

The Leading Role of Truth and Its Proper application in Media Ethics

Sanchayita Chakraborty

Ph.D. Research Scholar, Department of Journalism and Mass Communication, M. U., Aligarh

Dr. Dipanwita Chakraborty

Ph. D. Co- Supervisor, M. U., Aligarh

Abstract:

Since truth is the most prominent part of media ethics, every media professional should understand the proper application of truth and grasp its genuine concept. The media has consistently been confronted with claims of scandals, falsehoods and partiality in its reporting. Despite journalists' assertion of striving for truth and providing accurate information, they cannot escape the potential of misrepresenting the public regarding politics and democratic institutions. Therefore, journalists should exhibit truth-seeking traits, such as accuracy, diligence, and thoroughness. Furthermore, some higher-level qualities are necessary, including impartiality, humility, and courage. While journalists should base their duties on factual accuracy and avoid biased viewpoints, they must exercise great care not to reveal information that could harm the country, nation, or society and disrupt social harmony. Since a key aspect of media ethics involves striving to reduce harm during reporting. In this regard, journalists should understand the true nature of truth and grasp what the complete truth entails, prioritizing its significance over any particular aspect of truth. It can be posited that journalists can enhance their reporting by embracing M. K. Gandhi's definition of truth, which asserts that truth is what our inner voice communicates.

Keywords:

Factual accuracy, Inner voice, Media ethics, Social harmony, Truth.