

# Media Ethics

encompass the principles and standards that guide ethical behavior in journalism and media practices



# Media Ethics: Principles of Responsible Journalism

- Truthfulness**  
Accurate reporting with credible sources.
- Fairness**  
Presenting different perspectives and avoiding bias.
- Independence**  
Avoiding conflicts of interest and maintaining journalistic integrity.
- Accountability**  
Taking responsibility for mistakes and upholding ethical standards.





# Breaking News Terms: Newsflash and Hitting the Headlines

## Newsflash

A short, urgent announcement of breaking news, often delivered by a news agency. (самые последние новости)

## Hit the headlines

When a news story is published prominently on the front page of a newspaper or on the website. (попасть в газетные заголовки)

# Behind the Scenes: Assignment Reporters and Confidential Sources



## Assignment Reporter

A journalist who specializes in reporting on a specific topic, such as crime, politics, or business.

(специальный корреспондент)



## Confidential Sources

Individuals who provide information to reporters on the condition that their identity is not revealed.



# The Art of Information Control: Off the Record and Leaking

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## Off the Record

Information given to a reporter that is not for publication.

(не для публичного оглашения)

2

## Leaking

The unauthorized release of confidential information to the media. (утечка)





# Media Personalities: Who is a Publicity Hound?

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## Publicity Hound

Someone who seeks attention from the media, often by making controversial statements or behaving in unusual ways.

(человек, стремящийся видеть свое имя в сми)



# Communication Channels: Word on the Wire Explained

## Word on the Wire

An informal way to describe information that is widely circulated in the media.

(слухи в интернете)