

Ethics quality. ?  
content ? impartiality  
and objectivity



**ASSIGN  
BUSTER**

Ethics is a branch of philosophy that deals with systemising, defending and recommending concepts of right and wrong conduct. The term Media ethics can be called applied ethics. Media ethics standardized the application of ethical standards and standards in the 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 and journalism has changed so much, this is now global. One can see, listen and read news from others part of the world very easily. Within a short of time a journalist and news can reach all over the world and make people react to the news all over the world.

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

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

There is a strong observation that journalists only control the mass media but the best journalists only recognize their role as servants of the people. In addition to Journalism the most significant thing to understand about it is that its entire function and it is only about is do well for the people of a country to serve the citizen. Journalists are often in the public eye, and their actions affect others, so the person related to journalism should be practice the media ethics and its sections. Journalist can make people think anything right or wrong. Journalism has a lofty ideal: the communication of truth. The ideal of truth is tricky: ' The truth doesn't change, but the concept of truth does.

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

News reflects cultural values and professional norms. Journalist and media house. An important professional norm that shapes the news is the journalistic imperative to tell a story to make a point, leading to predictive narratives on politics and crises, etc.