

# Communication ethics, and society

Literature, Russian Literature



Communication, Ethics, and Society  
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Introduction Economic theory on the factors that inform the content of the Americans news and Entertainment media stipulate that media content is fueled by financial motivations. Scholarship on media economics draws from both microeconomics and macroeconomics theory. Frequently, the objective of media economists is to explore how economic forces mainly shape media content such as news and entertainment. Television content highlights diverse aspects: detectives, lawyers, and forensic experts, among other aspects (Gordon, et al. 2011). Popular long-running television shows such as Grey's Anatomy join an extensive list of medical programs that have established a fictional world of medicine. One level of the debate, this is not surprising as a large section of the audience enjoy viewing shows touching on career perhaps owing to the frequently glamorized and unrealistic images (Sayre & King, 2010).

Television impact on individuals can be significant, especially on individuals' expectations and beliefs about the world. Research on TV shows such as Grey's Anatomy indicates there are plenty of negative representations on aspects such as unprofessional behavior, gender stereotypes, and sole highlight on doctors while obscuring other professionals. There are numerous examples of unethical behaviors depicted on the shows, especially centring on topics such as confidentiality, informed consent, and misconduct (Gordon, et al., 2011).

According to past research, the audience may be tempted to forecast doom for the medical profession and arrive at conclusions that doctors within the real hospital setting are likely to mimic the unethical behaviors depicted on

the onscreen. The audience should be critical and skeptical of the TV shows and should not allow the shows to have significant influence on ethical issues (Sayre & King, 2010). This emanates from the perception that the audience is not merely passive consumers of media content. This does not translate to the notion that the programs should be taken as irrelevant or unworthy.

#### References

Gordon, A. D. et al. (2011). *Controversies in media ethics*. New York, NY: Routledge.

Sayre, S. & King, C. (2010). *Entertainment and society: Influence, impacts, and innovations*. New York, NY: Routledge.