

II International Conference on Media Ethics

Facultad de Comunicación de la Universidad de Sevilla. 3, 4 y 5 de abril de 2013

CONFERENCE PROCEEDING



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EDITADO POR
Juan Carlos Suarez Villegas
Alba Zurbano Berenguer
Othman Saadi Haddach

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Preface

The media have become principal actors in shaping public opinion, result of intermediation functions performed between the power, in its various forms, and citizenship, which has gradually acquired global dimensions and homogeneous cultural traits. The relevance of communicative structures, as transmission belts between the different spheres of society, urges us to reflect on the need for a set of ethical values that inspire your exercise and warning of potential drift damage for the balance of society.

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Social communication is an essential instrument of civic democratic and egalitarian relationships. It will analyze the importance of communication in strengthening democracy and appreciate the ethical dilemmas posed by current practices performed by the media and its relationship with citizens. It should also be remembered that these ethical dilemmas are further amplified with the emergence of new media platforms arisen after the development of Internet and mobile devices, which help to dilute the identity of the professional information in an amalgam of content, produced without control by different agents over the network. Digital communication is now one of the biggest challenges for the future of journalism, not only by the emergence of new actors who have subverted the traditional dynamics of the story based on its directionality, but also ethical risks involved in instantaneous information, technological dependence, lack of protection of intellectual property, anonymity or uniqueness of digital sources that facilitates the detachment of the journalist with the fieldwork.

Therefore, one of the major plot lines of this conference will focus on analyzing the new ethical challenges of online journalism. In this sense, it will be relevant to analyze how new information and horizontal rhythms can affect communicative ethical requirements of the journalist, or what new criteria should govern the informative work to ensure an environment of quality information and protection of personal rights and collective identities. For this reason, it seems necessary further reflection of the media changes produced in the concepts of privacy, image and honor that have been excessively exposed in the era of digital communication. Similarly, the protection of children, youth and gender equality are challenges that must be reviewed to new possibilities and new risks opened in the digital age.

Furthermore, it should be noted that Internet has transformed the ways that enterprises and the public are related. Advertising has grown into a more horizontal practice that appears widespread in all areas of the digital route. These new ways open unusual possibilities for advertising as well as public relations of great value, but be carried out with respect to the so-called electronic privacy, avoiding sneaky ways to get into new spaces of consumers. Similarly, stereotypes persist over a network, and often emphasize the hate speech against groups and, particularly, with the (self) sexist treatment of women.

Finally, a framework of great interest is to address the research in the field of communication ethics from academia, and the various trade associations in order to



bind applicable to practical conclusions that allow a reformulation of social communication ethically integrated and balanced.

The *II International Conference on Ethics in Communication* means, thus, an excellent opportunity to provide an international forum for debate on the principles that should guide the work of journalists, giving coherence through ethical and humanistic perspective of reality away from reductionist views taken over by political and economic interests that hinder the emergence of a public open, free and genuinely pluralistic. The University of Seville should be the main architect of a heterogeneous gathering of experts and researchers pursuing a different way of communicating, structured by these ethical values of democracy.