

TAMALE TECHNICAL UNIVERSITY

MEDIA AND COMMUNICATION



MEDIA ETHICS

ASSIGNMENT

BY

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QUESTION:

ATTEMPT ALL QUESTIONS

A. There is an endless debate on how some journalists fail to apply media ethics in the practice of journalism in Tamale. As a student journalist give three (3) reasons why ethics is important in media practice. (10 Marks)

B. Briefly explain the following ethical theories

Utilitarian theory

Kantianism theory

(10 Marks)

ANSWER:

A) Here are some of the reasons why ethics is important;

Building trust

Building trust is a daily commitment that don't make the mistake of expecting too much too soon. In order to build trust, first take small steps and take on small commitments and then, as trust grows, you will be more at ease with making and accepting bigger commitments. Put trust in, and you will generally get trust in return.

Improving reputation

The Code of ethics sets the right culture and builds a good reputation by establishing clear business ethics. It impacts company's financial performance and business.

To attach understanding and employee's

A code of ethics guides employees in understanding how they can feel good about being contributing members to the company's culture.

In conclusion, ethics is essential to ensure that information is accurate and fair. the media outlet can build trust with their audiences to promote responsible reporting, and foster well informed. By embracing ethics, media can maintain it viral role in promotion transparency, accountability and social responsibility.

B) Utilitarianism is an ethical theory that determines right from wrong by focusing on outcomes. It is a form of consequentialism. Utilitarianism holds that the most ethical choice is the one that will produce the greatest good for the greatest number.

Kantianism ethics says that the morality of an action depends on a moral law that is universal and absolute and not on the consequences of the action. In other words, Kant argued that actions are morally right if they are made out of a sense of duty and if the guiding principle of the action can be applied universally