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An assessment of the status of media ethics under contemporary social conditions

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Abstract : *Media ethics is an inevitable issue. The ushering-in of the 21st century has brought about far-reaching changes in the culture, value, ethical standards of media persons, and media presentation is an example of the changes which have been brought about. Contemporary social conditions have become varied and most of the media vehicles today are trying to be within the media ethics benchmarks. This research aims at examining and establishing the media ethics related variants and various*

other related issues which play an important and complementary role in affecting / influencing ethical standards.

Keywords :- *Media Ethics, Contemporary Social Conditions, Media Audience.*