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**Media ethics in professional journalism:**

Morally abusive content

*Social monitoring of the abusive content &*

*Pornography, obscenity and moral responsibility*

Social “watchdogs” are never far away from the center of the scene when we are talking about follow up of the content in mass media. The question of abusive content is the one of the most problematic ethical dilemmas is the one of the most problematic ethical dilemmas for professional journalists.

For example, some shocking photos published in newspaper might be of abusive content, some sentences within the story might be found abusive if some conservative found it disturbing. Morally abusive content is very wide and probably very badly defined theme.

If we are going to try to calm down moral sensitivity of all segments of the society, it will be impossible, and even undesirable. Every strategy of that kind would deprive our culture of artistic vitalities would make it aesthetically sterile. Nevertheless, professional journalists should be sensitive regard that issue and should adjust their legal rights and social responsibility.

Professional journalists are very often facing with ethical dilemma when it comes, for example, to include a material which might offend moral feelings of the public. Should video tape with nudity on TV news if it will contribute better understanding of the story? Should public persons be a subject to different standard in comparing to different standard from common citizens when it comes making decisions about including quotes with content of vivid and indecent language? Should abusive words be deleted from quotes to avoid interviewed one be exposed defamation and not to offend readers of viewers?

Of course, measurement of the words raises ethical question from the point of view of truth and accuracy.

Most known most-controversial apostle of “shocking radio” is [Howard Stern](https://www.howardstern.com/) (you have seen him as juror in “America’s got talent”) whose program is broadcasted all around USA. Because of the humor full of sexual allusions, pejorative language and mockery, many critics considers his show abusive and blatant. But, a huge number of people listen his show, regarding his paying draconic penalties because of vulgar and sensual content. And still broadcast.

Of course, internet is the place where you can find most of above within all kind of pornography, vulgarity and a lot of blatant and abusive content. What is the solution. Mentioned earlier-education through media literacy and if we would like to make it better, we should start from ourselves. As saying, if you want change something, be the change in first place.

*Question of taste: shocking and disturbing photos & Cases for and against moral boundaries*

Directors of informative programs on TV must be more sensitive on visual effects because photos are inseparable part of every TV report. Recording that follows some news does not explain always meaning of the story but creates strong impressions on the public.

Managers of informative programs are teleological within their approach towards publishing or broadcasting of abusive speech or photos. For the moral journalist, reaction of the public and consequences for the family and friends of the people presented in the story or TV feature should be the main concern during decision making. During decision making if we will include morally abusive material into the news, we should think about one thing: those pictures should not be used to shock or increasing of the circulation or rating. Those photos should be justified in accordance to all rules of good journalism as any other editorial question. Those photos, above all, should be valuable of publishing. When it is confirmed, then we should decide are they of essential need for the story. And those factors, afterwards, should be balanced in relations to other values, as the good taste and respect of decency is.

Question to think about: Is the moral abusive content something written in the stone and for good, or...?

Next: Media ethics in professional journalism: Tolerance and dialogue in media