

# Ethical Principles to Apply to Media

From Clifford Christians et al,

*Media Ethics: Cases and Moral Reasoning*

# Ethical Principles to Apply to Media

- Golden Mean
  - Associated with Aristotle
- Categorical Imperative
  - Associated with Emmanuel Kant
- Utilitarianism
  - Associated with John Stuart Mill
- Veil of Ignorance
  - Associated with John Rawls
- Golden Rule
  - Associated with Judeo-Christian doctrine

# Moral Duty and Media

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# Entities to whom you may owe moral duty

- Yourself
  - Your own moral compass, “look in mirror”
- Clients/subscribers
  - Your core audience – indirectly pay the bills
- Your organization
  - Directly pay the bills – lots of employees
- Colleagues
  - You want to uphold their standards
- Society
  - Anyone can be affected by media messages