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Global Media Journal

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Kai Hafez

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Researching Media Ethics: Hot Issues and Research Methods

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Abstract Research methodologies in ethics depend on which of the three major categories is being studied. The standard typology around the world in media ethics is metaethics, normative ethics, and professional ethics. Metaethics is theoretical and examines the nature of the good, the problem of evil, and the validity of ethical theories. The methodology is the study of academic literature, intellectual history, and philosophical theory. Normative ethics fuses professional values with ethical principles, focusing on the justice or injustice of societies and institutions. Most broadly, normative ethics concerns the best ways for media professionals to lead their lives and the principles to be promoted. The most appropriate methodology is social scientific, especially the frameworks of political science, sociology, and economics, so that the structure of institutions is understood when deciding on which principles are the most appropriate. Descriptive ethics reports on the moral behavior of specific persons or groups, and studies the ways ethical decision-making functions in journalism practice; it

. Clifford G. Christians
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identifies specific dilemmas facing media workers. The appropriate research methods here are qualitative—ethnography, case studies, focus groups, and participant observation.

The hot issues we face in international media ethics need to be grouped under the three categories defined above, with the methodology used according to the place of the issue in the typology. There are six significant problems and challenges that media ethicists are working on worldwide. The normative category has been receiving the greatest attention from academics and professions, and four of the basic issues are in that category: social justice (especially in these days of the information revolution, only the venerable concept of justice can serve as the basis for regulatory standards and professional practice); truth (truth not simply as accuracy, but a truthful account that includes context and underlying meaning); non -violence (the golden rule as reciprocity among human beings is the natural way for communities to flourish); human dignity (cultures define this in different ways, but at its basic level it means all human beings have sacred status without exception). The hottest issue in metaethics is developing a new generation of moral theory that is cross-cultural and gender inclusive. In descriptive ethics, the problem is instrumentalism, in which we allow the massive technological changes in the media to override human values.

Since these six issues are complex, no one academic or professional will solve them singlehandedly. Research on these issues needs to be collaborative, international, and multiculture.

Key words ethics , Metaethics, Normative ethics, Descriptive ethics,social justice, truth, non-violence,human dignity, new generation of moral theory, instrumentalism

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Clarifying Fundamental Issues in Journalism Ethics

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Abstract A disquieting aspect of journalism ethics is the disconnection between application and theory is. In order for theory to be practical, there is a request for the clarification of what journalism ethics is. This paper dis cusses two: first, is ethics about knowledge? Second, what is the basic subject matter of ethics? This paper also argues how to establish ethical journalism.These considerations can help us think about the values we want to foster in our communicational relationships and institutions in politically organized society.

Key Words Journalism Ethics value

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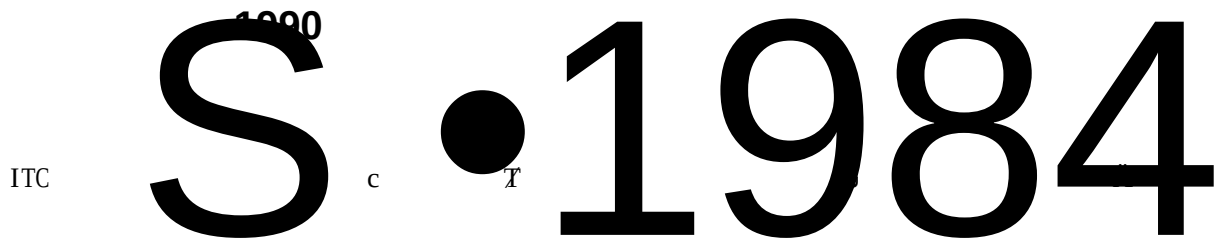

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Why to Give up Ethics First: The Professional Dilemmas of Chinese Journalists

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Abstract Asking why the professional ethics cannot be rooted deeply in the Chinese journalism practice, which may be much more important than criticizing the low level of Chinese journalism ethics simply. To answer this question, we should pay close attention to what the journalists think and act in real new s-making circumstances. In 2006, we launched a qualitative research of investigating the Chinese journalists professional ethics problems, and got 288 valid field research diaries and 38 indepth interview records which has been published in the book The Hard Journalism Self-discipline. This paper can be seen an reanalysis of these empirical materials to discuss the real problems and challenges the Chinese journalists facing.

Keywords: Journalism Ethics, Journalism Practice, Professional Dilemmas

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Media Code of Ethics: the View from UNESCO

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Abstract : Press freedom is the corollary to freedom of expression, which should exist independently of the media type. On the other hand, good journalism is guaranteed through a whole set of ethical and professional standards, codes of ethics, editorial guidelines and media accountability mechanisms based upon self regulation practices and operated by the media themselves. Citing *The Elements of Journalism* and introducing the related code recommended by UNESCO, Mogens Schmidt, from UNESCO, analyzes the problems of ethics and professional standards of media, meanwhile highlights the new challenges of internet media.

Key words : UNESCO, media ethics, professional standards, Internet media

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Ethical Issues in Photojournalism

Abstract: Being a senior professional photojournalist who has worked in mainland China, USA and Hong Kong SAR over 20 years, the author gives a thorough analysis on the ethical issues involved in photojournalism, especially in the aspects of falseness, indecency (and obscenity), privacy and graphics.

Key Words: photojournalis m, ethics, media, photographer, photojournalist

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Allies Battle Iraqi Fighters on City Streets

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Media Campaigns of Lawyer and Judicial Justice

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Abstract: All foreign national legislations do not prohibit the lawyer from making statements out of the court, but they restrict the statements harmful to the substantive justice, and the false information. The lawyers can make statements that make no real harm to fair trial, publish procedural information, and make the statement as a response to elimi nate the negative effects of the others. China should learn from the above rules, revise the Article 163 of "Rules of Lawyer's Professional Conduct", prohibit "the statement that could be reasonably considered to undermine the justice of the expression," and provide safe harbor rule, the right to respond rule, the truth rule.

Key Words: lawyers’ media campaigns, harbor rule, the right to respond rule, the truth rule

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Kevin C. McMunigal, The Risks, Rewards, and Ethics of Client Media Campaigns in Criminal Cases, Ohio Northern University Law Review 2008, Symposium Articles.

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The Contextualized Phenomenon of Public Opinion in Sensitive Cases

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Abstract: More and more people are discussing sensitive cases, and the discussion has strong "contextualized" features, which include the tendency of promp presumption, the impact of Internet media, being volatile and lack of deep thinking, and so on. The reasons for this phenomenon include culture influence. Besides, there is a huge psychological distance between the public and some public institut ions , people are lack of procedural rationality, and the media deliberately manipulate the process,etc. In order to make progress in the rule of law ,we should reverse this "contextualized" tendency, and this particularly demand the relevant public instit utions' continuous efforts .

Key Words: sensitive cases; opinion; context, rule of law

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Media Representations of News Anchors ’ Professionalism in the US and in China: Comparative Case Studies of Newspaper Coverage of Walter Cronkite and Jing Luo

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Hypermedia Space and Global Communication Studies:

Lessons from the Middle East

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Abstract: In this brief essay we purport to tease out some of the theoretical implications of the emergence of digital culture for global communication studies. To that end, we use the Middle East not as a “container” where we can capture distinct hypermedia dynami cs, but rather as an optic on the changing nature of global communication in the digital age. With that in mind, we first explicate the notion of hypermedia space, then we move forward to look at the role of hypermedia space in political upheaval in Lebano n in 2005 and Iran in 2009, and finally we conclude with a discussion of the broader implications of these two cases for global communication studies.

Key Words: hypermedia spaces, gbbal media studies, Middle East

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Rhetoric of Television And Constructi on of Television Reality

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Abstract: Television appears to be the reality itself, but actually far from it. Even a live TV, which claims to be the closest to reality, is but an outcome of human constructions. The so-called “television reality” in this article refers to the reality close to the real world but constructured by TV. During this process, the rhetoric of television plays an important role. The world in TV becomes a world “for us”, but not in itself. By the different rhetorical means, all the subjects concerned participate in the construction, by which they have completed their understanding and influencing of the surroundings. We can access to the essence of television from the view of rhetoric.

Key Words: quasi-language, rhetoric of television, construction, television reality

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Two“ Springs ”and“ Winters ”in the Development of Australian Chines e Media

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Abstract: Australian C hinese media are a significant but under-researched topic in diasporic media study. There were two periods of boom and suspension in the development of Chinese media in Australia. 1856 saw the first bilingual (English and Chinese) newspaper emerged in Australia, but terminated publication in 1858. After that, there was no Chinese media launched in Australia for 38 years until 1894. This was the first “spring” and “winter ”. 1894 saw a Chinese newspaper emerged again. After that, increasingly Chinese papers were published, and occupied the first position in Australian diasporic media market. However in 1957, all Chinese media eventually disappeared until 1982. This was the second “spring” and “winter ”. This paper closely examines these two periods by political economic communication and diasporic media theories, and reveals that the political economic status of Australian C hinese, party politics in mainland China and Australian policies are three crucial factor s for Australian Chinese media.

Key Words: newspaper, Australia, Chinese, political economic communication, diaspora

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Seals in Ancient China : From the Perspective of Media History

Abstract: This paper studies the seals in ancient China from the perspective of media history. The author finds out several features about the ancient seals: the coexistence of replicability and uniqueness, the codependence of symbol and subject, time bias as well as space bias, realname, and the usage in intra-personal, interpersonal and

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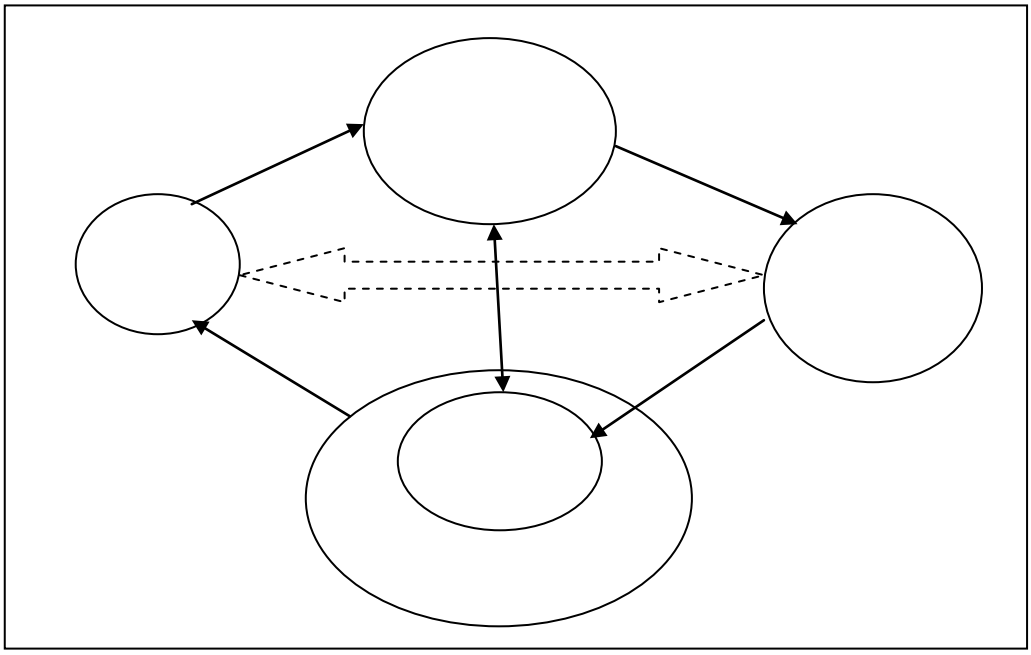

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