

The ethical guidelines and social responsibilities of time warner

[Business](#), [Company](#)



Media corporations are used to being criticized for not committing and worst, neglecting their set ethical guidelines and social responsibilities. They are blamed for prioritizing profit before welfare of the people. However the consciousness on the the concept of promoting corporate social responsibility and strictly following one's corporate ethical standards increased and it benefited the media public and the society in general. Time Warner - A Global Media Giant

The emergence of the global media system has resulted in the formation of the Time Warner, the largest media corporation in the world, in 1989 through the merger of Time Inc. and Warner Communications. Time Warner is moving toward being a fully global company, with over 200 subsidiaries worldwide and interests in numerous media industries, such as film production, book publishing, music, TV channels and networks, retail stores, amusement parks, magazines, newspapers and the like.

It thoroughly dominated the overwhelming majority of the world's film production, TV show production, cable channel ownership, cable and satellite system ownership, book publishing, magazine publishing and music production. However, is this system or such a concentration of media power is troubling, if not unacceptable? The emerging global commercial media system is not an entirely negative proposition as such in the case of the Time Warner, whose businesses includes interactive services, cable systems, filmed entertainment, television networks and publishing (Cassell, 1997 cited in McChesney, 1997).

Time Warner, through their website [http://www. timewarner. com/corp/](http://www.timewarner.com/corp/) has stated that The Time Warner Ethical Sourcing Guidelines, which was adopted by the Board of Directors on February 23, 2007, reflects their commitment to conduct business according to standards of integrity and ethics thus they conduct business in compliance with local laws and regulations and industry standards. Further, their maintain unrivaled reputations for creativity and excellence as they keep people informed, entertained and connected.

It ensures that Time Warner continues to provide the high-performance service, trustworthy information and enjoyable entertainment our audiences, members and customers expect. Time Warner commits wealth of content, media platforms and consumer insights with enterprise-wide objectivity. The company works to improve their communities, taking pride in serving the public interest as well as the interests of their shareholders.

Their 2006 Corporate Social Responsibility Report stated that their socially responsible content serves the public good in some way. Along this line, Time Warner's ways to meet their ethical standards and exhibit corporate responsibilities in their endeavors are manifested in their commitment to develop and begin implementing an international vendor code of conduct; to lead a company-wide effort to set their environmental priorities and to continue their work to develop meaningful metrics to track their responsibility efforts and progress over time.

Further, Time Warner's partnerships with other companies have generated a great deal of goodwill and encouragement to see the company, particularly

their Office of Corporate Social Responsibility, as a resource of advice for corporate giving.