

“Journalist in the print media and media ethics ”

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Abstract

The four pillars of democracy are legislature, executive, judiciary and media. These four pillars play an important role in effective democracy of country. If any of these pillars is not working properly then somewhere democracy is still not fully functional.

The fourth pillar of democracy ensure that all people living in far off areas of country are aware of what is happening in the rest of their country. Media ensures transparency in the working of all the above three systems.

Keywords : Newspaper, journalist, ethics, news writing , reader

Introduction -

Media is most powerful entity on earth. It makes us aware of various social, political and economical activ-

ities around us. Press or media are means of communication between the world and the people. The different means of communication are radio, television, newspaper and now internet .The basic purpose of every medium is to inform, educate and entertain its readers and viewers. Our day begins with the newspapers delivered to us with our morning cup of tea. Media exists between the information and the people. Its function is to gather and report news about the happenings to the readers and viewers. Professional ethics is a branch of moral science which deals with the duties and code of conduct for the behavior of people. The main objective of the ethics for media profession is to maintain dignity of the media profession. Journalist is a person who is well-known about the media. Journalists shall guard the liberty and freedom of people. Media is a noble profession and requires full time dedication. Journalists have the dual

responsibility of upholding the interest of the media fearlessly while conducting themselves as officers of the society.

Professional ethics in media may be defined as a code of written or unwritten for regulating the behavior of journalist towards himself, reader, his colleagues and towards the media. Ethics is also defined as that branch of philosophy dealing with values relating to human conduct with respect to right fullness and wrong fullness of certain action and to the goodness and badness of the motives and ends of such action.

The main objective of media ethics is to maintain the dignity of the media profession and friendly relations between media and readers.

Objectives of the study

To study the code of conduct for journalists on speech, behavior and writing.

To observe whether the journalists maintain dignity of the media profession.

To check whether the journalists gives news through confirmation or inquiry.

To observe do journalists behave politely while taking information for the news.

To study whether the writings of journalist gives encouragement to people.

To examine the cases of misconduct of the journalist.

To study do the journalist use their position for personal work.

To check whether journalists accept gifts or briefs for news.

Assumptions

- 1) Readers use newspapers for surety of news.
- 2) Journalists maintain dignity of the media profession .
- 3) Journalist gives news through confirmation or inquiry of the news
- 4) Journalists behave politely while taking information for the news.
- 5) The writings of journalist gives encouragement to people.
- 6) Journalists discuss issues and problems of society through news and articles
- 7) Journalists never use their position for personal work.

Journalists never accept gifts or briefs for news.

Research methodology

While studying the participation of journalist in the print media primary and secondary data used. Interviews, questionnaires , books, website data, magazines were used for collection of information. I was deeply concerned with relevance of objective and assumptions while doing the research

Conclusions

Readers are more confident about print media than other media for news. 80 %

readers agreed to this.

Through news and articles, journalists are discussing community issues. 76 % readers agreed to this.

If journalists behave morally, then there is a considerable improvement in society through newspapers. 84 % readers agreed to this.

The journalist's behavior is appropriate when it comes to reporting. 72 % readers agreed to this.

Sometimes news or articles of journalism create tension in the society. say 20% readers .

Some journalists must try to be balanced and free from the influence of power and wealth. say 20 % readers . Journalists sometimes give false and pressing news for individual reasons. say 16 % readers.

Journalists go for dinner or accept gifts for news.

Some journalists are less remuneration, so they try to get money in immoral ways.

Some journalists try to influence by writing 'PRESS' on their vehicle.

Suggestions and recommendations

Newspapers should have control over journalists' ethics. For this, there should be an independent committee for every Newspaper.

Journalists should give realistic news

by realizing proper or trustworthiness of the news.

The newspaper should give a fair remuneration to the journalists. This will help journalists not to turn for immoral source for money.

Journalists should not be more intimidated with political parties..

Journalists should not accept meals or gifts for news.

Every newspaper should make rules about how your journalists behave in society or in press office.

'Journalistic ethics' should be included in the syllabus of Journalism.

Journalists must be restricted to use the word 'PRESS' on their personal vehicles.

Journalists should not use their position or pressurize for personal reasons.

To increase the ethics of journalists, guide them by the experts or organize workshops for them.

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