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GLOBAL MEDIA ETHICS

WHAT IS GLOBAL MEDIA ETHICS?

Global media ethics is the study and application of the norms that should guide the responsible use of informational public media that is now global in content, reach, and impact.

Its aim is to define responsible use of the freedom to publish for journalism, online commentary, political advocacy, and social media.

Global ethics, like all ethics, attempts to answer the question 'how ought we to live'.

The global ethics approach is founded on the conviction that the ethical issues of our time must be addressed comprehensively - in a multidisciplinary way that combines both theory and practice.

Theory must be informed by practice to be relevant. Likewise, practice needs theoretical reflection and analysis in order to be effective and to achieve its ends.

WHY A GLOBAL ETHICS?

A responsible global ethic is needed in a world where news media bring together a plurality of different religions, traditions and ethnic groups.

HOW TO USE GLOBAL ETHIC AS A CREATOR?

One responsibility of the creator of news, contents, images etc. Is to report issues in a way that reflects this global plurality of views; to practice a journalism that helps different groups understand each other better.

Reports should be accurate, balanced and diverse, as judged from an international perspective.

Global journalism ethics, can be seen as an extension of journalism ethics — to regard journalism's "public" as the citizens of the world, and to interpret the ethical principles of objectivity, balance and independence in an international manner.

Journalism ethics becomes more "cosmopolitan" in tone and perspective.

HOW SHOULD JOURNALIST OR NEWS'S MAKER WORK IN THE GLOBAL WORLD?

1. Act as global agents
2. Serve the citizens of the World
3. Promote non-parochial understandings

What do these three imperatives imply for specific standards of journalism, such as objectivity?

Under global journalism ethics, objectivity becomes the ideal of informing impartIally from an internatIonal stance.

Cosmopolitanism means that the primary ethIcal duty of a global journalism in tImes of conflict and uncertainty Is not a patriotism of blind allegIance, or muted criticism.

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Proportional Message

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