

JOURNALISTIC VALUES AND CODE OF ETHICS IN PAKISTAN

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Abstract:

This paper refers to the press values and the right of journalists to criticise the individual and institutions under the umbrella of the code of ethics. Media as watchdog of society is central to the practice of journalism and religion of Islam, ideology of Pakistan, our tradition and political system almost makes possible to define a set of values applicable to our country. Each society, social group or individual has certain ideas, beliefs, ways of behaving upon which is placed a value. Collection of news from various sources, the criteria of judgement, selection and retention may amount to a system of values. These are shared attitudes and how the journalists shape these values which is their property.

Introduction and Rationale

Press has a mission which is pretty simple : get the story , get it right ,subdue your own bias, treat all sides of the issue with fairness .Press could and should ,among other things, serve as a custodian of the nation's morals, so to speak , to point out the follies of individuals and even the state in all matters both spiritual and temporal ,to guide them towards national goals and nation aspirations by suggesting remedies for such ill (Mazlan Nordin, 1993). The very concept of free press enjoys that as much the journalist has right to criticise individuals and institutions , he or she has also bear the responsibility of substantiating a charge . It is acknowledge that a journalist for good professional reasons can hardly expose his source of information at the time , when he makes reference , adverse or adulatory to any individuals or institution , he has solemn responsibility of authenticating it,(Chakravartty, 1994).

The fact that a journalist has the professional facility of commenting on the conduct of an individual or institution through the medium , radio, TV, when ever available imposes on him the responsibility of proving his facts when called upon to do so. The fact that this society has provided the journalist with the facility of disseminating information among the public thereby influencing it ,he has to be all the more conscious of his responsibility to present the truth to the best of his knowledge and not abuse that facility by making reckless accusation which he can not prove.²