

## Ensuring an ethical news media

### What is the issue?

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The news media is under threat due to various internal factors.

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### What are the problems in this regard?

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- **Paid news** had been a long debated issue that was used to describe malpractices in newspapers.

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- This is now being rephrased into “**advertorial**” **content** to legitimise and blur the distinction between reportage and paid content.

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- Ex: A government policy keeps appearing in news in the form of advertisements from the known beneficiary of that policy. These in essence are **politicised news**.

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- The prevalence of bribed reporters, lobbying senior editors and politically biased journalists questions the legitimacy and ethics of the news media.

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- **Corporates** have huge financial stakes and significant control over print or visual media.

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- This has allegedly led to blurring of distinction between managerial/ownership activities and editorial jurisdiction.

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- It is also being the cause for corruption and **conflict of interest** which are increasingly operating in the news media.

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- **TRP** (Television Rating Point) and sensationalism are being the driving factors as they determine the advertising revenue.

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- The legislative and regulatory powers of the Press Council of India (**PCI**) is inadequate to take stringent measures against all these.

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## What should be done?

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- Some **ownership restrictions** on cross holdings and aggregate holdings have to be legislated.

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- **Legislation** must also define the distinctions between managerial and editorial departments to avoid conflict of interest.

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- Working on **labour standards** to let journalists work without fear of retribution, to refuse any form of work that infringes upon their professional codes or conscience is essential.

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- Creating genuinely **independent and transparent systems** for assessing circulation and ratings of media is needed.

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- Introducing **internal systems** for disclosing potential conflicts of interest and to deal with complaints.

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**Source: The Hindu**

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