

Ethics in Advertising and Media

Student's Name

Institutional Affiliation

5-1 Discussion: Ethics in Advertising and Media

For my assignment, I have selected a case from the Naming Victims of Sex Crimes. (SPJ, n.d.). This case resonates with my interest in media ethics, particularly how ethical considerations in journalism evolve with societal changes. The study prompts reflection on the evolving definition of liberal arts, highlighting its expansion beyond classical studies to include modern interdisciplinary approaches influenced by increased societal awareness and technological integration.

The ethical dilemma in the case study revolves around the journalist's responsibility to maintain objectivity and balance when reporting on politically sensitive issues. The core issue is whether journalists should prioritize delivering balanced viewpoints or give more weight to expert opinions that might lean towards one side of the debate. (Merkley, 2020). This challenge reflects the broader ethical concern in journalism about achieving true neutrality, especially in divisive topics yet significant to public understanding. As the liberal arts field broadens to encompass a broader range of disciplines and perspectives, the journalist's role evolves, requiring a deeper understanding of diverse viewpoints and the impact of their reporting on public discourse and perception. (Whipple, 2023).

Children who are victims of sexual abuse should not be named in the media to protect their privacy and prevent further trauma. The Society of Professional Journalists' Code of Ethics advises avoiding identifying juvenile victims of sex crimes (Döring & Walter, 2020). Similarly, once kidnap victims are found to be sexual assault victims, the use of their names should be discontinued to respect their dignity and aid in their recovery. This approach aligns with evolving ethical standards prioritizing individuals' well-being and rights, reflecting a more

profound understanding within the liberal arts of the societal implications of information dissemination and the media's role in shaping public perception and individual lives.

Peer Responses

Select two peers and review their case study analysis. What other perspectives might you offer regarding the case study? How might you interpret the case in another way or answer the question differently?

Discuss whether we should hold advertisers, journalists, and social scientists to different ethical standards. For example, should social scientists follow stricter ethical guidelines than advertisers?

Response 01

Excellent analysis of the ethical dilemma in your chosen case study. While I agree with most of your points, considering the broader societal impact might offer another layer of insight. Also, regarding ethical standards, I think that while all professions should maintain high moral standards, social scientists have a particular responsibility, given their direct influence on human subjects and societal norms.

References

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