

The Ethical Aspect of Journalist's Work

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Abstract

The article addresses some of the ethical issues in modern activities of journalists. The study was carried out based on the materials of the media with use of certain national and international regulations that determine the activity of mass media, ethical code of professional journalist communities and a number of studies on the problems of morality in the press. Particular attention is paid to the analysis of cases of violation of professional ethics, the reasons of their appearance in the activities of journalists. The article discusses the problem: the impartiality of the journalist; his ability to communicate not only verbally, but not verbally; ability to submit information about the disaster without unnecessary sensationalism and dramatization; danger of reckless use of journalist's rights and freedoms. Estimates of experts on the causes of these negative phenomena in journalism. Strong emphasis is placed on issues of morality in the coverage of conflicts, natural disasters and other emergency situations. According to the author, the research work of correspondents in extreme conditions requires them there special knowledge and skills as the audience expects from the media assessment of the events, which forms its attitude towards them.

Keywords: Journalist, ethics, sensationalism, professionalism, rights, freedom, duty, responsibility.

1. Introduction

Freedom of the mass media is inextricably linked to ethical values and cannot exist without the responsibility of the journalist. This is required of them by codes of professional associations, corporate culture of editorial teams, current moral aspects of journalism, which they seek to instill in them at the university. Media professionals, however, do not always follow them. Why? According to professor O.D. Kuznetsova (Ukraine), researcher of journalistic ethics issues, the modern media often reminds us of a driver who knows how to drive the car, but does not know the traffic rules (13, 6). It is this to which she attributes all accidents, mishaps, and sometimes even international scandals that shake up the society. There are other reasons that are examined by the author of this publication.

Ethics in every aspect, if not all, is put on the conscience of the journalist. Only their conscience can dictate how they should behave in a given situation: to help a person or just capture their moment of grief. Researchers believe that the current decline in the moral culture in the society

is caused by a certain measure of moral decline of the media. Crisis of ethics in journalism is increasingly recognized in the professional environment of media workers and the public. Forming the moral consciousness of people through mass media calls for further development and improvement of professional journalistic ethics and its introduction into practice of the media.

2. Methodology

The study of the ethical aspect of modern journalistic activity included, above all, monitoring the media, selection of materials on ethical topics and their classification by issue. Particular emphasis was placed on the analysis of information, the preparation of which the journalists admitted violation of the ethical standards of professional ethics. The study of media materials was carried out using mainly logical methods of cognition (analysis, synthesis, comparison, analogy, abstraction, concretization), discourse analysis, intent analysis. For an in-depth understanding of the ethical issues of modern journalism historical method was used, which allowed to make more informed conclusions on the researched object. Also, in this paper authors appealed to the quantitative method presented by content analysis and meaningful analysis of publications; they carried out bibliographic research, organized the obtained information. In the study of the media and the selection of materials both Russian-speaking and global media databases have been used (including INTEGRUM, Factiva, etc.). Combination of different research methods and tools has allowed for a more objective examination of the research issue.

3. Research findings

3.1. Impartiality of the correspondent

News programs on radio and television together reported that a well-known Russian opposition leader, after participating in a rally and street procession ended up in a local Department of Internal Affairs. The police said that he was "invited to give explanations" on the complaint of bodily harm. A 20-year-old student of Journalism Department claimed that she had received injuries "as a result of his actions during the interview."

She introduced herself to internal affairs officers as freelance correspondent of one of the regional media. According to the young woman, the opposition leader's reaction followed after he had heard from people around about the young journalist's preferences for "Young Guard" movement by "United Russia" party, which is leading in parliamentary elections (22).

"Our radio station does not side with either legal authorities or the system opposition, it maintains a position of neutrality and objective approach to the coverage of events. Why do members of the opposition, allegedly fighting for justice, allow themselves insolent acts against the press? I would like to ask the law enforcement agencies - when will journalists finally be protected?" it said on the website of the media, freelance employee of which the young woman claimed to be (22).

At first glance, it seemed that journalists had the truth on their side. But if you delve deeper into the problem, it turns out that whilst the radio station really does not side with anyone and

maintains a position of neutrality, the journalist sympathizes with "Young Guard" movement by "United Russia". On hearing this, the other person could have doubted the impartiality of the media employee, and that may have caused his inappropriate reaction. Apparently the young reporter had not been taught that many countries had their journalists ethics codes. For instance, the Society of Professional Journalists (US) Code of Ethics states: "Journalists should not accept any other jobs, they should remain free from political work, public service, if such activities compromise impartiality of the journalist or their employer" (10). As we can see, it can be of great use to exchange experience of mass communications with our colleagues-journalists from other countries. And especially if we learn not only from positive experience but also scrutinize each other's mistakes.

3.2. TV presenter's gesture caused international scandal

It reminds me of a recent case on Russian television which was also reported by foreign media. On live Ren-TV channel the anchorwoman was speaking about the APEC summit: "Today Dmitry Medvedev has become the chairman of the Asia Pacific Economic Cooperation summit. Earlier this post was held by US President Barack Obama "(16). And right after these words she showed her middle finger ...

In that way the anchorwoman caused a little international scandal by showing her middle finger on air. The West was perplexed by the fact that the obscene gesture was made right after the name of the US President Barack Obama. Some interpreted this as an attempt to insult the American leader.

The leadership of the TV channel treated the journalist's act as 'a gross violation of live programme guidelines and a lack of professionalism'. Despite her status of being a winner of TAFFY — the most prestigious television award in Russia, the presenter was fired (17).

Communicating non-verbally with each other, many journalists often do not take time to think what certain signs, gestures and symbols may mean for a person of different culture or nationality. According to estimates made by American psychologist A. Merabyan, our words contain only 7% of information, 38% comes from voice and intonation, 55% - from facial expressions and gestures. The importance of non-verbal stimuli is reflected in the fact that if words express one thing and the voice — something else, the viewer will believe the voice. And if the face "says" a different thing at that moment — then the face. The study of gestures, postures and body movements used in communication is known as kinesics. There are gestures called illustrators; these are descriptive and visual gestures that lose their meaning outside the context of speech. Gestures, movements of body, hands or wrists that accompany speech, have their own meaning for each nation (12).

Thus, unlike Russians, Germans and French people do not bend, but extend their fingers while counting. Referring to one's self, a European person would point to his chest, a Japanese — to his nose. In Middle Eastern countries, the left hand is considered "impure"; a communicator, actively gesticulating with his left hand may be considered unwelcome. In Japan, upward head movement does not mean 'I agree', but 'I'm listening carefully'. And their pointing gesture is interpreted by Americans as begging. Some cultures (eg, Jewish, Italian) encourage the use of expressive gestures while talking, while others (especially Eastern) — on the contrary, disapprove

of it. In addition, there are modal and ritual gestures, emblem gestures. Modal gestures express emotional assessment, attitude to things and people. These are gestures of approval, frustration, irony, mistrust, uncertainty, pain, thoughts, confusion, etc. Ritual gestures (Christians cross themselves, Muslims at the end of prayers move their hands from top down, etc.) are closely linked to a particular culture and lose their meaning beyond its borders. Conventional gestures that carry information by themselves are known as emblems. They are used consciously and convey an autonomous message, like a word or a phrase, and, therefore, are classified as quasilinguistic. Emblems are used for greetings and farewells, invitations, bans, insults etc. Usually they are related to national traditions and can generate a false code translation in foreign cultural audiences.

A good example of this is the final scene of "Double Impact" movie. Main character played by Jean Claude Van Damme connects his thumb and index finger in an 'o' sign. In the US, this means "all right» (o'kay), in Japan - money, in some regions of Europe — an insult ("you are a zero, nothing"), and in Portugal and Latin America, this gesture is considered rude and vulgar (interpreted as an invitation to have sex).

Another example is a picture of American soldiers captured by Koreans in 1968. It was taken by the Korean side and sent to the US to show that prisoners were kept in good conditions. But as soon as the photo was released, Americans noticed a detail: The prisoners extended their middle fingers (a gesture that indicates a negative attitude in America). That was enough to "decipher" disobedience and contempt, and also to understand that not everything was all right with the prisoners.

It is clear why the Russian TV presenter was fired: her middle finger was deciphered by the American media as "Screw you!" addressed at Barack Obama. All this should be taken into account while training prospective journalists skills and types of professional communication.

Our foreign colleagues journalists are not exempt from similar "bloopers", however. For example, in mid-February 2012, America's leading radio station KFI-AM 640 presenters John Kobylt and Ken Chiampou during the program dedicated to Whitney Houston who died an early death, used slang words such as "crack" and "coke whore". For such immoderate comments made towards the pop star, despite their popularity, they were suspended from work for "tactlessness and discourtesy." In a statement, the radio station said that "management does not support or tolerate such comments." The front men admitted their mistake and apologized to the listeners as well as the singer's friends and family. "We made a mistake and agree with the decision of the radiostation's management. We used inappropriate language ", Kobylt stressed. (18).

In every country, at different times journalism bloopers were treated in different ways. In France, for instance, TV presenters who use British equivalents instead of French words, get fined. If they would fine for television mistakes in Russia, monetary penalties would be enormous. One of the veterans of Russian telejournalism Anna Shatilova notes that on average speakers make up to 50 speech errors in one news program (15).

3.3. Impressive scenarios of the "doomsday"

"Natural disasters plague the world", "The Greenland ice melts faster than in the past 50 years", "800 thousand homes in the UK can be flooded due to climate change" - these and other headlines in media about calamities, depicting the world as being on the verge of collapse, create an impression that journalists are competing with each other in the quest for the most spectacular scenario for the doomsday.

The inclination of modern journalism towards sensationalism and excessive dramatization of events to attract the attention of the audience actually has a boomerang effect: reader rejects any information on accidents and natural disasters.

Here is a statement posted on the Internet about one of the disasters of

the summer 2011: "I personally think there is no need to stir up and shock the public!" Dead bodies being raised from the bottom of the sea shown live on TV will not make the situation any better. What the survivors and relatives of victims need is assistance from psychologists, but not a live show. "

From the point of view of social psychology, each such news release is a potential disaster. Psychologists of EMERCOM urge the media to give more balanced information about survivors and victims, being mindful of their relatives. "Practice shows that the psychological state of survivors and relatives of victims during emergencies is negatively impacted by several factors: the magnitude of the emergency situation itself, distance from home and how widely and objectively it is covered in media," said Yulia Shoigu, Director of the Center for Emergency Psychological Aid of the Emergency Ministry (20).

In her opinion, it is unacceptable to place the focus on the horrors and nightmares, and what those people had to go through before death. "This causes serious trauma and makes the relatives of the victims suffer even more," explained the expert (20).

These words are reinforced by the fact that after the plane crash in the Ukrainian city of Lvov, its mayor L. Bunyak directly appealed to the media to stop describing the footage of the tragedy on the pages of newspapers and on television. The appeal stated that according to information of City health department, after reports about the disaster in Lvov, the number of people calling the helpline increased dramatically. "Number of people in need of psychiatric or psychological help is growing exponentially," it said in the mayor's appeal (15). According to many researchers, the media savor tragedies and capitalize on them. "I beg you to rather tell, write and show those people who help relatives and friends of the victims in time of disaster, about their kindness, compassion and mercy", mayor of Lvov called upon journalists (15).

In pursuit of sensationalism and tragic information journalists forget to find out the true causes of the accident, and thus, the deep side remains intact. Let's say a disaster happens somewhere, media representatives go to that place and give reports for a few days. And then — silence, as if nothing happened. Did they manage to eliminate the consequences? How did this influence the nature? All of this remains behind the scenes.

3.4. "In stringer's job there is no place for decency ..."

But particularly in recent years, it is shocking to see images and footage of television broadcasts from emergency spots. The whole world now knows South African photojournalist Kevin Carter, who covered and documented the conflicts in the African soil. He was the first to photograph a public execution by burning a person. His photos have caused outrage and condemnation of Apartheid. Carter became world famous when he arrived to Sudan to photograph the terrible famine caused by civil war. The notorious shot of the starving little girl and the hooded vulture watching her in the background became spread all over the world. After it appeared in "New York Times", the newspaper received numerous calls from readers interested to know what happened to the child. Sadly, nobody knew her fate. Later on Carter said that he was sorry for not having helped the little girl. But it was too late. Silent judgment, which later turned into a loud one, levelled against the photojournalist. Keven Carter won the Pulitzer prize for the photo of starving Sudanese girl. This same photo pushed him towards the fatal step: only two months after the award, on 27 July 1994, 34-year old Kevin Carter died by his own hand of carbon monoxide poisoning (9).

We know that working in "hot spots", the reporter should always decide for themselves: how do you combine changing the way you perceive the world with your journalistic duty? "We need <...> to dissociate ourselves from what is happening, says Stefan Israel, Swiss journalist. This is the best protection. At the same time, the distance should not be large, otherwise it will lead to cynicism. But it should not be too small either: this may adversely affect the psyche. What we need to do is find some sort of "happy medium" "(4,131).

Finding a "happy medium" is very difficult. Many photojournalists working in "hot spots" eventually become very cynical. Stringers are believed to be the harshest cynics in journalism. One of them - Eduard Jafarov, a winner of Russian and international film festivals, operator not only for Russian, but also the largest international broadcasters - CNN, BBC, CBC, NBC. This person has got 15 years of stringership and 35 "hot spots" under his belt. He is the author of famous documentary "Stringer". Here's how he defines his profession: "Stringer is the highest degree of self-preservation. Any way to obtain information is good for him... In the stringer's job there is no place for decency, and cynicism is simply a prerequisite... Stringer's motto: "I need to take that shoot!" (20; 3,132).

But it is not only stringers who are known for their cynicism. At some point in their career many journalists "get puffed up". For example, journalist Andrei Babitsky in an interview, was telling how he turned corpses with his fellow photographers to make it easier to shoot ... (1).

3.5. "You cannot intimidate people and scare them!"

At the turn of the century some countries have adopted a law banning the sensational and frightening style of media to cover natural disasters. "When I heard about this on the radio, says Vladlen Krivosheev, a veteran journalist of Russian "Izvestia", I recalled my fight in the early 1960s with the editor about the retreating "Bear" glacier in Central Asia. Krivosheev, then the acting editor of the newspaper "Izvestia" in the department of internal information, insisted on urgent and sensational coverage of the natural disaster. The scheme of glacier movement, interview with a prominent glaciologist, on the spot report - all laid out horizontally on the eight

columns of the last band, loud and catchy. And most importantly urgently: the news message came in the afternoon, and in the morning the next day the unit was ready. If the readers had seen the news about this scary glacier movement presented in such gloomy colours it would have made their hair stand on end. However, at the morning planning meeting Alexei Adjoubei, the chief editor of "Izvestia" ordered to remove the material, pointing out its wrong presentation: "You cannot intimidate people and scare them!"

"So, it turns out Alexey Ivanovich "developed " a similar law already four decades ago," said Krivosheev, recalling the episode with the removed material on the "Bear" glacier (5,153).

Unfortunately, media today occasionally forget about this rule. Environmental information, especially with regard to natural disasters, is mostly anxious and tends to disturb people. The idea that in the heart of any material about nature there must be a crisis or conflict, hinders the creation of analytical materials that require careful study of the topic. Negative journalism talks about problems and does not offer solutions. It makes the reader (viewer, listener) feel powerless and ultimately leads to social and political apathy of the audience, which has a severe negative impact on environmental work.

Journalism as an occupation has a strong effect on a person's psyche. Therefore, a journalist requires high professionalism in presenting messages on the environmental subject, which is evident in his psychological culture. Bringing this environmental information to people's attention, he must first of all strive to ensure that it is simple enough for the media audience. Complex technical information is confusing for people with no special training and, therefore, causes fear and anxiety. Careful selection and accurate organization of the content of environmental materials are essential conditions for them to be understood.

However, this is not an easy thing to do because of a large amount of information. Therefore only those messages are selected that contribute to a change in people's behavior towards the environment. And in each case, a certain segment of the population has a greater impact on the environment compared with other groups, that's why it is essential to focus on that segment. Knowledge of the target group's interests can be crucial. For example, Estonian researchers determined that the level of concern for the environment is proportional to the amount of public information, consumed by the person, and that, in turn, depends on the level of education. They claim that individuals with a higher education are twice more likely to be interested in nature conservation than people with secondary education.

It's irrational to spark concern among people about environmental problems and leave it up to them to figure out. This may lead to apathy and frustration. One should show a solution. Often good changes can be encouraged by appealing to the pride for their land. It is important to bear in mind that the perception of environmental problems is formed not only by knowledge, but also traditions, prejudices, life principles, experience, values. Experience shows that it is easier to achieve change of established stereotypes, attitudes and perceptions, not by their complete withdrawal, but by changing their intensity - identifying, supporting, developing and validating socially accepted environmental attitudes, traditions and views existing in the minds of people.

3.6. Multiplicity of versions – a typical “information curtain”

Often causes and consequences of disasters are not only overlooked, but also hidden behind the multiplicity of versions of what happened, as broadcast by media. According to Alexander Prudnikov, an employee of Nizhny Novgorod department of the Institute of Sociology of the Russian Academy of Sciences, multiplicity of versions of events is yet another typical "information curtain". The more versions there are, the more impenetrable the curtain. The question is, who is more interested in building up the curtain (19).

Following the disaster at the Chernobyl nuclear power plant, authorities used the press as merely a repeater of official reports from the scene, exerting a destructive influence on the creativity and professional duty of the journalist. A positive aspect in the behavior of some journalists was the resistance to the authorities. Reporters found ways to communicate information to the audience about the true scale of the disaster through the description of the exploits of the liquidators. Sometimes one or two phrases in the usual coverage prompted the reader that the situation at Chernobyl was much worse than what was stated in the official reports.

New stage of analysis of Chernobyl disaster consequences showed that fear and confusion of authorities at the time of emergency is an inevitable factor that needs to be overcome. And the speed with which it will be overcome directly depends on the degree of freedom of journalism.

Study of the work of journalists and the actions of the authorities during the three largest man-made disasters of the XXI century — at the Sayano-Shushenskaya hydroelectric station in 2008, on offshore BP oil drilling platform in the Gulf of Mexico in 2009 and at "Fukushima-1" nuclear power plant in Japan in 2011 — showed that due to the specifics of the disaster zone journalists working there require special knowledge and skills. The audience is waiting for event assessment from the press — an assessment which it most often trusts. Therefore, during man-made disasters the concept of "social responsibility of the press" has an even greater importance. First of all, it is the ability of journalists to unite the society and the state to overcome consequences of the disaster and ensure protection against man-made risks in the future.

3.7. Why are journalists turned away?

One more episode. In October 1997, in Russian newspaper "Komsomolskaya Pravda", an article entitled "Child-mutant got even with nuclear plant", told about a family that won a lawsuit against Chelyabinsk production association "Mayak". As a result of an accident, that had occurred at that plant, a child with a defect of the skeletal system and the genetic changes in the body was born into that family. The very fact that ordinary people who had turned victims of the consequences of environmental disaster decided to go to court to protect their constitutional rights, and that the court upheld their claim, is something unprecedented for Russia. This information could have been used to make a loud and in a good way sensational material. The journalist, however, chose to focus on the child's deformity, giving a detailed description of his physical defects. That's how positive information about people who advocated for their rights to compensation for moral damage turned into another environmental horror movie.

With this approach to business, it comes as no surprise that people slam doors in front of journalists, turn away from their cameras, cover the lens with their hands and hide their faces.

And it's not always because there is something to be ashamed of or something to hide. Over the past two decades, trust level in the media has drifted downward. Thus, according to the All-Russian Public Opinion Research Center (VTsIOM), only a quarter of the population (26%) expressed complete confidence in the media, while nearly half of those surveyed (43%) state that "the press, radio, television is not completely trustworthy" and another 15% expressed complete lack of trust in the mass media (6).

The study shows that falling credibility in Russian social media and the loss of confidence among the majority of its audience has to do with with superficial, often dismissive and biased attitude of certain journalists to heroes of their stories and broadcasts. Often, for the sake of giving the material a sense of special urgency and turning it into a topical issue, dignity and moral character of people are called into question, there are mistakes in methods of material preparation, bias and unreasonable nature of other judgments. One of the most common diseases of Russian journalism today is opportunism. It manifests itself in the fact that the basis of a series of errors, blunders, violation of ethics is a simple, selfish calculation. The freedom test for decency has turned out to be not a simple thing for Russian journalists — not everyone complies with the rules of journalistic ethics, the moral requirements of the profession. V. Egorov, researcher of modern Russian media — rector of the Institute of Advanced Training for television and radio employees believes that the practice of ethical regulation of journalism in Russia cannot be considered satisfactory and advanced. This is explained by the following facts: a significant part of the journalistic community is interested neither in ethical, nor any other form of regulation of their activities; ethical codes of Russian journalism are not complied with, they remain a mere declaration of intent; traditions of democratic journalism are in clear contradiction with real political interests, state paternalism in the media industry and the needs of the managed journalism; Russian Union of Journalists has not yet become a strong professional corporation, capable to ensure the protection of the interests of the press. Therefore, the journalistic community has to develop its own code of conduct, code of ethics based on freedom of speech, possibility to receive and spread information. Also, views have been expressed in the society about the need to introduce censorship.

3.8. Will censorship help?

A number of political scientists view this situation as a paradox — where the same society wants to criticize the government and at the same time have political censorship on television: but criticism of the authorities and censorship are two incompatible types of communication. Criticism is based on objective information. Censorship, on the other hand, boils down to the fact that the authorities rule, thereby effectively creating information, based on which the society is basically supposed to criticize them, the authorities. How do you explain this paradox? It is quite possible that the majority of Russian citizens are not very clear about what censorship is. Quite often they associate the word "censorship" not with politics, but with moral and ethical norms and they believe that it is all about limitation of offensive language, sex and violence on the screen. Thus, performer J. Kobzon, the chairman of the Duma Committee on Culture argues that it is necessary to introduce censorship to remove demonstration of victims of terrorist acts, violence, blood and sex from the screen. There is another opinion that this confusion has arisen under the influence of debate about censorship on TV when its opponents talk about politics, and supporters focus on promiscuity, sex and violence on the screen. In any case, this lack of

understanding means that democratic freedoms are internalized neither at the level of vocabulary, nor at the level of values. Otherwise, censorship as a term and as a practice causes reflex rejection.

Sociologists are more optimistic about the mentioned paradox. They emphasize that it would be wrong to assume that the Russians stand for total control over media and restoration of political censorship. This, for example, is shown by data collected by VTsIOM study, in the course of which respondents were given an open question on the subject of television programs that are to be censored, according to respondents. It turned out that 9% of respondents would like to censor programs on politics, 5% - information and analytical programs. But the main object of censorship is, above all, sex, pornography (36%), as well as action thrillers, violence, cruelty, crime (32%). Thus, we are talking mainly about the so-called "moral censorship", and not about fight with dissidence on television, sociologists stress (22).

4. Discussion

4.1. Danger of reckless use of rights and freedoms

Ethics belongs to the realm of a concept called "honesty", and voluntary self-restriction. Journalism and society, in general, moved towards the need for ethical self-regulation of their own activities gradually. This can be seen in cases of two fundamental international documents — the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights.

Article 19 of the Universal Declaration, proclaimed by the General Assembly of the United Nations on 10 December 1948, reads as follows: "Every human being has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers "(24).

The International Covenant, however, adopted by the same organization on December, 16, 1966 (i.e. 18 years later) in the third paragraph of Article 19 imposes a number of restrictions on these rights: " Use of rights envisaged in paragraph 2 of the present article imposes special duties and special responsibility. It may therefore be subject to certain restrictions, but these shall only be prescribed by law and are necessary:

- a) For respect of the rights and reputations of other individuals;
- b) For the protection of national security, public order, health or morals of the population "(14).

Thus, we see that gradually the society has realized the danger of reckless use of their rights and freedoms.

For the journalist, carrying out activities in situations of conflict and tension, the main ethical issue is: to what degree can he allow himself as a human being and a professional to step back from what is happening around? Can everything be used in cold blood as a fact and material for an information product?

4.2. Contradictions of ethical codes

Codes of ethics try to answer these questions, but often they only

create new contradictions. For example, the Code of Ethics (1993) of Professional Journalists Society in the United States states <...> 'The media should not condone morbid curiosity to crime details' (10). And if the society seeks to know the truth specifically about these details?

The US National Association of photojournalists in its Code of Ethics declares the personal responsibility of each photojournalist to be 'desire to ensure that their pictures reflect reality truthfully, honestly and objectively' (24). So does that mean that you need to photograph mangled corpses?

You might call the Memorandum of Information agency "Television News Service" (Russia, June 1998) a peak of inconsistency, as it declares "absolute rejection of savoring the tragic details" and at the same time calls for "attention to detail"; It urges to delete questionable places and at the same time "to not lie", that is, give full details. "Our messages are built on appropriate impartiality in relation to controversial political, economic and other problems. The word "appropriate" means that the television news service does not require impartiality on issues such as drug trafficking, violence, racial and religious intolerance, threat to the independence and prestige of our homeland and some other issues in which the society is almost unanimous." This phrase can be interpreted as giving up on objectivity and comprehensive analysis of the situation in certain cases.

5. Conclusion

Professional ethics requires journalists make every effort to collect, record, process and transmit information by adhering to the requirements of truthfulness, objectivity, honesty, responsibility, regardless of the difficulties and, if necessary, and personal interests. At the same time journalist must be always attentive, but not indifferent to man, friendly, and not presumptuous, do not abuse their position. Professional ethics of journalists does not allow provocation, fraud, impropriety, informing all costs that can be harmful to man, audience, media, society. Incontinence in saying emotions are always considered in a civilized society a sign of bad manners, contempt for the people and not an expression of freedom of expression. Professional ethics of journalists - integrative science. It is based on humanistic traditions, human values, knowledge of history, morality, psychology, and semiotics. Ignorance of them are often the causes of improper behavior of a journalist. No special training required journalists covering extreme events. The text of the extreme event is different from other genres of journalism way of presenting information. Subtlety is that the material must not be presented in the form of emotional excessiveness as this could simply scare reader. On the other hand, only the information approach is also not suitable, since in this case not be able to "reach out" to the reader. Journalists working in the disaster zone or conflict need to find the fine line when his material is sufficient emotional response, but at the same time does not intimidate the reader. The extreme information should be checked carefully, use reliable sources, to comply with current legislation in the field of information. It is also important to understand that the lack of information on a given topical issue leads to an increase in distrust among the audience. Therefore, providing complete and reasoned information is an important prerequisite for its dissemination.

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