**ethics**, also called **moral philosophy**, the [discipline](https://www.merriam-webster.com/dictionary/discipline) concerned with what is morally good and bad and morally right and wrong. The term is also applied to any system or theory of [moral](https://www.merriam-webster.com/dictionary/moral) values or principles.

The terms ethics and [*morality*](https://www.britannica.com/topic/morality) are closely related. It is now common to refer to [ethical](https://www.merriam-webster.com/dictionary/ethical) judgments or to ethical principles where it once would have been more accurate to speak of moral judgments or moral principles.

Ethics & values **make an individual aware that their choices have consequences, both for themselves and others**. Thus, ethics & values build credibility, Leadership skills, improves decision making, and provides long term gains. Ethics and values help in satisfying basic human needs.

Ethics is what **guides us to tell the truth, keep our promises, or help someone in need**. There is a framework of ethics underlying our lives on a daily basis, helping us make decisions that create positive impacts and steering us away from unjust outcomes

Without such rules **people would not be able to live amongst other humans**. People could not make plans, could not leave their belongings behind them wherever they went. We would not know who to trust and what to expect from others. Civilized, social life would not be possible.

By whom ethics is attacked and threatened? In the age of iPhone, Facebook and other forms of new mass communication media, ethics is becoming a trophy of rapid development of internet-based media, thus bringing for discussion new ethical dilemmas. “Ethics a media reporting” is a research conducted by a Kosovar journalist who concludes that the reporters’ language is often affected by one-sided sources, biased reports, groundless accusations, unbalanced stories. For more, in the recent times there is evident a significant increase of sensational headlines and excessive stories about private life of public figures, politicians, TV stars etc. As far as electronic media are concerned, the power of images in society makes them more fragile in terms of respecting the principles of ethics. Our TV stations, both local and national, every day serve us images of violent acts, blood, Kalashnikov rifles, pistols, grenades, ammunition, and not rarely portraits of people for alleged involvement in crimes before a court verdict. For more, we are witnesses of revealing of names of underage alleged crime committers, serious violations of human dignity, faces of children bagging on the streets, images of families devastated from extreme poverty. All of these images get served to public without considering ethical side of such reporting; without thinking that such behavior might cause more harm than benefit; without thinking that such practice might undermine the future of certain people, as they might be labeled as “disabled to work”, “mentally ill”, etc. Such and similar images get coupled with details description about the size or length of weapons, detailed modalities of crimes involving blow brains or massacres, executions with axes. This type of stories do not serve to inform public at all. On the contrary, such stories serve to those inclined to crimes to learn about or to imitate crimes in their real life. An illustrative example of what has been stated above is, for instance, capture and ill-treatment of Dictator Mohammar el Gadhafi by the Libyan revolutionists. Bloodshed scenes have been repeated for many days in a row in news editions, thus exposing that to children, to underage persons, and to all viewers regardless of age. These shocking, scary, horrible images were shown in contradiction with the principles of ethics.Such scenes, besides on our TV screens were shown by many other TV stations worldwide, as they were considered of public interest. But, not all images and inputs received from international video exchanges need to be played. Ethics suggests us that images of bloodshed, images of violence, physical ill-treatments etc., even in cases when authenticity is confirmed should not be played in gross-plans, described in details, or by focusing from close. Exception in such occasions make late evening shows and new editions always coupled with prior visual and audio warnings

Ethical violations can result in **a worsening reputation that loses a business both customers and employees**. Moreover, considering the speed of information dissemination, an ethical misstep is difficult to contain, and a single small act in a faraway location can have a devastating effect on local reputations as well.