

investigating the possibility or refusal to formulate comprehensive and universal ethical principles in media

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Abstract

The believers in fixed and permanent values and principles of ethics, Opponents of the monoculture and defenders of Human Rights Declaration are optimistic to the possibility of formulating a comprehensive and universal ethical principles in media. In contrary, media theorists believe that it is too difficult to formulate comprehensive and prevalent ethical principles in media and, even if this happens, it cannot be helpful since common concepts are changing by considering the presumptions, basics and priorities of the society, language limitations, national priorities, cultural diversity and political structures.

This can be pursued by considering various approaches on media. At least, five approaches are notable: (1) situational approach by which media or communicator tends to do something in certain moment and there are no absolute professional and ethical principles; (2) teleological approach by which not only the action but itself consequencis of action determine the ethicality of communicator's action; (3) generalist approach, by which only public interests are considered. Hence, negating privacy and using eavesdropping will be forgiven because of communicator's goodwill; (4) egocentric approach by which right median action which is desired and enjoyable for communicator; (5) in right orientation approach or realism is a fixed ethical principle which cannot be negated. In the first glance, one can perceive refusal of formulating comprehensive and universal ethical mandate from the four first approaches and in the fifth approach as a religious, their attitude toward the possibility or refusing the formulation of a comprehensive and universal ethical principles mandate in media can be different due to scientists' attitudes toward the diversity and multiplicity of religions.

Keywords: ethics, media, stability, relativism