Types of Media Harm

Physical Harm
Financial Harm
Harm to Reputation
Psychological Harm
Social Harm

We ask: WHY? HOW and WHEN?
A fuller definition

The practice of periodically producing and publicly disseminating information and commentary about contemporary affairs of general public interest and importance.

According to two standards:

- **Journalistic norms**: skills in information gathering and editing skills.

- **Ethical norms**: Fulfils is social role by satisfying six media needs, avoiding media harms, and following ethical norms.
What is Journalism Ethics?

Simple definition: Responsible use of journalism and the freedom to publish.

Study and application of norms to practice:

- To ensure journalism fulfils its role of informing citizens. Six media needs.
- To avoid media harm

A form of professional ethics...expressed as codes.
Our usual framework

3 Things to Do J-Ethics:

1. Aims
2. Principles
3. Judgments about situations

Example of the CBC in Canada:

Accuracy and context; diversity of views and issues; fairness; impartiality
Major principles

- **Truth**: accuracy and verification; impartiality.
- **Independence** to publish freely: funders, sources, subjects
- **Minimize harm** where possible
- **Being accountable** and transparent

Weighing values:

Go back to example of John Jones.