
The Role Of Ethics In A Journalist Profession

A culture that values training and education does more than improve the quality of news coverage. It contributes to higher levels of satisfaction on the job and to lower turnover-not to mention the prospect of increased trust among readers and viewers. Aspiring journalists in universities are trained to write news from their assigned Police Stations and gets reviewed and corrected for their workshop to make it accurate and in detail. Part of the training, they are required in attending seminars in relation to the ethics of mass media. In relation to the trainings mentioned, the strong emphasis on giving students practical experience through classroom training, internships, and other hands-on opportunities means that students easily become socialized to particular practices.

Ethics and news-gathering are some of the challenges journalists had to face. News-gathering is shaped by constant tension between the "deal" - getting the story - and the relationship among those concerned. In terms of bribery and corruption, ethics is being doubted most especially in the Philippines where envelope journalism is common. It was concluded that as long as journalists are poorly paid and as long as they are physically endangered, the practice of envelope journalism, or bribery, will continue. Richard Shafer (1990). As stated by a research, the developments on the internet in terms of journalism, and more specifically, news on the World Wide Web are presented, leading through a discussion of three characteristic keywords: Interactivity, Personalization and Convergence.

Conforming to the journalistic skills, Cultivating professional spirits of journalist mainly bases on three pressing demands. The first is development of journalists themselves. The second is requirement of audience to seek truth, punish the evil and praise the good. The third is to advance media's competition. Because of dislocation of media's management, inadequate competition of media, low quality of some journalists, the phenomena of journalist lacking of professional spirits is prominent at present. To cultivate good professional spirits of journalist, there is a need to strengthen professional ethics of journalist.

According to the National Careers Service, good writing and research skills, confidence and a clear speaking voice, calmness under pressure and the ability to meet tight deadlines, a creative approach with the ability to improvise when necessary, an understanding of what makes a good news story, a high degree of accuracy and attention to detail are the required skills to become a journalist.

However a literature states that a degree is not a guarantee of quality output, degree holders can share some interests but don't have similar output. Editors are better placed to know the

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competencies of their reporters. A journalist's specialty is to string text, video, audios, pictures and other formats in a manner that can be understood and enjoyed by the consumer of the content. Further, a journalist has to have a firm grasp of the subject matter that he/she covers also known as the beat.

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