

Media Ethics Theories and Conceptions

*Communication and Religion. WACC Seminar
Bossey/Switzerland 1-14 August 2011. Lecture 9 August*

Prof. Dr. Christoph Stückelberger
Director and Founder of Globethics.net
Professor of Ethics at the University of Basel/Switzerland

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1 Personal Background and Experiences

- Editor in Chief of Church magazine
- Director of Development Agency
- Professor of Ethics
- Globethics.net Intercultural Communication and Global Ethics

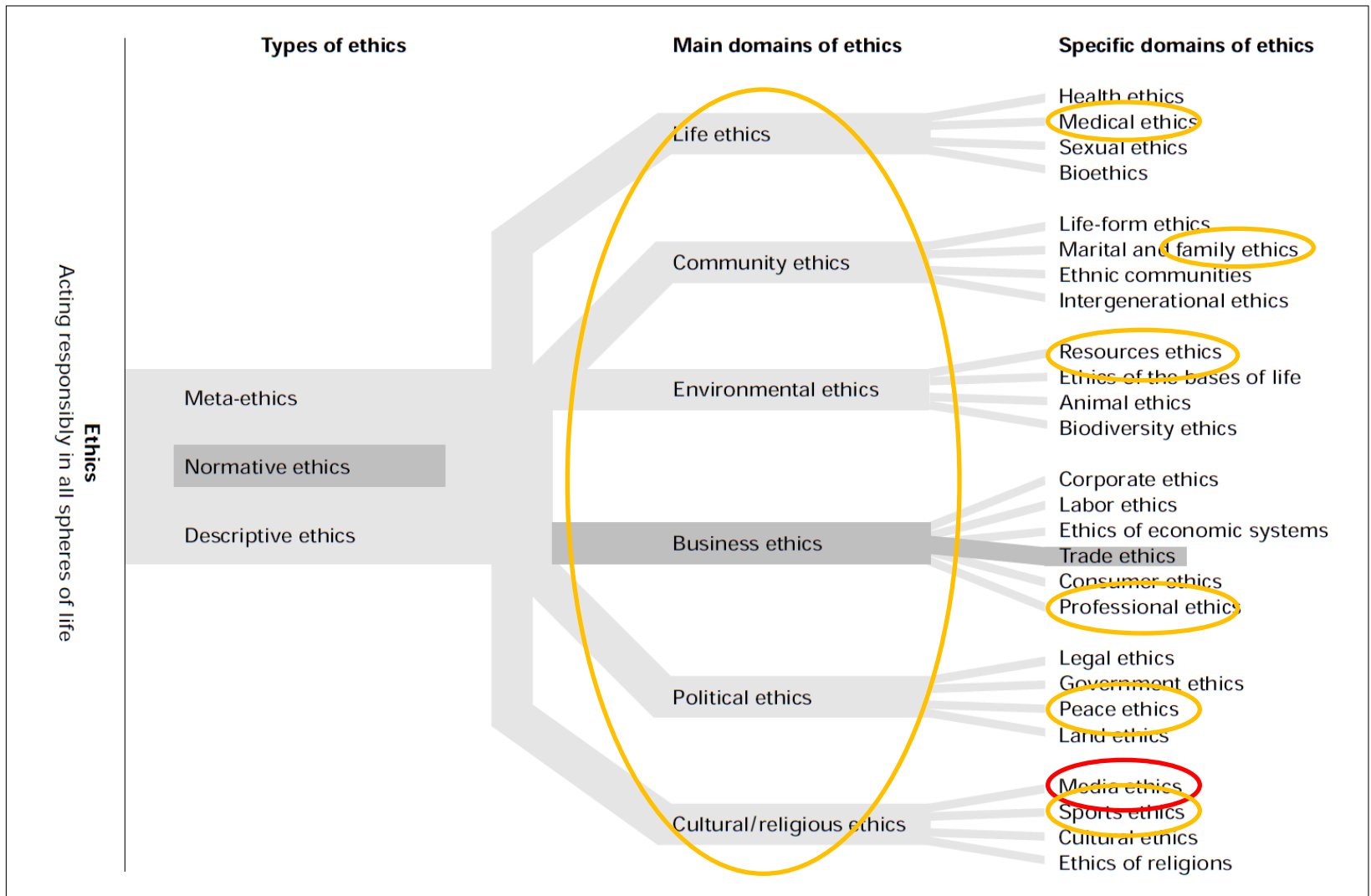
Topics of lectures and seminars in recent years:

- Corruption in media, codes of ethics for journalists
- Media ethics and humanitarian aid
- Media and bioethics
- Social media and ethics

2 Terms: Media, Communication, Information

- Information Ethics: large.
 - e.g. Center for Information Ethics ICIE, Germany
 - e.g. UNESCO
- Media Ethics: larger:
 - e.g. UNESCO
- Communication Ethics: largest
 - e.g. WACC

3 Media Ethics as Cross-Thematic Ethics



3 continued

Media ethics related to, e.g.

- medical ethics: informed consent, privacy
- Research ethics: journalistic research methods
- Political ethics: privacy, public persons, data security
- Economic ethics: financial markets and herd instinct
- Military/economic ethics: Security of data, Datenklau
- Religious ethics:
- Sport ethics:
- Family ethics:
- Environmental ethics:
- Intercultural ethics:

4 Examples from Globethics.net Library

From 650'000 articles (without newspapers, in () in «...»)

- media ethics (all fields): 147 834 articles (297)
- Information ethics (all fields): 165 555 articles (567)
- Communication ethics (all fields): 143 865 articles (1164)
- «Media Ethics» and peace: 17
- «Media Ethics» and democracy: 33
- «Media Ethics» and family: 41
- «Media Ethics» and security: 17
- «Media Ethics» and violence: 30
- «Media Ethics» and power: 50

5 Concepts and Theories ...

5.1 ... by Religious Background

- Protestant Media Ethics
- Catholic Media Ethics
- Orthodox Media Ethics
- Islamic Media Ethics
- Buddhist Media Ethics
- Atheist Media Ethics
- Etc.

5.2 ... by Philosophical Background

- Enlightened theories: freedom from dependency, Mündigkeit
- Marxist theories: liberation from oppression
- Neoconservativ theories: transmission of traditional values, open versus closed societies
- Confucian media ethics coming from China?

5.3 ... by Media Type and Technologies

- Print media
- Visual media
- Audio media
- Mass media
- New media (social networks, mobile phones etc.)

5.4 ... by Economic and Political Theories

- Media and Democracy: free media as precondition for democracy, Arab spring etc.
- Media and concentration of economic power (domination versus participation)
- Media and political governance
- Media and e-commerce
- the role of media in globalisation
- Media and (economic) property: data ownership etc.

5.5 ... by Lead Values

- Media and digital divide/Justice/Fairness
- Media and Violence/Peace
- Media and Freedom (of expression etc.)
- Media and Individuum/Community
- Media and Sustainability (e.g. climate change)
- Media and Security
- Human Rights as basis for media ethics

5.6 My value based judgment on media

In phenomenological terms, media are technologies: human-made instruments as extension of human senses (voice, eyes, ears, arms, taste, sense/meaning). They serve for the good and for the bad, for life and death.

Media are ethically positive, if they strengthen fundamental values: Freedom, justice, participation, empowerment, peace, reconciliation, community, sustainability, responsibility.

Media are ethically negative, if they weaken or violate fundamental values by oppression, exploitation, violence, dependency, injustice, individualism, short term thinking.

6. Globethics.net: Platform for Media Ethics

- Online libraries as resource (700'000 articles for free), many on media ethics
- Online network of 29'000 registered participants. Finding peers, research partners/experts by country, field of interest etc. (3900 interested in media ethics)
- Online workgroup space for free for international or national online research partnership
- Online research projects: join existing projects by joining respective work groups
- Online Ethics News

7. Literatur

English Journals, e.g.

- International Journal for Information ethics (in the library www.globethics.net)
- Journal of Mass Media Ethics
- Journal of African Media Studies
- WACC publications

German Books e.g.

- Nethöfel, Wolfgang: Ethik zwischen Medien und Mächten. Theologische Orientierung im Übergang zur Dienstleistungs- und Informationsgesellschaft, Neukirchen-Vluyn 1999
- Karmasin, Mathias: Medien, in: Handbuch der Wirtschaftsethik, Bd. 4, Gütersloh 1999, 351-381
- Klein, Stefan/ Teubner, Rolf A.: Informationsverhalten und Informationsstrukturen, in: Handbuch der Wirtschaftsethik, Bd. 3 Gütersloh 1999, 416-432
- Branahl, Udo/ Hunold Gerfried: Medien/Medienethik, in: Lexikon der Bioethik, Bd. 2, Güterloh 1998, 623-630.
- Ziegler, Albert: Verantwortung für das Wort. Kommunikation und Ethik, Frauenfeld 2000
- Wiegerling: Medienethik, Stuttgart/Weimar 1998
- Pötscher, Augustin: Medienethik, Thaur 1998
- Virt, Günter: Ethische Normierung im Bereich der Medien, in: Handbuch der christlichen Ethik, Bd. 3, Breisgau 1982, 546-556.

gracias

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thank you

asante sana

धन्यवाद (Danyavad)

merci

danke

grazie