

ETHICAL ISSUES IN PRINTED MEDIA IN THE COVERAGE OF ELECTION CAMPAIGNS

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Abstract

This study analyzes the content of printed media during the election campaign in year 2009. One of the most important elements and functions of media is the right application of ethical codes. Relying on the research question; is there any ethical issue in the coverage of the election campaign in the print media, the study aimed to put on evidence the ethics violations made by printed media. The Code of Ethics(2006)was the theory of this study which helped showing the right way of how media should reflect the elections. It was used the methodology of qualitative content analyses choosing major newspapers (with the highest circulation of sales) as main text and comparing them with the ethical code. The study was realized studying the content of articles published during the month of June. The date was chosen because the elections took place during this month. This study beside the identification of problems that can cause ethical issues such as , transparency of media ownership and funding, censorship, self-censorship, media relations and business policy, also suggests strategies for improvement of the situation.

Keywords: ethics, printed media, content analyses, media strategy, ethical issues