

Paper

[Science](#), [Social Science](#)



The media represent events, they do not create them I agree that the media represent events, rather than creating them. This is because; the role of the media is to inform the society, whether through news or through advertisements. In this respect, the media does not exist for the purpose of creating events, but for the simple purpose of informing the society about the events, when they happen. For example, when Hurricane Katrina occurred, the media was there to inform the world of the happenings caused by the hurricane right from the beginning to the end. Another example is when an organization, individual or group wants to pass certain information considered to be important for the society through the means of an advertisement. In this case, it is not the role of the media to create the advertisement or generate the desired message. It is the responsibility of the advertiser to formulate the message, and then present it to the media for conveying to the society.

Nevertheless, the fact that the media represents, rather than creates events, does not remove the ethical responsibility on the side of the media (Ap. org, n. p.). Therefore, it is the responsibility of the media to ensure that it avoids any form of misrepresentation of the events being reported to the society, through ensuring to accurately represent the event, without any “inaccuracies, carelessness, bias or distortions” (Ap. org, n. p.).

The theory of Act Non-consequentialists can support this position, owing to the fact that it requires that each ethical case is addressed on a case-by-case basis. Thus, the ethical representation of the events by the media should be evaluated on a case basis.

Works Cited

<https://assignbuster.com/paper/>

Ap. org. Ap News Values & Principles. Associated Press, 2015. Web. February 12, 2015. < <http://www.ap.org/company/news-values>> Response to Molly

From what I hear from you Molly, the media is in the business of making money, and thus is there to represent the events created by anyone, regardless of the ethicalness of the events. While I agree with you completely that the media does not create events but rather uses the events created by other people or agencies to generate money, I really do not agree with you on the opinion that the job of the people working in the media is simply to “ fill spots of air time and advertisements”. In fact, I hold a contrary opinion, to the effect that, although the media people are in the business of making money, they owe the society the ethical duty of care, requiring them to uphold ethics in every aspect of their events representation. Now if you may, please tell me how the media can effectively expedite its role of making money, and at the same time remain ethical.

Response to Tawania Reese

Tawania Reese, I support your opinion on the matter of comparing the traditional mass media to the contemporary social media, where you argue that the traditional mass media is more responsible than the social media. Further, it is important that you hold the issue of media ethics and morality as important, by observing that the fabrication of information and issues by any media reporting should be treated as criminal. The fact that you uphold that free media is very important for democracy to thrive, is still agreeable to me. However, it contradicts the fact that you also argued that social media needs proper control. Therefore, would you elaborate further on how the

need to achieve free media can be balanced with the need for proper control of the social media?