

Journalism Ethics Amid a Media Revolution

Presidential Commission for the Study of Bioethical Issues
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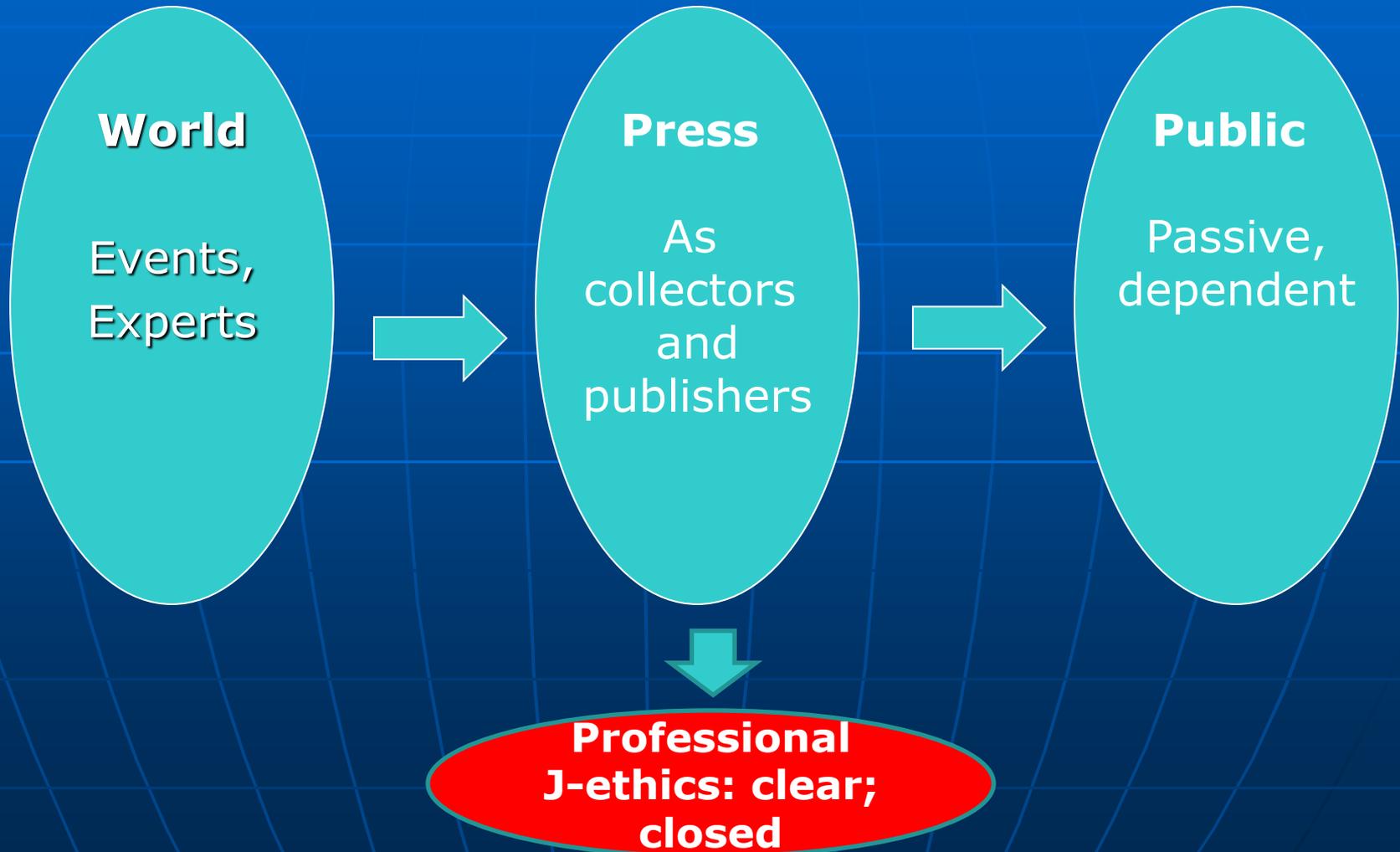
What is Journalism Ethics?

- responsible freedom to publish.
- normative interpretation of practice

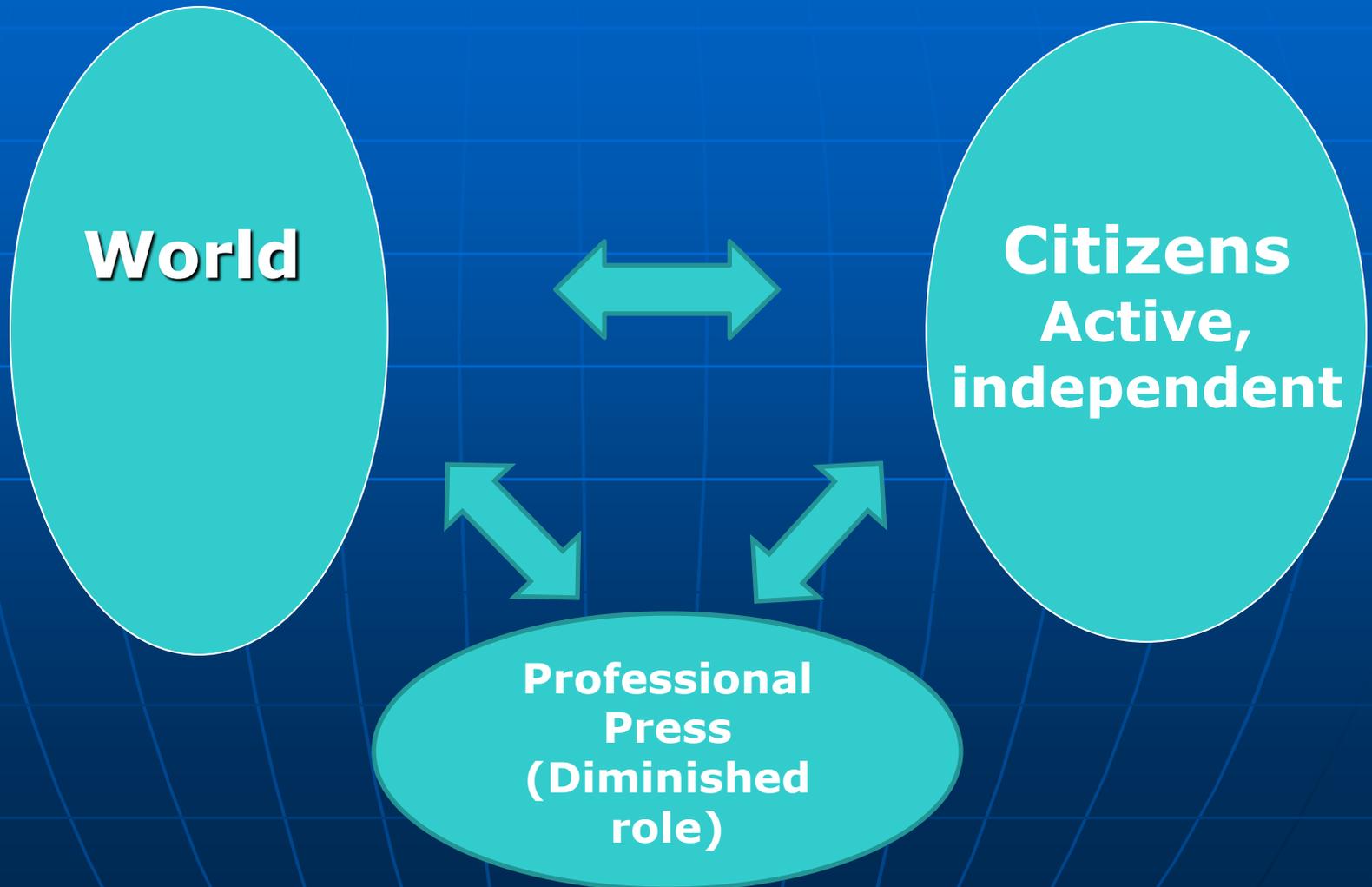
Why an ethics?

- Impact of publishing
- Social role and expectations
- With power comes responsibilities

Professional Journalism Model



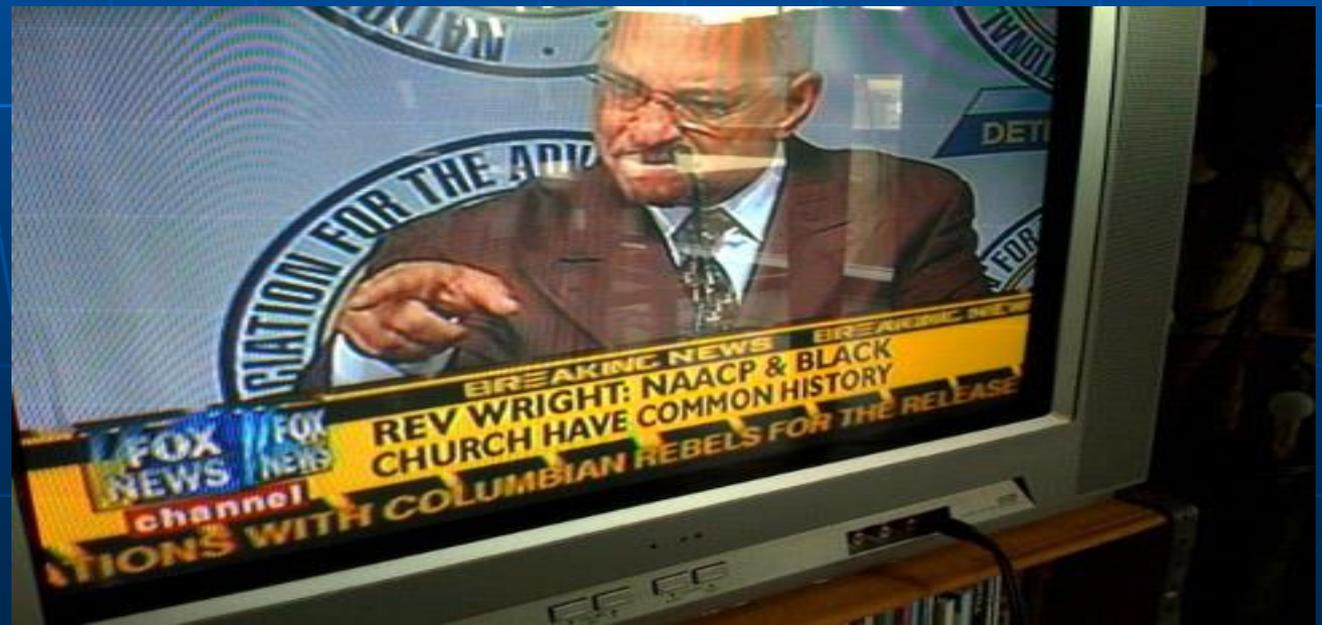
New Model



Two macro-trends

Mixed news media

Global news media



Impact on j-ethics

- **Issues of identity**
- **New forms of journalism**
- **New values/old values**
- **Whither J-Ethics?**

**Fragmentation and breakdown
in consensus**

Application to science journalism

In context of global, interactive media:

- What are the “media needs” of a reasonably informed public?
- What forms of meaningful public *participation*?
- How use, creatively and responsibly, the new powers of communication?

What to do? (1)

Changes to how we think about topic:

- How do we do science journalism in this new media world? What's the model?

What to do (2)

Changes to how we communicate, and educate.

Some practical initiatives:

Thank You!

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<http://journalism.uoregon.edu/turnbull>

