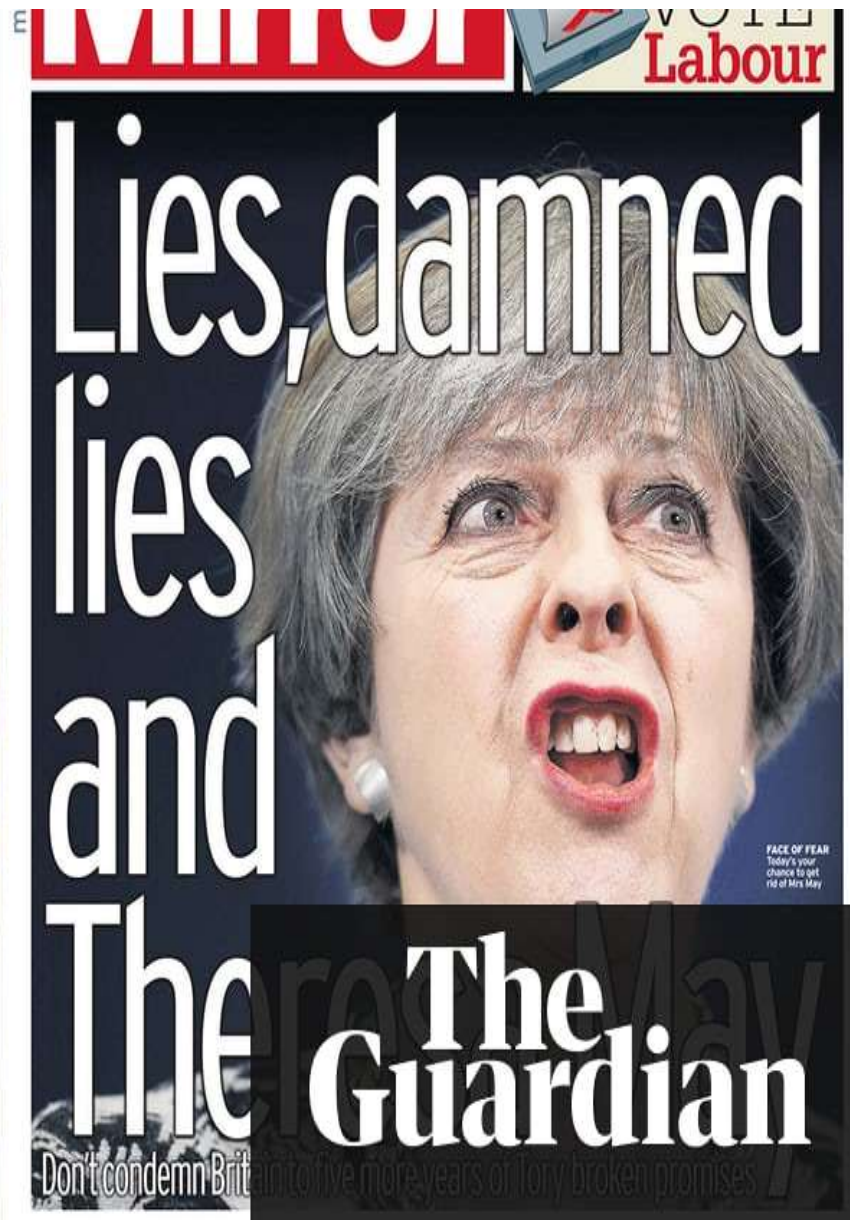
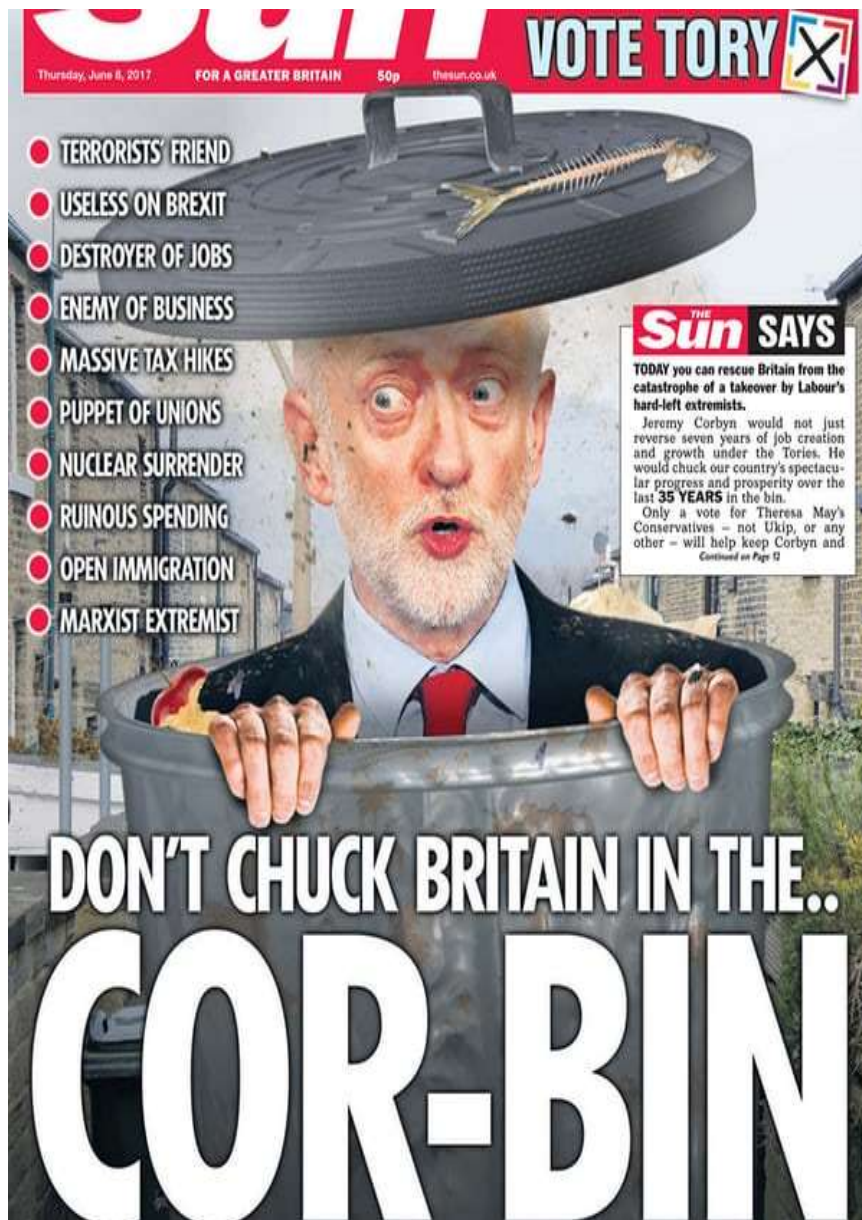
This is the place where she received her first communion but also where, she

says, a priest took her virginity. It was here, as she has charged in a lawsuit, that three years of sexual abuse began.

Sandoval strides through the wrought-iron gate and into the large adobe building. An amiable woman of 30 with curly brown hair and large hazel eyes, her face lights up when she turns to the choir loft. She and her friends used to sneak up there. Her smile fades briefly, then flares. "If I were a good Catholic," she begins, her voice breaking, "I would say, 'I feel God's presence here.' But I do not." She struggles to regain her composure before she can finish her thought. "But not, God left this place a long time ago."

On first acquaintance Susan Sandoval seems quiet and deferential. But her seemingly placid exterior masks her determination and her scorching honesty. It is this side of her that prompted Sandoval to go public with a story that for twenty-two decades she had told to only one person—another priest she hoped would help her. (Continued)

Kirsch with Sandoval in 1976, three years after the alleged abuse began. The note, inscribed on the portrait, is among the more than 100 letters he gave or sent her.



On Today's set as Bryant says bye-bye

ISSUE 16, 1997



Miranda Finken,
from April

People

weekly



Heartbreak in Colorado

MURDER OF A LITTLE BEAUTY

The brutal killing
of pageant princess
JonBenét Ramsey, 6,
shocks the nation—
and raises troubling
questions



Includes story
on JonBenét Ramsey
1996



The French Rejection 28

God of Cricket 40

TIME

ARE YOU MOM ENOUGH?

Why attachment
parenting drives some
mothers to extremes—
and how Dr. Bill Sears
became their guru

BY KATE PICKERT



Annie Lennox
Graham, 34, and
her 3-year-old son



DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

STARTS
TODAY

WIN
CASH
EVERY
DAY!

WE'RE GIVING
AWAY
\$10,000
A WEEK!

SEE
PAGE
113



Saudi king: U.S., Europe can't hide

ISIS WILL BE HERE SOON



TWO MONTHS.

That is how long King Abdullah of Saudi Arabia says it will be before ISIS terrorists can bring their barbaric bloodshed to the shores of the United States if left unchecked.

It was a direct plea for help to President Obama and European leaders to stop ISIS' march of pure evil.



**PAGES
4-5**

● **Bam warned of imminent threat**

● **Leaders urged to act now ... or else**

ARE YOU READY
TO EAT JELLYFISH?

A FRENCH NEW
TERROR PLOT

COLIN POWELL'S
RULES TO LIVE BY

NETFLIX GOES TO
HOLLYWOOD

MAY 21, 2012
Newsweek



**THE FIRST
GAY PRESIDENT**

BY ANDREW SULLIVAN

KEY PROBLEMS IN JOURNALISM

- ❑ Determining the limits of privacy
- ❑ Spreading the authentic information before the others
- ❑ Respecting the presumption of innocence when reporting
- ❑ Nurturing the culture and ethics of the public word
- ❑ Struggling for maintaining the editorial independence in spite of various interests
- ❑ Facing plagiarism in journalistic writing in general

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