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Id: 11941

Title: STREET TO SCREEN ACTIVISM- A CRITICAL ANALYSIS OF ETHICAL ISSUES IN A DIGITAL SOCIETY

Session Type: Individual submission

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Abstract: New media has emerged as a platform for displaying social activism on the internet. Citizen journalism, online journalism, blogging, digital photojournalism and social media activism have triggered greater public opinion, plurality of views, democratization of communication and decentralization of power structures in the media. Today, even a common man is a news maker and has the power to produce multimedia content and transmit it to a global audience in the cyber world with immediacy and at much lesser costs. There is a digital revolution where the audiences have migrated online and have become the controllers of information. Mainstream media relies on real-time updates and ground stories published by citizens on the alternative media platforms. Multimedia content helps us to remember and recall events and archive them in online spaces for the coming generations to look at and citizens have the authority to post or remove the content anytime anywhere. But in the canopy of the Right to Freedom of Speech and Expression, the citizens produce texts, pictures, audios, videos and graphics that disturb, deceive, misinform, defame and sometimes blur the realism. We often view the Bhopal Gas Tragedy through the historic records of previously published disturbing images of the dead body of a child and we share the same image every year with a million others through our blogs and social media accounts. Recent cases in India like Press Information Bureau of India tweeting a photo-shopped image of PM Narendra Modi regarding his visit to the flood-hit areas in Chennai became a subject of debate on Twitter. In sensitive issues like Paris attacks and bombing in Syria, many citizens have published fake and disturbing images and videos of the victims for publicity and propaganda. Such a conduct from the citizens and media persons has challenged the ethical norms and practices in the digital world. Many such visuals have shattered the public confidence in cases where images, videos, and graphics have been deployed playfully, have damaged the reputation and sometimes have led to encroachment of private life. The ethical codes are being overlooked despite the regulations framed by governing bodies worldwide. This paper analyzes the visual activities of citizens on digital media platforms with an eye on the recent conflicts in India and abroad and questions the unethical visual memories being created online. This study also tries to find out the treatment given to content in terms of ethical issues like depiction of violence and tragedy in sensitive spaces of war-disaster, digital manipulations of pictures with unlawful image drills, violation of privacy, and lack of verification of the information

sources in the digital space. Through this study, it is recommend that unethical practices in the digital society that violate the norms of accuracy and believability shall be addressed objectively by a committee and quality of new media content must be nurtured to ethical standards and should promote social responsibility.

Key Words: Digital Society, New Media, Citizen Journalism, Multimedia Content, Digital Media Ethics

Id: 12040

Title: Media ethics and quality of information in the coverage of the London 2012 Olympics. An examination of the British, American and Spanish press

Session Type: Individual submission

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Abstract: According to their normative public service role and their centrality as configurators of the public agenda and transmitters of information and values in democratic societies, the quality media should carry out a comprehensive and ethical treatment of all areas of the news arena, including sports. That being said, in the field of sports journalism, extensive literature has shed light on a series of problem areas that have systematically occurred here and that have challenged the normative standards of the profession. These widespread questionable practices include the blurring of the frontiers between journalistic genres, the pervasiveness of rumour, the “tyranny” of a narrow range of sports, sensationalism, the reproduction of confrontational narratives, the lack of public service mission, the inequalities in relation to gender and race and the lack of variety of news sources employed. All these ethical shortcomings have disparaged the credibility and respectability of the professionals working in the sports journalism field, an area still characterized by the long-held notions of it being a “toy department” or consisting of “fans with typewriters”.

At this point, several relevant questions arise. Can these notions be applied to all newspapers and newsroom cultures, including to the quality media? Can the aforementioned claims be sustained or contested in the coverage of the biggest sporting mega-event, the Olympic Games?

This paper has examined to what extent six prestigious newspapers (The Guardian/The Observer, The Daily Telegraph/The Sunday Telegraph, The New York Times, The Washington Post, El País and La Vanguardia) complied with the fundamental principles of journalism ethics (truth, justice and responsibility) in their coverage of the London 2012 Olympics. The content analysis of 6,552 pieces, their correlation with the major codes of ethics, and the conduct of 41 interviews revealed that in many areas the coverage dispelled the long-held notion of sports journalism being the “toy department”. Significant strengths include the wide range of authoritative sources employed, the comprehensive examination of the larger framework of the Olympics, the recognition of errors and the fight against discrimination. Despite all of this, the research highlights that in other core aspects, the diversity of the sporting agenda, sensationalism, stereotyping and the use of warlike language, for example, there is much room for improvement.

Many interlinked factors contributed to the media's output, including the newsrooms' cultures of the newspapers sampled, the orientation towards market forces, the increased news pace in the 24/7 scenario and the effect of the progressive tabloidization process on the wider journalistic culture. In the light of the results, a vision of shared responsibility and proper education at all levels (in higher education institutions, within newsrooms and among citizens), the reinforcement of media accountability systems and increasing of diversity in media companies constitute vital opportunities for harvesting the traditional values of journalistic practice and continuing to advance towards the seemingly out-of-reach goal of excellence.

Id: 12202

Title: PANEL: Worlds of Journalism Study: ethical attitudes in their political and cultural context

Session Type: Panel Submission

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Abstract: The Worlds of Journalism Study (WJS) now comprises 60 countries. In its surveys, WJS explores, amongst other aspects, journalists' ethical beliefs. This panel provides an insight how ethical standards are affected in our turbulent world, in which journalists are not only challenged by adjustments to technological changes, the influence of social media and the precariousness of employment but also unstable political situations and a divided public. The examples given here are Egypt, which has seen several regime changes; Kosovo, which is still labouring under its ethnic divisions; the Czech Republic, which is still under economic stress and the French speaking journalists of Belgium, who can best be assessed in their linguistic context.

Journalists' Roles and Ethical Orientations during the Political Transition: The Case of Egypt

This presentation provides a new empirical evidence of journalists' perception of professional roles and ethical orientations in Egypt. The importance of this paper stems from two facts: the first relates to the lack of conceptualization and empirical evidences concerning journalistic roles and ethical views during political transition of societies, the second concerns the western bias in journalism studies to the extent that western normative assumptions remain largely unquestioned. Results of this paper are based on a survey conducted during the period from June to October 2012, following Egypt's historic revolution 2011. It was expected that revolution would transform various aspects of Egyptian society including journalism that suffered from lack of freedom and oppressive political atmosphere for a long time. This paper is an attempt to understand the dynamic relationship between perception of journalists' roles and ethical orientations in a country that still experiences the process of reluctant political transformation. How journalists' roles and ethical orientations are affecting each other and to what extent both are affected by media ownership, media type, journalists' experience and demographics are among the issues addressed in this paper.

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Challenges in a transitional society: journalistic ethics in Kosovo

In Kosovo, journalists and editors face increasing ethical personal challenges in a transitional society marked by multiple political crises, economic struggles and continuing ethnic divisions. Over the last year, the political sector has been paralyzed by conflicts in parliament, stagnation in negotiations with Serbia and increasing public frustration about Kosovars lack of travel freedom. The media sector is under pressure from the government, political rivals and a rising anger expressed in social media. There is an increasing pressure on the newsrooms to adhere to political agendas. There is an expectation on journalists for taking up roles as activists as frustrations in the public are growing. This presentation discusses how editorial staff members interviewed for the Worlds of Journalism surveys negotiate between their ethical professional ideals and the challenges of daily reporting. This paper shows how adhering to ethical standards has become harder, eight years after Kosovo declared independence.

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Czech journalists: Little guidance on ethical issues

The Czech media landscape has one special feature. There is on one hand a long-standing distrust of journalists to any professional organization. On the other hand, the one and only professional organization, the Syndicate of Journalists, is not very active. Its members are mostly elderly journalists, who were often members well before 1989, when the process of transformation of Czech media and society began. This leads to problems concerning ethical issues of journalism. Although there is a Code of Ethics defined by the Syndicate of Journalism, as well as in-house codes of ethics in various media outlets, there is not one strong leading institution setting the rules, or actively cultivating ethical journalism practice. Our paper, based on the Worlds of Journalism Study surveys, explores the impact of this situation. Our results will show how journalists in the Czech Republic perceive ethical issues, where they see the borderlines, and what kind of practice is acceptable to them and what is not.

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The role of a common language in determining ethical approaches in journalism

In this paper, the ethical beliefs held by French speaking journalists of Belgium will be considered in a comparative context. The paper relies on the results of WJS research on ethics and professional identity in multicultural countries (Sacco, Dubied, Wyss, Dingerkuss, Shapiro, Bonin, Rollwagen, Standaert, Nertens). After presenting the results for French speaking Belgium based on the WJS survey, that outcome will be compared to other French speaking journalists who are in a minority in their country, such as the French speaking journalists of Switzerland, Belgium and Canada. This comparison, for example on questions about the use of hidden cameras and microphones, paying people for confidential information or accepting money from sources etc., shows surprising similarities. From these results, it could be inferred that the journalists' common language plays a role in developing common ethical approaches in journalism.

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How do journalists decide whether to take ethical risks?

Journalists' opinions vary widely about the acceptability of newsgathering practices, such as deception. There is still no clear explanation as to what factors or circumstances will predict whether a journalist's newsgathering practices. Acceptability varies between countries, within countries, and amongst organisations. So far, research had found that journalists in countries with more of a rule of established law, such as Western democracies, tend to be more absolutist, or deontological, while those in less stable regimes tend to be more relativist, or teleological. In fact, about the only practice most journalists around the world agree is unacceptable is revealing confidential sources. This study explores whether risk-taking theory could provide an over-arching explanation for this variance. Using structural equation modelling applied to a representative sample of New Zealand journalists collected for the Worlds of Journalism Study, this study finds that a risk-taking model may predict willingness to use more controversial newsgathering

practices.
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Id: 12227

Title: Jornalismo transnacional e transparência: uma tendência e um valor globais do jornalismo investigativo

Session Type: Individual submission

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Abstract: RESUMO

O jornalismo transnacional (in. cross border journalism; es. periodismo transfronteirizo / transnacional; din. journalistik over grænser) ganhou visibilidade nos anos 2010 a partir de séries como o OffshoreLeaks e o SwissLeaks, por estabelecer uma rede de investigação colaborativa entre equipes de diferentes países em torno de temas de relevância continental ou mundial. Ainda que relativamente recente como método, o jornalismo transnacional abre um horizonte multifacetado e plural para o conceito de objetividade jornalística, na medida em que incorpora valores de uma “ética de jornalismo global” (WARD, 2005, 2008, 2010).

O artigo destaca as séries coordenadas por organizações como o ICIJ (International Consortium of Investigative Journalists; Washington, EUA) e o IPYS (Instituto Prensa y Sociedad; Lima, Peru), ou seja, “nós da rede” investigativa, que possuem influência global e/ou continental, e que são capazes de alinhar distintos perfis de redações num mesmo trabalho colaborativo. Tendo como ponto de partida debates metodológicos em jornalismo transnacional (ALFTER; HOURCADE) e análises feitas por jornalistas transnacionais (David Kaplan, Paul Radu, Brigitte Alfter, Sheila Coronel), estabelecemos um percurso teórico que passa pelo campo profissional (KOVACH & ROSENSTIEL; WAISBORD), pelo jornalismo investigativo (SCHIFFRIN; HUNTER), pelo jornalismo de precisão e jornalismo de dados (MEYER; HOUSTON; KITCHIN; HOWARD), pela globalização (HAMELINK; REESE; APPADURAI; BERGLEZ; KALDOR; CANCLINI; DUPAS; IANNI; STIGLITZ) e pelo estudos digitais (GIBSON; CASTELLS; JENKINS; PARIKKA; SAAD; KERCKHOVE). O objetivo desse itinerário é indicar conceitos e práticas básicos nesse emergente padrão de jornalismo.

As séries jornalísticas transnacionais precisam ser contextualizadas diante da renovação dos marcos do jornalismo profissional, o que inclui o jornalismo pós-industrial (ANDERSON, BELL&SHIRKY, 2013) e a experiência de uma “improvável época de ouro do jornalismo investigativo” (LEWIS, 2009). Parte integrante de tese apresentada na Universidade de São Paulo (USP, Brasil), este artigo procura mapear um território de pioneiros dessa prática de imprensa. Os métodos utilizados para realizar a argumentação da tese incluíram a reconstituição da publicação de séries jornalísticas transnacionais,

entrevistas semi-estruturadas com jornalistas investigativos e, além da revisão bibliográfica em trabalhos acadêmicos, houve o acesso a revistas especializadas em jornalismo (ex. Nieman Reports, Columbia Journalism Review) e a livros-textos publicados por “watchdog journalists”.

Para terminar, argumenta-se que o jornalismo transnacional se beneficia do saber acumulado pelo jornalismo de dados e pelo jornalismo sem fins lucrativos, o que estimula uma cultura não competitiva entre redações, fortalece empreendimentos não corporativos e o estabelecimento de uma nova fronteira profissional da imprensa; enquanto isso, inaugura um debate em ética global que se identifique menos aos valores de mercado e mais às demandas da sociedade civil global.

PALAVRAS-CHAVE: Jornalismo transnacional; Jornalismo Pós-Industrial; Transparência; Ética global; Sociedade Civil Global; Jornalismo Não-Comercial; ICIJ (International Consortium of Investigative Journalists).

Id: 12450

Title: New ethical challenges in the new borders of journalism

Session Type: Individual submission

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Abstract: There is an increasingly strong debate about eventual changes in the ethical principles and norms that should give a proper answer to the digital media ecosystem we live in. Although the ethical cornerstones that regulate and protect public communication remain largely unchanged in its broader approach, the fact is that new doubts (new challenges) are being raised by the new conditions in which media operate – new conditions of time and space, new conditions of speed, new conditions of borders between sectors, new conditions in terms of interactions and mixed roles played by emerging actors (both professionals and laypersons) in an evolving field. One clear example of these new problems is the weaker separation – not to say a deliberate mix – between the areas of information, persuasion and entertainment, which traditionally remained clearly identified in the eyes of the public. Nowadays, either because of the economic pressures caused by the loss of revenues associated to traditional advertising, or by new cultural approaches that don't value much the 'golden rule' of separation between editorial and commercial domains (the classic 'church vs. state' opposition), the journalistic field is more and more seduced by various forms of disguised advertising and 'content marketing'. And the digital technologies that are nowadays omnipresent in the media business make it much easier, somehow confusing messages of different natures in the eyes of a not so well-informed audience. The fundamental principles of trust and credibility, in which independent, accurate, honest and fair information has always relied, are thus threatened by deliberate confusions between news and advertisement, or between reporting and marketing.

In this paper, we try to present and discuss the ethical implications of these new approaches to the practice of public communication, focusing specially on journalism and on various forms of 'boundary work' that is putting its original borders under pressure. Based on a survey among former journalists that moved to the sector of persuasive communication (press attachés, public relations officers, strategic communication consultants, marketers, etc.), we try to map the differences between the fields, specifically in what regards the ethical principles and deontological norms that should guarantee more transparency – and the trust that comes together – in the eyes of the public.

Key words: media ethics, media transparency, trust, credibility, boundary work

Id: 12643

Title: Journalism Ethics and its metaethical challenges

Session Type: Individual submission

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Abstract: Communication research has been more developed in the last XX century. Scholars have taken preferentially as reference the social sciences' methodologies (Donsbach, 2006). However, the field of communication ethics is placed within social ethics, thus it has the nature of a philosophical matter. At the end of the XX Century, communication ethics follow the deontological perspective that is rooted in the Kantian formal morality. From this approach scholars research address to analyze codes of conduct and different systems of regulation and self-regulation (Harris, 1992; Aznar, 2005; O'Malley and Soley, 2000).

Nowadays, the field of communication ethics could be situated on a new frame. Codes and regulation do not answer the challenges of a society that is looking for new worldwide comprehensive paradigms. In fact, communication ethics not only is related to the journalism procedures but also to the new forms of social life, that it can promote or stop by using different kinds of frames. For that reason, In this changing era it is needed to develop a meta-ethical research (Wasserman, 2009) that could establish the basis of journalism action related to new forms of citizenship and worldwide.

For doing so, we can look to contemporary authors who have reading the modernity and taking some ancient forgotten items (Aristotle) in order to propose new insights. During the XX Century, those scholars have recovery practical philosophy in order to develop a new comprehensive tradition about the public matters. Reappear concepts as virtue, practice, practical wisdom or common good (McIntyre, 1985; Taylor, 1994; Quinn, 2007; Wasserman, 2009). In this light, the ethical role of public communication could be rethinking, taking into account that journalism is related to a concrete idea about what means to be a good society.

Id: 12682

Title: For a non-strategic approach to CSR: communication, ethics and social value

Session Type: Individual submission

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Abstract: The main objective of this paper is to propose an alternative framework to analyze Corporate Social Responsibility - which we call a “non-strategic” approach to CSR– that stems from a criticism of the normative perspective of Public Relations (PR). We want to step away from any imposition (either corporate or community driven) and enhance the possibilities of alignment by improving the interaction among social actors, allowing authenticity, innovative thinking and breakthrough actions to be the driving forces to a new collaborative, sustainable and more ethical reality. Instead of being the “consensus building” process prescribed by the two-way symmetrical model or excellence model (Grunig, Grunig & Dozier, 2006) or even the “controlled chaos” proposed by Bernays (1928/2005), the real practice of PR is often a set of disruptive strategies focused on capturing the attention of media and stakeholders, undermining the possibility of a more transparent and egalitarian dialogue between organizations and the public. Even the very notion of strategy contradicts the idea of an ethical, responsible or socially engaged organization, since strategy – a concept transferred from warfare and propaganda to management – means above all the manipulation of social, financial, managerial and psychological forces to achieve an institutional goal (Certeau, 1984; Porter & Kramer, 2006). The same is applicable to communities that have found that social unrest and political activism are effective strategic approaches to achieve their political and social ends. A variety of cases will be analyzed within the context of Latin America to illustrate how a discourse of “social responsibility” becomes an alibi to promote corporate agendas and interests. The discussion of these cases – in an analysis exercise of affirming by negation (CSR is “non-strategic”) - will provide us with the elements to formulate the alternative conceptual foundations of our approach. First, the idea of “value” will be dissected both at the axiological (moral) and productive (value-added) levels to show how they are closely interweaved. Using Gabriel Tarde’s (1902/2006) definition of social value – as the outcome of what he calls the “intersubjective dynamics” of “passionate interests” (Latour & Lépinay, 2009) – we will explain the creation of value as a process that transcends the pre-defined strategic

corporate objectives, and depends more on the “invention potential” of society (Lazaratto, 2002). Second, we will set the foundations of a “non-strategic” approach of CSR based on five conceptual axes: 1. The notion of “Emerging value” defined as the consequence of an open and recursive communication between organizations and the public; 2. An “aesthetic reflexivity” (Lash, 1995) as key component of the communication the imaginary, the mimetic and the collective memory; 3. Communication understood as interactive dialogue (Pasquali, 2005), not only as a morally suitable option but also as process shaped by social and technological changes (Lévy, 2003); and 4. Proactive information disclosure as a mean to enhance organizational transparency (Oliver, 2004); 5. Change or innovation as a way to achieve a more symmetrical communication (Watzlawick, 1978).

Id: 12733

Title: Crisis del Estado mexicano

Session Type: Individual submission

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Abstract: El Pacto por México, encabezado por los tres partidos más importantes: Partido Revolucionario Institucional (PRI), Partido Acción Nacional (PAN) y Partido de la Revolución Democrática (PRD), buscó acuerdos para los futuros cambios jurídicos legislativos a los cuales se les denominarían “reformas estructurales”.

Pero estos pactos no dan solución al gran problema, ya que no se caminó hacia las bases y la cultura democrática, sino hacia una nueva distribución del poder. Lo mismo que la transición en el 2000 que sólo significó la pérdida de poder político por un partido hegemónico.

Actualmente, ante el regreso del PRI en el 2012, la corrupción se ha acentuado y sólo se ha confirmado la decadencia del Estado mexicano. Para dar una explicación de las condiciones actuales de dicho Estado, retomo el concepto de Estado y las características del Estado nacional revolucionario autoritario mexicano, hasta su desmantelamiento por parte del capitalismo neoliberal.

La transición a la democracia se vio acompañada de la alternancia y de acuerdos bipartidarios que resultaron autoritarios y cupulares. Esto, dio como resultado la permanencia de burocracias partidistas con intereses particulares. El régimen de partidos tenía pleno control de la representación política y el acceso al poder. Lo anterior, propició la deslegitimación del Estado mexicano.

La falta de legitimidad ahondó el debilitamiento de las instituciones produciendo un espacio para el encumbramiento de las organizaciones criminales. El crimen organizado infiltró ciertas instituciones del Estado. El Estado mexicano dejó de poseer el monopolio del poder. La autoridad perdió su legitimidad y ahora su razón de ser está siendo cuestionada. Por lo anterior, la paz, la seguridad y la estabilidad han estado en vilo ante el embate de la delincuencia.

Id: 12807

Title: Reconstructing ethical norms of communicating celebrities words and deeds among netizens: A case study of Taiwan's cyberbullying incident from Grounded Practical Theory approach

Session Type: Individual submission

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Abstract: In Taiwan, the phenomenon of cyberbullying on celebrities had triggered public concerns about deteriorating Internet communication ethics. The serious cyberbullying on a young Taiwanese actress and fashion model Cindy Yang even resulted in her suicide on April 21, 2015.

The issue of Internet communication ethics, especially the problem of cyberbullying had been many scholars' major concerns (e.g., Feeley, 2012; Kowalski, Limber, & Agatston, 2008; Manganga, 2008; Walrave & Heirman, 2008). Sinekopova (2006), Kowalski, Limber, and Agatston (2008) further noted that anonymity might induce irrational or emotional speeches in Internet. Choi (2014) also pointed out that there are many emotional rather than rational communications in Internet sphere. Asmolov (2012), Ardhiyanto (2014), and Whittaker and Kowalski (2015) found that cyberbullying on celebrity has frequently occurred in social websites.

Based on the methodologies of Grounded Practical Theory (GPT) and Action Implicative Discourse Analysis (AIDA), (Barge, 2001; Black & Wiederhold, 2014; Craig & Tracy, 1995), the current study investigates the communicative practices of the participants in a specific Taiwanese Facebook community which was set up for criticizing celebrities' performances. The Grounded Practical Theory (GPT), has been considered an effective approach to deal with human communication problems based on analyzing practical communicative practices and then to reconstruct normative guidelines of communication behaviors.

After the young actress and fashion model Cindy Yang's suicide caused by her being attacked by netizens, many talks about this cyberbullying incident appeared in the Facebook community. Utilizing the action-Implicative discourse analytic data techniques (Tracy, 2004), researchers of this study collected 144 pieces of the Facebook community participants' talks about Yang's death and cyberbullying problem. Three dilemmas were mapped in these talks: celebrities' self-selective publicity vs. their privacies, anonymity

vs. real-name system, and freedom of speech vs. communication ethics. The situated ideal communicative practices were then identified from the analysis of the participants' talks about these dilemmas in order to reconstruct the guideline for talking about celebrities' performances in cyber sphere.

The results of analysis suggest that the participants of the Facebook community did try to reconstruct the guideline for talking about celebrities' performances.

First, some participants proposed that netizens should be allowed to discuss or comment on celebrities' self-selected public words and deeds without invading their privacies or personal attacks.

Second, among the 144 pieces of netizens' opinions, most of them suggested to maintain the anonymity system in cyberspace in order to protect netizens' safety for telling the truth. Meanwhile, it is social media websites managers' responsibility for rejecting netizens' cyberbullying on celebrities.

Finally, most of the 144 pieces of netizens' opinions disagreed to restrict freedom of expression as a means to enhance communication ethics in cyberspace. While most netizens were strongly against cyberbullying on celebrities, they disagreed to make laws for restricting cyber talks on celebrities' self-selected public words and deeds just for the reason to enhance netizens' communication ethics.

Id: 13069

Title: Crowdfunding in Journalism: a Discussion of Ethical Issues

Session Type: Individual submission

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Abstract: Crowdfunding is a tool that is emerging as an alternative to traditional forms of financing, helping entrepreneurs to raise funds to launch their ideas. It occurs when a large group of people, seen as the crowd, agrees to collaborate with small amounts of money to a project, in exchange for a reward. This concept is not new, but a recent internet-based and ex-ante approach, in the form of open call, provides new applications for it. Ex-ante is a game changer vision once no investment is realized until the financial goals are achieved. This allows the test of creative and innovative ideas that would seem risky to invest without further warranties. Crowdfunding is a subset of crowdsourcing, in which internet connects people with money to the people who need it. Howe (2008) underlines that crowdfunding is about social networking, since entrepreneurs are able to advertise their projects through all their friends and acquaints just by sharing a link. Crowdfunding can also represent a new business model and this is also true for media industry. Spot.us is a good example where freelance journalists can pitch story ideas and readers can pitch in money to pay the journalists to report and write the story. A recent analysis by Moutinho and Nogueira (2014) to Kickstarter suggests that journalism is an emotional-driven category for crowdfunding. This kind of projects can appear to investors as being more worthy of their help and investors can be more committed to the success of them, participating in their funding regardless of their performance. In other words, while other projects will succeed only when they show good results during the first days, emotional-driven projects can be successful even when they perform poorly in their early stages. Moutinho and Nogueira (2014) conclude that emotion-driven unsuccessful projects start a bit worse than reward-driven ones, only to increase their funding rhythm especially during the last ten days, eventually ending with a higher percentage on average of the goal raised. Even so, successful emotional-driven projects perform globally worse than reward-based categories and this is also true for journalism, with a reduced number of initiatives, lower average success rates, number of backers, objective and raised amounts. After a deeper qualitative analysis of journalism projects, ethical issues emerge, since successful cases are related to passionate and controversial subjects such as the Conflict between Jewish and Palestinian, Vietnam or environmental issues. It seems also to be decisive having tangible rewards to the backers, converting emotional-driven ex-ante projects into reward-based during the journalistic process. This work with all its limitations has the purpose of being a guide to better understand the dynamics and the impacts of crowdfunding phenomenon in journalism,

discussing all ethical issues involved.

Id: 13146

Title: Down the Memory Lane: The Cultural Memory of Ramlila

Session Type: Individual submission

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Abstract: The way down one's memory lane is lined with stories. We go through life telling and retelling events, narrating experiences and feelings constituting a narrative which gains a new innovative color with each reproduction. Story-telling is a skill which comes naturally to us. Story-telling and oral history are parts of all human societies, whether ancient or modern. These traditions act as access points that help us learn about other people and understand their culture.

The enactment of the Indian epic story Ramlila is a practice that has been carried out during the annual festival of Dussehra since time immemorial. The festival and the epic symbolize the triumph of good over evil, manifesting in the triumph of Sri Ram over Ravan after the latter abducts his wife after they begin to reside in a forest in a state of exile.

Used as a chronotope in many films, 'Ramlila' at once brings to mind vivid pictures of painted faces, rich and loud costumes, masks, lights, music, and dance – a form of entertainment which originated in a time that precedes cinema and modernity, and has survived all technological modes of reproducing narratives invented since

It is said that the great saint, Goswami Tulsidas, started the tradition of Ramlila in the sixteenth century. The word 'Ramlila' meaning the story of Ram, is a dramatic adaptation of Tulsidas' epic Ramcharitmanas. Ramcharitmanas is a sacred text, which relates the glory of Ram in a dialect that is close to Hindi and easier to understand as compared to Sanskrit. The text was written so that even a commoner would learn about the glory and greatness of 'maryada purushottam', the epitome of mercy, Lord Ram. Ramlila narrates various episodes in Lord Ram's life, his trials and tribulations and his eventual victory over Ravan, the king of demons.

While the story and its message have remained constant over time, its modes of production have changed drastically over time. During ancient times, during the performance of Ramlila shlokas were recited backstage while actors mutely performed on stage. No females acted in these performances; the female roles were performed by male actors. Nowadays, there is no such restriction upon the gender of the actors while the shlokas have been replaced by full-fledged dialogues and even songs to the accompaniment of instruments. Apart from the modes of production, the story itself is expropriated and performed in different ways in different parts of India. The performance varies from one city and state to the next, taking on the cultural connotations and lingual

codes native to each space.

Such a narrative thus takes the form of a salad bowl which preserves the cultural flavors of each area that appropriates it while forming a collective experience that gives a sense of unity and belonging to a common cultural history. These narratives become navigational tools which enable us movement between the past and the present while anticipating the shape that the future will take.

Id: 13215

Title: Las medidas adoptadas en México para la publicidad dirigida al público infantil. La regulación y los códigos de ética. The measures taken in Mexico to advertising aimed at children. Regulation and codes of ethics.

Session Type: Individual submission

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Abstract: Ante el problema de la obesidad y su incremento en México, el gobierno ha adoptado durante los últimos años medidas que pretenden abordar el problema desde tres ámbitos: restricciones a la venta de alimentos de bajo valor nutritivo en los niveles de educación básica; la imposición de medidas fiscales que gravan refrescos y alimentos; y horarios para la publicidad en televisión, así como modificaciones al etiquetado de los productos.

Este trabajo presenta avances de la investigación relativa a la publicidad de alimentos y bebidas dirigida al público infantil y su regulación. Particularmente analiza las políticas aplicadas en los dos últimos años, sus alcances y su relación con los códigos de ética publicitaria.

Las políticas aplicadas responden a las presiones desde la industria productora de estos alimentos y bebidas y los planteamientos de organizaciones civiles que plantean la protección de los consumidores, específicamente sobre los infantes.

En el año 2013 se aprobaron reformas al Impuesto Especial sobre Productos y Servicios IEPS, para gravar refrescos y bebidas endulzadas con un peso por litro y del 5% sobre la venta al público de los alimentos de alta densidad calórica. En ese momento, se desataron una serie de presiones entre las organizaciones de fabricantes de refrescos y la asociación Alianza Alimentaria, apoyada por Michael Bloomberg. A dos años de su aplicación, nuevamente en 2015 con motivo de la promulgación de impuestos se volvió a discutir el tema, existen diversos estudios que se expresan en dos sentidos:

- que los patrones de consumo no se han modificado, si bien existió una baja inicial recién publicado el impuesto, pero que no disminuyen el consumo y afectan a los sectores con menores ingresos.
- Por el contrario, las asociaciones como la Alianza Alimentaria sostienen que el impuesto sí ha reducido el consumo y que la medida debería extenderse. Del mismo modo, se plantea ampliar las restricciones para la publicidad de productos de bajo valor nutritivo, a partir de los horarios determinados en 2014.

El método aplicado es un análisis comparativo de los estudios que señalan el impacto del IEPS, a partir de los indicadores de la Organización Mundial de la Salud, así como los

efectos de las restricciones en materia de publicidad dirigida al público infantil y el avance en etiquetado de estos productos.

Palabras clave: publicidad, horarios en televisión, etiquetado, impuestos, códigos de ética

Id: 13464

Title: The triviality of information as a trend in the Mobile Journalism

Session Type: Individual submission

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Abstract: Introduction

The media and journalists have an enormous influence on the image of the world that has their hearings (McCombs, 2006: 53), which convey a clear message about what matters are the most important at the time. And its main task is to provide citizens with the information they need to be free and able to govern themselves (Kovach and Rosenstiel, 2012: 24).

But journalism is currently a service that targets an informed public (Jarvis, 2013) that have access to this information mainly through electronic devices, integrated into our daily lives, which is a meeting point between the audience and the information. But they also interact with the markets, which are taking more and more space and at the same time they reduce reflection and critical sense and could have an anesthetic effect (Brottman, 2005: 16) which can change our perception (Carr, 2010). The smartphones, in particular, constitute a cultural crossroads (Aguado and Martínez, 2008: 15) and study them is essential to understanding the evolution of media (Watkins, Hjorth and Koskinen, 2013).

In this context, the aim of this paper is to analyze the information content of these devices to determine if they improve access to information or facilitate the trend towards the trivialization of journalism that is increasingly perceived more strongly (Mills, J., Egglestone, I., Rashid, O. and Vaastäjä, 2012). The danger is the possible lack of guarantees of the professional fundamentals ingested by deviations such as info-entertainment and the agitprop (Dader, 2009: 149). Often a slight psychological grasp and easy to deal with the increased complexity of information made with rigor and professionalism entertainment is preferred, and this is serious because the progress of our age confronts us precisely to the complexity in all branches of knowledge (Morín, 2000: 47).

Methodology

In this context we could ask today:

- Q1: Have the thematic percentages changed in the mainstream media?
- Q2: It could be said that the selection of news to attract audiences is trivialized?
- Q3: Are the small screens accelerating or speeding the trend toward a trivialization?

To prove we are analyzing today nesting in Spanish online media generalists nationwide with paper version (El País, El Mundo, ABC, La Razón) and generalists more widely than only published online (elconfidencial.com , huffingtonpost.es, eldiario.es, libertaddigital.com), chosen according to comScore data, and in a selection of international means of reference (nytimes.com, theguardian.com, lemonde.fr, corriere.it). Once collected and analyzed the data, we applied the same model to the mobile and tablet versions to cross, finally the two data blocks.

Conclusions

The online media already point to a trend of trivialization, with fixed and large spaces for low-level information and concrete news that can be qualified as news of trivial nature, interspersed with other more depth and in line with what is considered "public interest". Percentages are severe or maintain, as appropriate, on mobile devices. And all the data suggests the need to implement measures to help to defining quality standards for the contents in the space of Mobile Journalism.

Id: 13555

Title: The Ethical Dimension of Consumption of Music Videos Entertainment by Adolescents in Nigeria

Session Type: Individual submission

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Abstract: Abstract

Entertainment is one of the major functions of the media. The human person is a social being who needs other human persons to be able to function properly in the society. Entertainment is one of the ways through which socialization can be achieved by different agents of socialization. This means that entertainment can and do play a lot of roles in the social development of the human persons. Socialization agents can use entertainment to shape the human person to fit properly into the society. Music videos are major aspects of entertainment and can be easily accessed from the traditional and new media. Adolescents can be said to be major consumers of music video entertainment. Music videos contents can be used to communicate positive and negative messages and values to adolescents. These messages and values can influence the personal identities of the adolescents. Erik Erikson's theory of personality development outlined the stages of personality development. The adolescent stage is the stage where the adolescents can be influenced by a lot of external variables. These influences can affect the way adolescents see themselves as well as the way they behave. It is understandable that the consumption of music video entertainment can influence adolescents in several ways. These influences can be negative or positive, ethical or unethical. This view is strongly supported by Bandura's Social Learning Theory which is the theoretical framework used in this study. This paper therefore seeks to identify and analyse the ethical dimension of the consumption of music videos entertainment by adolescents of selected secondary schools in Lagos, Nigeria.

Id: 13569

Title: Media Hospitality as Translation: The Path between Remembering and Forgetting

Session Type: Individual submission

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Abstract: This paper will theorize remembering and forgetting as poles in necessary tension for a model of media hospitality based on Alasdair MacIntyre's virtue ethics. Media hospitality is a moral category that prescribes how the media should engage differences and foster mutuality with moral excellence (Borden, 2015). The central metaphor I propose is translation, in contrast to models that focus more narrowly on voice or listening (e.g., Couldry, 2009, 2010, 2012; Silverstone, 2007; Wasserman, 2013; Ward & Wasserman, 2010, 2014).

MacIntyre (1999) called on us to accept open-ended and asymmetrical commitments in recognition of humans' shared vulnerability. The central virtue of such commitments is just generosity, which also contains a necessary tension. "According to most understandings of the virtues one can be generous without being just and just without being generous," MacIntyre noted, "while the central virtue required to sustain this kind of giving and receiving has aspects both of generosity and justice" (p. 120). Hospitality sets the requirements for just generosity toward those who do not already belong to one's networks of giving and receiving (and folds them into those networks).

What will be morally required for media hospitality on this account is both remembering and forgetting that have "aspects of both generosity and justice" (MacIntyre, 1999, p. 120). Translation is an apt metaphor for thinking about this moral challenge because it incorporates the duality of remembering and forgetting. Translation involves active memory, summoning the right phrase in another "language" one does not regularly use (Miller, 2009). However, gaps caused by lack of fluency are a kind of forgetting that can lead to misunderstanding. Willful forgetting can be motivated by oppression or nostalgia. Therefore, translation is partly a task of remembering and honoring "truth as the unforgotten" (Booth, 2006, p. 128). However, remembering makes demands for retribution and accommodation that can take destructive forms. Willful gaps in translation can be a deliberate choice by those injured to set aside the moral claims of the past. Without forgetting there is no prospect for forgiveness or peace. And even the best translations have an inevitable remainder – the untranslatable (Kearney & Semonovitch, 2011). Remembering and forgetting are crucial then to hospitality as translation: We need not just to look (and listen) to welcome and accommodate differences, but also to look away and to look again (Rapp, 2011).

To test my argument, I will analyze the tension between forgetting and remembering in U.S. news coverage of two domestic stories presenting literal occasions

for hospitality: Businessman Donald Trump’s proposals for (not) accepting immigrants and refugees during his campaign for the 2016 presidential election and Pope Francis’ statements on the same topic during his visit to the United States in 2015. Understanding the bad, the good and the best in such concrete cases can help us to develop standards of moral excellence for media hospitality in other contexts (e.g., the poor, the disabled and others “displaced” by marginalization).

Id: 13593

Title: Teaching Ethics to Journalism Students in East Africa: A Case Study of Rwanda, Uganda and South Sudan.

Session Type: Individual submission

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Abstract: For journalism students (some of whom already working as journalists) and with professional journalists in East Africa, the issue of journalism ethics is often regarded lightly despite its significance in journalism education and practice. Some are of the opinion that complying with journalistic codes of ethics is a ‘voluntary endeavour’ and therefore should not be treated as a breach of professionalism. Others argue that the prevailing socio-political and economic contexts, in which a given journalist operates, will define the extent of compliance to the ethical code of conduct during practice. This paper arises from these dialogues and our own observations as journalism and media educators and former practitioners and discusses the challenges of teaching journalism ethics in East Africa – specifically at four media training institutions in East Africa including the University of Rwanda (Rwanda), Jomo Kenyatta University of Agriculture and Technology, Kigali Campus (Rwanda), Makerere University (Uganda) and at the Media Development Institute in South Sudan.

The practical elements of the paper will be comprised of the combined observations and experiences of the co-authors teaching basic and advanced print and broadcast journalism courses in East Africa and elsewhere in the world, emphasizing our own experience with students’ journalism ethics especially related to plagiarism and dependency on the work of fellow students. Theoretically, the paper will be informed by the Normative perspectives of the media particularly those elements of the framework that reinforce and sustain journalism professionals. Normative elements in this framework depend on persons acting according to their conscience about what kind of public communication

represents truth, justice and respect for human dignity. Personal ideals establish the tone for the corporate culture—the ethos—of newsrooms, the code of ethics of professional practitioners and associations, and the principles for journalism teachers and for media institutions generally.

Departing from these perspectives, we will discuss the related institutional and other ethical issues that affect journalism education and practice in East Africa, particularly issues of media globalization, increased institutional and government corruption and related practices that result from historical circumstances of underdevelopment, authoritarian governments and cultural conflicts.

Id: 13785

Title: A challenge by the name of Reportedly: the era of Social News

Session Type: Individual submission

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Abstract: In recent years, several media have launched sophisticated initiatives for news production that require active participation (and stronger commitment) on the part of the users (Nakatsu, Grossman, and Iacovou 2014). It is the case of "Help me investigate"(Bradshaw and Brightwell, 2012), but also Helsingin Sanomat, The Huffington Post, La Nación and, particularly, The Guardian, which have developed sound "social news" projects. Also a number of small or medium size news outlets have opened the gates for their readers (Dailey and Starbird, 2014; Aitamurto; 2015; Zhuang and Ziqi 2014; Sheller 2015).

By crowdsourcing tasks media and journalists gain access to a broader spectrum of sources, solve in weeks tasks that usually would take months or detect new angles in the news (Becket 2010; Geary 2013; Gray, Bounegru, and Chambers 2013; Vehkoo 2013).

On the other hand, the coverage of sensitive issues, authorship and expected quality challenge core journalistic principles, as evidence points out (Knight 2012, Sheller 2015, Daniel and Flew 2010).

This paper addresses these challenges as we examine the foundations and newsgathering and news production routines developed by Reportedly, launched in 2015 by journalist Andy Carvin. Reportedly is a social news project that relies on new generation sites such as Twitter or Reddit to produce and distribute information in real time and was recipient of one of the 2015 Online News Association Awards for the coverage of Charlie Hebdo attacks.

To analyze the risks and opportunities posed by second-hand reporting, crowdsourcing and social verification of news and its impact on journalistic principles, Thurman and Walters (2013) findings on the use of live reporting are taken into consideration, as well

as previous work by Bradshaw and Brightwell (2012), Schaefer (2013), Lasorsa, Lewis & Avery (2011), Lawis (2013), Kovac & Rosenstiel (2012), Hermida (2010, 2012), Hermida, Lewis & Zamith (2014) and Sheller (2015).

Id: 13867

Title: The role of Ethics as a factor of media governance

Session Type: Individual submission

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Abstract: Media ethics are fundamentals of media governance since media actors adapt norms and values formulated in professional codes of conduct in order to reach consensus and maintain standards. Journalists' determination in following organizational ethics makes ethics to an important factor of quality. Nevertheless media ethics are an under-researched field in communication science and especially international comparisons are lacking. The implementation of journalistic codes of ethics resulted in the past from media crisis or was a response to other pressure from outside. Impulses lied in enormous changes as wars, crisis or when modifications has been provoke by the public opinion. This paper examines systems of governance of content in a case study of sensible issue, the media coverage of suicide. We are approaching ethics as a matter of content governance and in particular in the light of the financial crisis in Europe as a cross point where the protection of the public (as to not be encouraged to commit suicide) and the protection of knowledge about the impact of the crisis on society are clearly clashing. Inside media governance, journalistic codes of ethics represent so called soft-regulations based on voluntariness and commitment with the aim to "normalize change". We analyzed 28 of codes of ethics and guidelines around the world to understand the dynamics of ethical norms regarding content about suicide. Using the method of policy analysis we identified historical development in content regulation about suicide and impulses that has led to the implementation of journalistic codes of ethics regarding the media coverage of suicide. Furthermore we analyzed recommendation documents from health professionals, NGOs and state institutions that aim to regulate the coverage. We conclude that great majority of the regulations limit suicide to individual act without social implication, focusing on medicalization of the phenomenon. As a result of this practice, the coverage should prevent imitation effects at costs of the public right to know. Upholding the importance of crises in constitution and development of media ethics we also discuss the need of actualization of the recommendations about how and

when to cover suicide in order to explain the complexity of the phenomenon and the importance of social circumstances, as the global financial crisis.

Id: 13930

Title: Ethical aspects of Brazilian and US internet media policies: a comparative case study

Session Type: Individual submission

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Abstract: The discussion on digital privacy has been shown as an interesting space to discuss the conceptual and practical boundaries between public and private spheres. Considering the growing complexity of social and cultural contexts, it is prominent the searching for theoretical models that could be able to answer the new ethical challenges implied on digital media policy making process, and that could be respectful with the human rights of an even more globalized citizenship. Applying the deep hermeneutics as a theoretic and methodological guide, this paper aims to analyze comparatively the ethical landmarks that supplies digital privacy policies in Brazil and in the US. This perspective is displayed as accurate and productive if we consider that Brazil has a pioneer legislation on this issue, the named “Bill of Internet Rights” – that still does not has a specific regulation for it effective application. And if we take into account that US is a global political leader on this field, and traditionally has been supporting consumerism and social control argues rather than ethical frames.

Id: 13948

Title: Compromisos éticos en una sociedad transparente.

Session Type: Individual submission

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Abstract: La igualdad y la libertad constituyen los principios básicos de una sociedad democrática. En todo caso se trata de palabras difíciles de definir, pero fáciles de comprender. El sentido de desigualdad o la ausencia de libertad son reconocidos por cualquier persona independientemente de su formación o cultura. Desgraciadamente podemos detectar procesos de malformación en algunas personas. El sentido natural de la igualdad y la libertad se corrompe por apetencias de poder, por la búsqueda desmedida de la riqueza, por la victoria sobre el rival sin importar los medios.

A partir de la doble faceta de las personas como seres humanos y como elementos de una colectividad que en todo caso se encuentran dotados de igualdad y libertad, trataremos de analizar que actitudes serían reprobables y cuales merecerían el reconocimiento público en una sociedad transparente.

La libertad y la igualdad actuarían como las riendas que dirigen las actitudes éticas, limitándolas en algunos casos y promoviéndolas en otros. Esta idea servirá como fuerza matriz para la formación ética en la faceta de la transparencia de servidores públicos, pero también de periodistas, activistas de ONG's, abogados, documentalistas y, en general, sujetos que trabajan con información.

La transparencia es una formidable herramienta para conocer que hacen los poderes públicos, cómo actúan, quien adopta decisiones y cuándo. Pero también es una exigencia personal, una forma de ver la vida, de desarrollar nuestras responsabilidades con nosotros mismos y con la sociedad en general. Un compromiso ético que nos obliga a ser transparentes antes o, al menos, a la vez que exigimos transparencia.

En los momentos actuales en los que la transparencia aún está por implantarse en muchos países, como España, parece difícil proclamar la transparencia como una exigencia no solo de la moral administrativa, sino también de una ética personal. El reto es importante y, académicos, profesionales de la información, activistas de los derechos humanos, ciberactivistas, funcionarios y políticos, entre otros, han de desempeñar un papel fundamental. Un compromiso de futuro que sin duda puede hacernos alcanzar a una sociedad mejor.

Id: 14018

Title: Before the value, the fabric: Understanding ethics as an argumentative process through the case of professional journalism

Session Type: Individual submission

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Abstract: This paper is a continuation of the debate that Kenneth Stark's 2001 What's right/wrong with journalism ethics research? brought about with regards to scholarship in journalism ethics. He observed that "most of the research to date involves applied ethics and relates to assessing accountability or responsibility" (p. 144). In fact, scholarship that investigates the ethicality of journalism practices seems to keep the focus more on the good or bad journalistic practices, or on whether a press coverage is just or unjust, in order to uncover or at least engage the fifth estate in the largely dominant role it plays in our societies. A concern that one could deem legitimate would one consider how journalistic activities in particular and media in general shape our public opinions and democracies.

Before the value, the fabric seeks to drive attention to what is above or presides over the expression of ethics itself. That is the meta-ethics of human beings' moral conduct in general and of journalism practices in particular. It is in fact, such I pose in the wake of Apel (2007) and Habermas (2013), that ethics is the passage from reason to the norm through an argumentative process. The fundamental ethical norm is to be conceived from individuals' perspective within an \neg a priori which is the one of a community of communication. And that community of communication, Apel emphasizes, is always already there, always questioning the validity of our discourse, the admissibility of our claims to finally adhere to a set of norms.

It is within this framework that I would like to examine the argumentative process that has shaped the continuously processed ethical norms of journalism, as we know it today. Even though, and I hasten to add that, journalistic ethical norms may differ from one socio-cultural place to another. Stephen Ward's 2004 *The invention of journalism ethics: the path to objectivity and beyond* appears to be an enlightening investigation in which he enunciates his perspective or theory of the fabric of journalism ethics as "a rhetorical theory of value change" (p. 4) and in which he considers "the ethical assertions of journalists as a form of [a] persuasive, rhetorical speech".

This paper intends to comprehend the nature of the argumentative process that shape journalism ethics and how its characteristics inform on the values that are defended by

professional journalists.

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Id: 14042

Title: A comparison of the communication precepts of Ptahhotep with current regulatory principles

Session Type: Individual submission

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Abstract: The Teachings of Ptahhotep, written around 4,365 years ago, was being quoted as a classic in Egypt around two and a half millennia after it was first written. It was still known during the beginning of the Coptic Christian period. Then it was forgotten for over a millennium and a half. Since Egyptian writing was again deciphered nearly two hundred years ago and it was translated into modern languages, it is now increasingly being quoted again. In egyptology it is located in the genre of wisdom literature; it has also been analyzed as business ethics (Kurth, 1999), and as philosophical ethics (Junge, 2003). But it has not yet been treated extensively by a modern author as an example of communication ethics, although its very title is sometimes translated as “Maxims of Good Discourse” (van den Dungen, 2002). The core contents of communication ethics expounded in Ptahhotep’s book are largely, but not entirely, similar to the currently guiding principles of public media policy, media governance, media legislation, and codes of journalistic ethics. A critical comparison between the Teachings and the code of conduct of the International Federation of Journalists, in particular, reveals close parallels including emphatic affirmations of the quest for truth, the duties to be truthful, sincere and honest, an abhorrence of falsehood (especially intentional falsehood and falsehood designed to injure), rejection of rumor, hearsay and gossip, the demand for freedom of expression (especially for political speech), refusal to accept incitement to violence, condemnation of calumny and defamation, and respect for privacy.

The protection of privacy appears stronger in early antiquity than what we may experience or expect today. The lack of the market economy rationale may appear to be the greatest difference, but even that is not an absolute difference, far from it; due to his emphasis on greed as a vice, Ptahhotep’s attitude here is similar to that of contemporary social and media theorists, such as Anthony Giddens and Tim Hutton (2000). The lack of an expression such as ‘the freedom of expression’ is also mainly a superficial difference. Ptahhotep appears to have thought long and hard on the subject, and his teachings are well worth studying from this perspective as well.

Ptahhotep may, once again, become a symbol for the continuity of civilization, as a phenomenon opposed to the now commonly perceived and invoked clash of civilizations.

Whether the principles originated with him and his culture or not is only of secondary importance. They manifest numerous similarities with ideas found in the Abrahamic and Indian religions, which were both first written down at least a millennium after him, and with many other (as far as is known) subsequent systems of ethical thought, such as Ubuntu, Confucian, Taoist, Aristotelian, Stoic and Kantian philosophy, representing the ethical macro-currents of virtue ethics and duty ethics rather than consequentialist or utilitarian ethics, although at least one of Ptahhotep's arguments to respect privacy is consequentialist.

