**Lecture# 5**

**News Gathering (Finals)**

**CODE OF ETHICS**

**Definition**: Moral principles which govern or influence the conduct of a journalist are called code of ethics. Code of ethics provides a framework for self-monitoring and self-correction in pursuing (following) professional assignments.

**WHILE REPORTING ONE SHOULD TAKE CARE OF:**

* Truthfulness
* Impartiality (neutral)
* Fairness
* Public Interest
* Integrity (honesty)
* Objectivity

**Pakistan media Code of ethics**

Pakistan Coalition for ethical journalism was founded in 2012, in 2015 PCEJ took the initiative of developing a single unifying code of ethics for Pakistani media

**Truth and accuracy** (they should seek the truth through accurate and fact based communication, they should be given sufficient time to cover the story,

**Pluralism:** strive to tell all sides of a story, give voice to different and opposing opinions including minority groups, religions, casts, sects, nationality, ethnicity, gender. Communities like rural and urban, diversity in the makeup of their newsroom reporting and editing staff

**Independence fairness and impartiality :** shell be professional and maintain editorial independence , full authority to cover uninfluenced and unbiased news and to act ethically, media houses should not use their journalists for generating business of for fulfilling the commercial interests

**Confidentiality and privacy:** journalists should respect the privacy and ensure confidentiality of survivors and victims and shell refrain from intruding into their private spaces

**Accountability and good governess:** Media ad the journalists shell be transparent in their work and apply principles of good governess in their activities

**Do not harm:** journalists shall be aware of the dangers of publishing explicit, violent images and dead bodies and shell avoid spreading editorial material that inspires intense hatred or incitemenr to violence

These Principles are also called the canons of journalism.

Media ethics deals with specific ethical principles and standards of media. Media ethics are also the subdivision of applied ethics.

**Reporter’s Responsibility**

* Reporter should report facts, News and opinion should be separated.
* Competing points of view must be balanced and fairly characterized.
* Persons who are the subject of adverse news stories are allowed a reasonable opportunity to respond to the adverse information before the story is published or broadcast.
* Confidentiality of anonymous sources must be taken care of. Pictures, sounds, and quotations should not be presented in a misleading context.
* Reporters are expected to be as accurate as possible.
* Events with a single eyewitness are reported with attribution. Events with two or more independent , eyewitnesses may be reported as fact.
* Controversial facts are reported with attribution.

Today’s world is a cocktail of religious ideologies and philosophies. Every society has ethics such as Islamic, Jews, Christian, Budha, Secular. While reporting the sentiments of all religious sects should be

Code of Ethics or Adab-e-Mehfil demands that one should not speak when someone else is talking do not talk loudly or do not interrupt when other person is talking. These are not good ethics. People do not adhere ethics when they are desperate to get fame and vanity.

Reporter should avoid the expression of comment and conjecture or an opinion or conclusion based on

guess work.

Journalistic ethics demands that one has to rectify promptly any harmful inaccuracies, ensure that correction and apologies receive due prominence.

Journalistic ethics require that the information, photographs and illustrations only be obtained by straight-forward means.

A journalist shall protect confidential sources of information.

A journalist shall not accept bribes nor allow others to influence the performance of professional duties.

One has to take care of the privacy of important persons. Avoid to report salacious detail of a public figures if it may be true.

Ethics demand that depiction of violence and sex should not be reported to project yellow journalism.

Sometimes on the name of development of art and culture, people erode ethics.

National interest and ethics demand, that the truth about military secrets or sensitive information should not be revealed if even it is true.

Fact of the matter is ethics in journalism or in media is an utopia, it is difficult to implement in true sense. But a professional reporter has to maintain the highest professional and ethical standards.

A journalist shall not lend himself/herself to the distortion or suppression of the truth because of advertising or other considerations.

No project material which encourages discrimination, ridicule, prejudice or hatred in any form.

Libel: Any written or printed statement or any sign, picture, not made in public interest.

Reporting the truth is never libel, which makes accuracy and attribution very important.

Private person has privacy rights that must be respected.

Pursuit of the news is not a license for arrogance.