

Media Ethics: Define The Line of Privacy

Pooja Tripathi

Research Scholar, Dept. Of Philosophy And Religion, Banaras Hindu University

DOI: 10.29322/IJSRP.10.05.2020.p10131
<http://dx.doi.org/10.29322/IJSRP.10.05.2020.p10131>

Abstract- Define the line between the public's right to know and the individual's right to privacy. By GAIL HULNICK

I. INTRODUCTION

There is not a crime, there is not a dodge, there is not a trick, there is not a swindle, there is not a voice which does not live by secrecy" by **Joseph Pulitzer**

Journalists believe that the public's right to know and need to shine a light on vice and corruption supercede all other considerations. But often the light they shine does not focus on vice or corruption, but on private people whose lives have been changed by a 'newsworthy' event and who find themselves put in a public spotlight by the news media, or on people in public life whose private lives are deemed to have a (negative) effect on their ability to do their jobs.

Media is growing at a rapid pace and the 21st century could be described as the 'boom' period of media because in this part media rise different way just like **"The growth in mass media size, profit and daily influence; and the technological changes often referred to as the information revolution; and this is true on behalf of media and it's code ,"** Privacy is one of the fundamental freedoms, essential to liberty and human dignity. I can say it very comfortably today. Over 150 national constitution mention the right to privacy.¹ The right to privacy is an element of various legal traditions to restrain government and private actions that threaten the privacy of individuals.²

ALAN WESTIN has conceptualized four type of privacy: **solitude, intimacy, reserve and anonymity.**³ For our purposes, it is anonymity that is under discussion: the right to be out of the public eye, to go about one's is business and life without strangers knowing the details.

Media use the word 'privacy' also has been used frequently is the past two year to indicate a concern over personal information and the dangers of a surveillance society; in which government and businesses gather photograph or private information about citizens,⁴ medical, legal, family, business and other affairs and freely exchange this information for various purpose.

This study is an examination of privacy that is affected by the news media. The research for this paper focuses on news media use of an individuals photography or facts about events is an individual life. Media coverage does eliminate privacy, but often the individuals affected do not object. In fact many activity seek a high profit and public recognition, to further their own interests or some causes or philosophy they support.

The attention level given ethical debates, within journalistic circle has rise and fallen throughout the year. Today we watch

television they showed that many of them admitted committing crimes, trampling privacy and ignoring ethics to get the story.

This paper will describe the parameters of media and some of the applied ethics methods of reasoning used to reach a decision. Ethics training, in journalism school and in the workplace, will be discussed: the role of code ethics will be considered. A discussion of some of the boarder issues of the changing role of the news media.

What Is Media Ethics:-

We all know "media" is the medium that has the power to change the world. As we all know, media is the most rapid means of exchange of information in modern society.

The media is known as the fourth pillar of democracy, as it is known to all people, from this one can understand the important of media. In modern society media has the same function as that of a pool formed in a river, that is, to combine the two ideas, to harmonize the society. Media coordinates between different section of society, power and institution.

Media makes us aware of various social, political and economic activities around us , it is like a mirror which reveals us the bare truth and harsh realities of life. A news media, be it in print form or TV/ Radio ,its main job is to inform people about unbiased news without any censorship or tampering. People always trust actual and honest news. **The media is considered to be a two side's weapon. An accountable media can lift the nation to heights by providing a sturdy support for its development and an unaccountable media can causes disarray in the society.**⁵

In general 'media' refers to various mean of communication, **for example** – radio, TV and newspaper are different type of media. The term can also be used as collective noun for the press or news reporting. This is about media but our topic is media ethics so lets we start. In simple, ethics is a code of value, which govern our lives and are thus very essential for moral and healthy life.

In the context of the press, "ethics" may be described as a set of moral principals or values which guide the conduct of journalism. The ethics are essentially the self- restraint to be practiced by the journalist voluntary, to preserve and promote the trust of the people and to maintain their own credibility and not betray the faith and confidence of the people.

Media is mandated to follow certain ethics in collecting and disseminating the information ensuring authentic of news, use of restrained and socially acceptable language for ensuring objectively and fairness in reporting and keeping in mind it cascading effect on the society and on individual and institution concerned.

The media all over the world has voluntarily accepted that code of ethics should cover at least the following area of conduct:-

- **honest and fairness ; duty to seek the view of subject of any critical reportage in advance of publication, duty to correct factor error; duty not to falsify picture to use them in misleading fashion.**
- **Duty to provide opportunity to reply to critical opinion as well as to critical factual reportage.**
- **Appearance as well as reality of objectivity; some code prohibit member of press from receiving gifts.**
- **Respect for privacy**
- **Duty to distinguish between fact and opinion**
- **Duty not to discriminate or to enflame hatred on such ground as race, nationality, religion or gender; some call on the press to refrain from mentioning the race, religion or nationality of the subject of news stories unless relevant to the story; some call for courage which promotes tolerance.**
- **Duty not to use dishonest means to obtain information**
- **Duty not to endanger people**
- **General standards of decency and taste.**
- **Duty not to prejudice the of guilt of an accused and to publish the dismissal of charges against or acquittal of any one about whom the paper previously had reports that charges had been field or that a trial had commenced.⁶**

The freedom of the press has to be preserved and protected not only from outside interference but equally from those within; An internal mechanism for adherence to guidelines in sought to ensured through mechanisms such as ‘**letters to the editor**’, internal ombudsman, media council of peers and media watch groups which focus the wrong committed by media persons, journalists or the management. These measures not only ensure the accountability of media and act as brake on the arbitrary and unbridled use of power but also help to enhance the credibility of the press these ethics are not in nature of control on the press but are necessary for fair and objective use of the press for maintain freedom of speech and expression in true spirit.⁷

This statement is true in context to media that it is the fourth pillar of democracy. It works to make the society aware completely. In modern society, media is not only the way of broadcasting but it also tell us the difference between right and wrong. Media is also known as saver of democracy in modern society. But everyone has different way to work; media is also known for its unique work system , in which all ethical value is not ignored. Now the question arises that **what is ethics? Ethics is a medium through which wrong and right could be understand. This is a medium to run the society smoothly and it is necessary in media also that is known as media ethics. we can say that ethics is as important on media as oxygen is important for human being .** In the lack of ethics, media is being diverted from its moral values. Today, it is seen that each government has its own media but we know that media is very important for our society. If media works with ethical value, constructive change in the society. **According**

to me, media is a revolution which has power to change the society.

What is privacy:-

When we mention the word ‘**privacy**’, we mean that there is something very personal about ourselves. Yes its really true privacy is very personal. Something that we think other are not supposed to know, or we do not want them to. But why is it so? Why are people reluctant to let other know about them entirely? It is because either they a afraid of people doing them harm or they scare that people may treat them differently after their secrets are known. So laws are set up to protect privacy.

Definition:-

In 1890 the united state jurists *Samuel D. warren and Louis Brandeis* wrote “**the right to privacy**”, **an article in which they agreed for the, “right to be let alone”**, using that phrase as a definition of privacy.⁸

On my view- the term “**privacy**” is used frequently in ordinary language as well as in philosophical, political and legal discussions, yet there is no single definition or analysis or meaning of the term. The concept of privacy has broad historical roots in sociological and anthropological discussions about how extensively it is valued and preserved in various culture. Moreover, the concept of has historical origins in well know philosophical discussions most notably **Aristotle’s** distinction between the public sphere of political activity and the privacy sphere associated with family and domestic life. Yet historical use of the term is not uniform, and there remains confusion over the meaning value and scope of the concept of privacy.

Utility Of Privacy In Media:-

If we focus our attention on the work of media then it becomes known that its main function

1 Access to public information

2 Project the rights of the people

The following work show that the media is the protector of constitution. Due to which the responsibility of media increases further. Constitutionally it can be said that media should take care of the privacy of the person. The utility of privacy is very much visible in the media because privacy is given special attention in media ethics.

MEDIA ETHICS AND PRIVACY:-

Today as we all know well, media is defined as the fourth pillar of democracy and being fourth pillar of democracy, it becomes the duty of the media to protect the articles of constitution and to maintain its integrity. But this question always arises whether the media is doing; its honestly or not. How to find out this is a big question in itself. To find this out, we have to focus on its moral values, which some great people called media ethics and some people also called media code.

Privacy is a complex issue when it comes to today’s environment. I choose this issue because I feel that the media is not giving much value to the freedom and privacy of the person. If the media is called the fourth pillar of constitution, then it is the first duty of media to act with integrity. Do not violate the provisions of the constitution because article 21 of the constitution of India state that, “**no person shall be deprived of his life or**

personal liberty except according to procedure established by law.” After reading the **article 21**, it has been interpreted that the term ‘life’ includes all those aspects of life which go to make a man’s life meaningful, complete and worth living. **Under this article, the media does not have the right to violate the privacy and freedom of a person.**

If we talk about International Concept Of Privacy, so Article 12 of Universal Declaration Of Human Right (1948) states that, “No one shall be subjected to arbitrary interference with his privacy , family ,home or correspondence nor to attack upon his honor and reputation. Everyone has the right to protection of the law against such interference of attacks”. But the media forgets these rules and article in the case of TRP while showing their coverage. But **BHAGAVAD GEETA** says that there is a solution to every problem. The media can also rectify these mistakes and work on basis of its moral value and ethics

I am able to elaborate in this article.....!!

The media also known as the fourth pillar of the democracy, is also called the protector of constitution and the promoter of peace in society. In this way the media playing an important role in constantly tries to run the society smoothly. But we can’t say that it continues to perform its duties smoothly, because modern media is deviating from its television rating point. The most burning example of this is the privacy of a person and his freedom. Does the media carry out the work keeping in mind his privacy and freedom of the person. Through this article, I have specially

presented media ethics and freedom of individuals or privacy. After my deep study, I came to the conclusion that the media is wandering away from its subordinates but I can’t boycott the media not can I deny its necessity.

I can say on the basis of my study that media has an important role in society .If the media runs on the basis of its ethics then it will prove to be helpful in the development of society and will also emerge as a protector of constitution law.

REFERENCES

- [1] Right to privacy “on constitution constitute project.org (31 march 2018).”
- [2] The privacy torts (Dec 19, 2000) Privacilla.org.
- [3] Westin Alan 1961, privacy and freedom
- [4] “The constitutional law of India” by Dr. J. N. Pandey
- [5] Jumbo-Dan Hon Dr Victor, “pillars of democracy” (1st Edition).
- [6] Ray G. N, “MEDIA ETHICS”: Address by chairman, Press council of India, on 18th January 2007 at IIMC, Dhenkanal, and Orissa.prescouncil.nic.in, ‘MEDIA ETHICS: PRESS COUNCIL OF INDIA’.
- [7] Article the right to privacy by Samuel D Warren and Louis Brandeis pg 15-17.

AUTHORS

First Author – Pooja Tripathi, Research Scholar, Dept. Of Philosophy And Religion, Banaras Hindu University