

# MORAL VIRTUES OF PROFESSIONAL JOURNALISM

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# Topics

- Mission of moral virtues in professional journalism
- Ethics and war reporting
- Corruption, slander and media lynch
- Media experts and social justice

# MISSION OF MORAL VIRTUES IN PROFESSIONAL JOURNALISM

- **Conceptual uncertainty**  
**Views on the news & Mythology**  
**and...mission impossible?**



## → Conceptual uncertainty





# → Views on the news & Mythology and...mission impossible

- What is the basic nature of journalistic news? In theory, at least in traditional idealistic press theory, news reports should **be** (1) information needed by an audience, (2) reporting that avoids harm to the society, and (3) factual, accurate, balanced, relevant and complete.
- ***News is not objectivity. News is the selection from objectivity.***

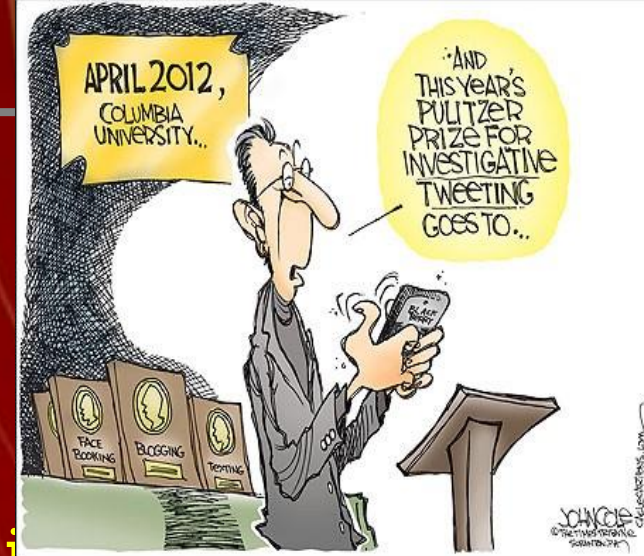


## ➔ ...Mission impossible?

➤ Let us ask ourselves now what is really the mission of the press?

For example, the mission of the school is to provide education. For what purposes? Information for what purposes? Entertainment for what purposes? The obvious answer: So that people can know more and be happier. Is it? Really?

- Three main factors basically form a media system's mission:
- (1) diversity of individual purposes,
  - (2) unified policy of the national leadership and
  - (3) single goal by voluntary media consensus.



## Review Question

How can the news consumers  
separate the truth from the  
interpretation?

# ETHICS AND WAR REPORTING

- Real time reporting and ratio
- Appearance of CNN effect
- Censorship as “security check”





# → Real time reporting and ratio

- Professional ethics of the journalist is in question by the reservation and silence or accentuation, interpretation of the events within the goal of propaganda and similar.



→ Real time reporting and  
ratio

→ Why we should use live streaming, the question  
rises.



→ Real time reporting and ratio - **PROS**

- **Unfiltered Video Streaming**
- **Immediacy**
- **Flexibility**
- **Potential positive impact**
- **Audience engagement**
- **Empowering citizen journalists**





## → Real time reporting and ratio - **CONS**

- **No editorial control**
- **No control over what could happen in live crisis situations**
- **Dependency on internet connections**
- **Potential interference with emergency operations**



'Hang on! That's the Smiths from next door trying to get home before France is blacklisted'



# → Appearance of the CNN effect

- During the war and crises public is more oriented on television as the media, which reports in real time.



- With appearances of new media, it has been mitigated this problem because on Internet news portals and Social media publish news and commentaries and establish two-way communication.

# → Appearance of the CNN effect

## → Issues arising out of live reporting:

1. The stress on being the first one to break news
2. Flamboyant and sensational presentation of 'breaking' and live news (provocative questions, statements, graphics)
3. No proper fact-checking before transmitting information
4. Compromising source integrity
5. Compromising work by security agencies or divulging sensitive information



# → Censorship as “security check”

- Through the limitation of the access of battlefield, military conducts supervision over unwanted pictures from the war zone, and that directly has an influence on objective and impartial reporting.
- Cybersecurity is necessary to protect governments around the globe from cyber threats, but what happens if cybersecurity oversteps its bounds and threatens freedom and privacy?





# → Censorship as “security check”





# Rising Cyber Sovereignty Threatens to Further Splinter the Internet

More governments are imposing restrictions on the flow of information across national borders.



**MORE OPEN INTERNET**

**MORE CLOSED INTERNET**

## EUROPEAN UNION

In July 2020, the EU's highest court invalidated the bloc's US-data-sharing agreement, jeopardizing one of the internet's busiest border crossings.

## INDIA

The world leader in internet shutdowns, the government banned over 100 Chinese apps and may compel companies to store citizens' personal data domestically.

## UNITED STATES

The Trump administration's unprecedented move to ban TikTok and WeChat was a step toward cyber sovereignty.

## HONG KONG

The Beijing-imposed National Security Law threatens to extend the Great Firewall into the region.

## RUSSIA

The "Sovereign Internet" law could see the Russian web secede from the international internet. Foreign websites are already blocked en masse.

## TURKEY

A new law coerces social media platforms to comply with censorship and surveillance, effectively extinguishing channels of free speech.

## VIETNAM

Authorities slowed down connections to Facebook in an apparent push to force the company to cooperate with censorship demands.

## CHINA

The Great Firewall is the world's most heavily fortified digital border and controls what information enters and exits the country.

## IRAN

A national "intranet" of government-approved content is being built to prevent Iranians from accessing the global internet.

# → Professional standards vs. war propaganda (Embedded journalism?)

- **Importance of media ethics is reflected within the baselines: truth and accuracy; impartiality and honesty; respect of the personality and privacy; independence from interest groups; responsibility towards the society and society goods; respect of the laws and morality, decency and good taste.**



## Review Question

Should Ethics apply  
regardless “love for the  
country and homeland” during  
the war, or...?



# CORRUPTION, SLANDER AND MEDIA LYNCH

- Political corruption and professional journalism
- Public slander and Media lynch against professional journalism





## → Political corruption and professional journalism



- Corruption exists in every country in the world, democratic or non-democratic, in the west or the east, developed or non-developed, transition or non-transition country, so it looks like it is inherent to the human civilization.

## → Public slander and Media lynch against professional journalism

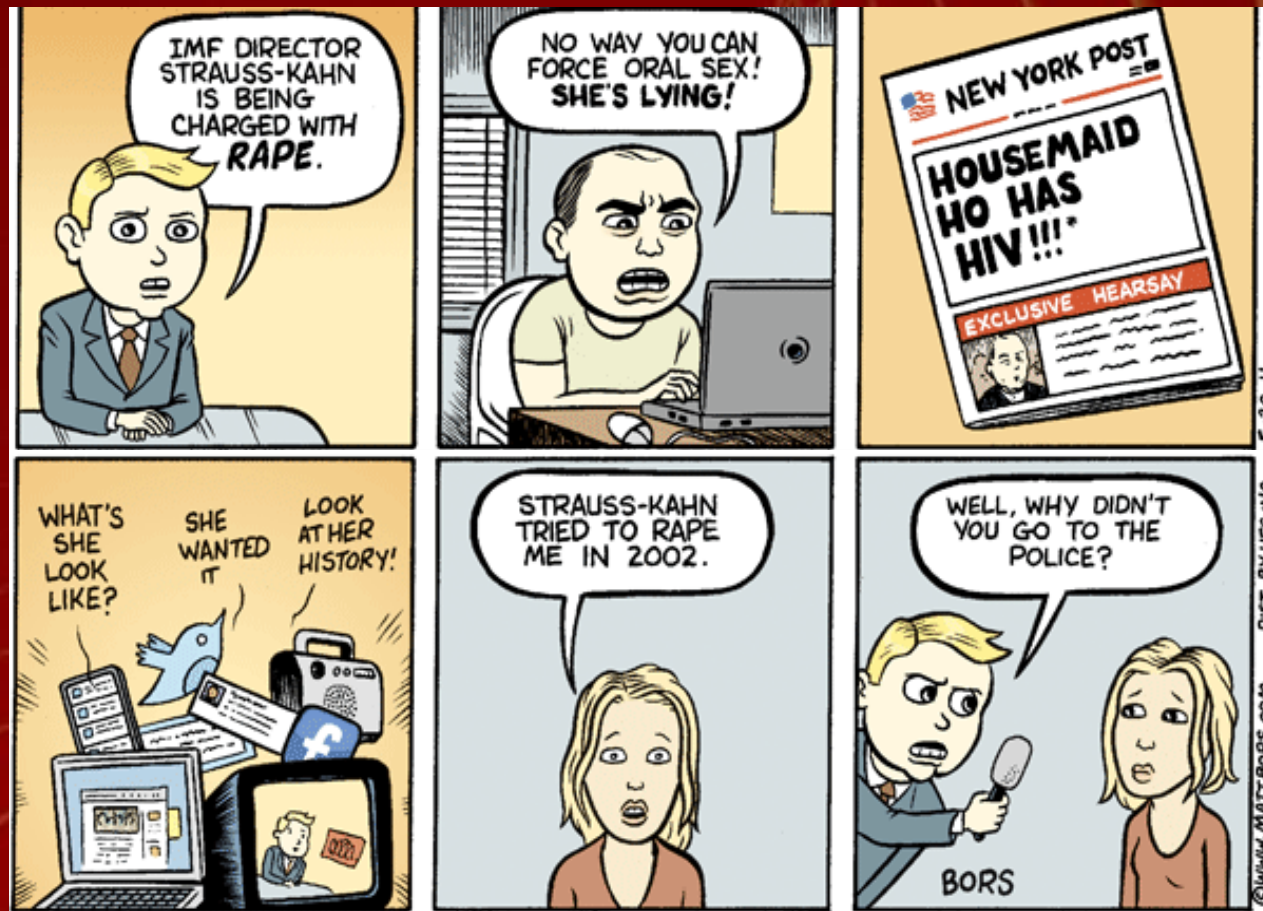


*Publication by which other persons are likely to be induced to shun, avoid, ridicule or despise him*

- Advice for the professional journalists – more than advice – must follow this: *You should never write about something you cannot check; Especially, do not write about something you are assuming; Write only that what you can, if there would be a need, to prove: Do not forget – good will and professional behavior.*

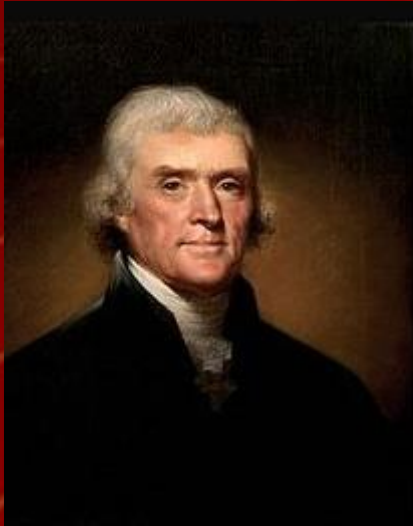


# Ethics within professional journalism as the conscience within human mind



German saying states: "Where the law does not have power, that the power become the law." *I add that where we do not have Rule of law, we surely have Law of rule.*

- Professional journalism as realistic mirror of the society
- Hana Arendt warned:” Persuasion and compulsion can destroy the truth, but cannot replace it”.



Defamation is becoming a necessity of life; inasmuch as a dish of tea in the morning or evening cannot be digested without this stimulant.

(Thomas Jefferson)



## Review Question

Why the Ethics and Morality  
of professional journalism is  
so important?

# MEDIA EXPERTS AND SOCIAL JUSTICE

- **Ethics and privacy**
- **Violence in media and professional journalism**
- **Social Justice and ethical decision making**



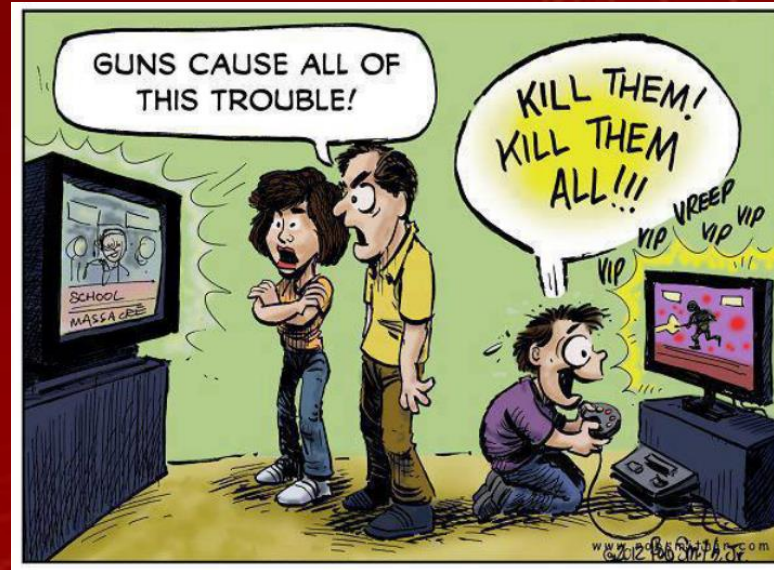
## → Ethics and privacy



- **Privacy meets a need: it offers the self-protection against vulnerabilities by providing comfort and control and by strengthening the sense of identity.**



# → Violence in media and professional journalism



→ If you ask ordinary people, majority of them will, on question: "Does the violence on TV and in the movies makes influences on people?" answer – positively-YES., but if you ask them concretely if the violence has a influence on them, they will answer – negatively – NO. Majority people think that there is a risk about other people, but not about themselves. This difference within the stand about ourselves and others is called – *effect of third person*.

## → Social Justice and ethical decision making



- The first step in analyzing moral issues is obvious but not always easy: Get the facts. Some moral issues create controversies simply because we do not bother to check the facts. This first step, although obvious, is also among the most important and the most frequently overlooked.

## Review Question

Does the professional journalism reflects ethical decision making in regard social justice?



# SUMMARY QUESTIONS

- How can the news consumers separate the truth from the interpretation?
- Should Ethics apply regardless “love for the country and homeland” during the war, or...?
- Why the Ethics and Morality of professional journalism is so important?
- Does the professional journalism reflects ethical decision making in regard social justice?

JOURNALISM