

# [Ethics quality. ? content ? impartiality and objectivity](https://assignbuster.com/ethics-quality-content-impartiality-and-objectivity/)

Ethics is a branch ofphilosophy that deals with systemising, defending and recommending concepts ofright and wrong conduct. The term Media ethics can be called applied ethics. Media ethics standardized the application of ethical standards and standards inthe media. Media ethics direct the following quality. ?  Content?  Impartiality and objectivity?  Privacy and public interest?  Stereotyping?  Freedom of speech and accountability?  Taste, decency, obscenity?  Media ownership, control and commercialisation?  Advertising practices?  Regulation and deregulation, etc.                                 Now this is era of modern technologies andjournalism has changed so much, this is now global. One can see, listen andready new from others part the world very easily. Within a short of time ajournalist and news can reach all over the world and make people react the newsall over the world.

Journalism means creationand distribution of reports on theinteraction of events, facts that impact society to at least some degree. Journalismis defined as the practice of investigation and covering of different events, issues and trends to mass audience. The history of journalism and thetransmission of news was highly certain that time and died out with thediscover of printing press. This is all about the primary stage of journalismsince the time of 18th century. And in this 20th centuryRadio, Television, and the Internet is known as journalism. We know now in this20th century Journalism is a very common and well practiced terms worldwide, continuously it helps us to explain the situation and all the recent eventsthat create negative and positive effects in our regular life, our society andalso in the world circumstance.

Not only this it also developing very fast in anumber of forms and styles. There is many Journalistic strategies, differentcountries journalist uses different techniques ideas and write up, to enhancejournalistic practice more perfectly. So now known with some various types ofjournalism, journalism can be categorized in several types. Journalismplays such a pivotal role in modern society, in our Globalised world Journalismis a very essential factor. We people and our society is increasingly dependson mean of public communication.

There is a strong observation that journalists onlycontrol the mass media but the best journalists only recognizetheir role as servants of the people. In addition toJournalism the most significant thing to understand about it isthat its entire function and it is only about is do well for thepeople of a country to serve the citizen. Journalists are often in the public eye, and theiractions affect others, so the person related to journalism should be practicethe media ethics and its sections. Journalist can make people think anythingright or wrong.  Journalism has a loftyideal: the communication of truth. The ideal of truth is tricky: ‘ The truthdoesn’t change, but the concept of truth does.

‘ The truth may vary depending on individual points ofview. Modern journalism borrows from “ Correspondence Theory” which states that fact/truthshould correspond to some external set of facts or observations. The pragmatist’s critique ofobjectivity called to attention the question of who writes the news, and how itis interpreted by audiences. The concept of objectivity is centred on how newsis perceived, since despite production it is viewed by a variety of audiences.

Newsreflects cultural values and professional norms Journalist and media house. Aimportant professional norm that shapes the news is the journalistic imperativeto tell a story to make a point, leading to predictive narratives on politicsand crises, etc.