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Media Ethics: Practical Applications and Solutions

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Abstract : *The topic “Media Ethics” comes under the purview of Applied Ethics. Media is an indispensable pillar of democracy. It is a very important instrument in nation building. It is considered as the fourth pillar of democracy. In present times, mass media has become all the more important because it makes us aware of various activities from fields like politics, sports, finance, society etc. It is like a mirror which shows bare truth. Media plays a crucial role in shaping public minds and democracy. So, it is important that it functions according to the moral code of conduct in order to strengthen democracy. In recent times, Indian media has been subject to a lot of criticism for the manner in which they have disregarded*

their obligation to social responsibility. Dangerous business practices in the field of media have affected the fabric of Indian democracy. It should follow a certain code of ethics so that the news that they present will be true and unbiased. This research work has been undertaken with the objective to find out where media is lacking and what is the reason behind it and to suggest the solutions to the problems prevailing in media. It was found that media is suffering from sensationalism, checkbook journalism, twisting of facts, media trials, etc. Hence, as an ethical guide to all the problems of the society, philosophy guides it and suggests ethical remedies to the mass media like showing right things in an unbiased and unprejudiced manner without any selfish motives and respect the privacy of an individual. The media professionals should be ethically-oriented and must have a patriotic fervor.

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Introduction:

Professional Ethics has gained considerable importance in recent times. Professional code of Ethics is not only significant but is also necessary in the interest of the public as it prescribes the moral principles governing the behavior of the professionals and sets the boundaries within which they have to operate.

The topic Media Ethics comes under the umbrella of Applied Ethics. The term 'Media Ethics' is made up of