NEWS REPORTING AND CODE OF ETHICS

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Abstract: The aim and purpose of this paper is to examine problems in the field of media ethics, in order to possibly increase the critical awareness of the effects of this problem. The tasks of this study are: todetermine what are the influences of media on behavior. Selected recent case in 2017 in Sri Lanka and analyzed how selected websitesreport this incident. And found out journalist need to be more responsible when reporting sensitive stories.

Keywords: News, Journalism, NewMedia, Ethics, Responsible

I. INTRODUCTION

The news media are forms of mass media that focus on delivering news to the general public or a target public. Journalism can perform its institutional role as a watchdog even if nobody in the provinces is following the news. All that matters is that people in government believe they are following the news. What is necessary to inspire this belief is simply that an inner circle of attentive citizens is watchful.Ethical practice in general, and in journalism in particular, rests on common human values. This universal platform, bridging continents, races and languages prevents the discussion of ethics from breaking apart into personal moralities.

Millions of people around the globe, through social networking (internal, external, or mobile), are recently building online local, regional, and global communities to communicate their shared interests and activities, disseminate information, and interact through a variety of web-based tools. Ethics and social responsibility are key fundamentals to the effective performance of new media. They should go hand-in-hand with the freedom of new media and social networking use.

During the year of 2016, we Sri Lankan went on to subscribe to 1.5 million cellular mobile connections and over 300,000 broadband and dial-up internet connections, increasing Sri Lanka's internet penetration to a 30% and to our total internet users to a 6.1 million.(http://www.digitalmarketer.lk/internet-usage-statistics-in-sri-lanka-2016-updated.html

According to http://www.internetlivestats.com Sri Lankan internet users gradually increased.

Year	Internet Users**	Penetration (% of Pop)	Total Population	Non-Users (Internetless)	1Y User Change	1Y User Change	Population Change
2016*	6,087,164	29.3 %	20,810,816	14,723,652	4.2 %	247,259	0.46 %
2015*	5,839,905	28.2 %	20,715,010	14,875,105	9.8 %	520,205	0.47 %
2014	5,319,700	25.8 %	20,618,991	15,299,291	18.4 %	825,391	0.47 %
2013	4,494,309	21.9 %	20,521,959	16,027,650	20.4 %	760,090	0.49 %
2012	3,734,219	18.3 %	20,421,862	16,687,643	22.5 %	686,868	0.52 %
2011	3,047,351	15 %	20,315,673	17,268,322	25.7 %	623,194	0.57 %
2010	2,424,157	12 %	20,201,312	17,777,155	37.5 %	661,232	0.61 %
2009	1,762,925	8.8 %	20,078,873	18,315,948	52.4 %	605,851	0.65 %

2008	1,157,074	5.8 %	19,949,553	18,792,479	50.5 %	388,298	0.69 %
2007	768,776	3.9 %	19,813,816	19,045,040	54 %	269,575	0.72 %
2006	499,201	2.5 %	19,672,418	19,173,217	42.7 %	149,278	0.75 %
2005	349,922	1.8 %	19,526,406	19,176,484	24.9 %	69,739	0.79 %
2004	280,183	1.4 %	19,374,281	19,094,098	-0 %	-113	0.82 %
2003	280,296	1.5 %	19,217,032	18,936,736	40 %	80,074	0.82 %
2002	200,222	1.1 %	19,061,066	18,860,844	33.3 %	50,071	0.77 %
2001	150,150	0.8 %	18,914,866	18,764,716	23.5 %	28,542	0.7 %
2000	121,608	0.6 %	18,783,745	18,662,137	86.9 %	56,556	0.6

http://www.internetlivestats.com

Internet penetration in Sri Lanka continues to increase every year due to the affordable rates offered by ISPs. Moreover, an increasing segment of the population has turned to smartphones in order to access the web. According to the Department of Census and Statistics, Sri Lanka's digital literacy rate increased from 20 percent in 2009 to 25 percent in 2014.The International Telecommunication Union estimated internet penetration at 30 percent in 2015, up from 26 percent in 2014, as a continually expanding economic sector and a growing youth population drove demand for online services. Mobile penetration was reported at 112 percent. (http://bit.ly/1cblxxY.) The Central Bank of Sri Lanka reported that mobile internet connections grew 22.2 percent, while fixed-line connections grew by 12.6 percent during 2015(he bank reported a slightlylower overall penetration rate, at 19.5 percent. (Economic and Social Statistics of Sri Lanka 2015,)

The increasing use of the internet and of mobile phone technology has in some respect greatly increased the range and participation in journalistic activity by ordinary citizen. The mainstream print broadcast media in Sri Lanka started engaging the Internet as an additional publishing medium from the early days. Radio and TV broadcasters were slower to get online, partly due to the serious limitations of bandwidth during the early, dial -up years(Gunawardena,2015)

Emergence of entirely web-based news services that have no direct print or broadcast counterpart. The dominant business model of Lankan news and currency affairs websites, irrespective of their content, is based on advertising revenue.

The role of ethics has come up in Internet governancediscussions.There are the new ethical issues raised by the rise of new image technology. These images include both photographs and video. Citizens and professional journalists have new and easy ways to capture and transmit images, such as cell phones linked to the internet via wireless technology. They have new technologies for altering and manipulating these images.

DATA ANALYZING AND CONCLUSION

The aim and purpose of this paper is to examine problems in the field of media ethics, in order to possibly increase the critical awareness of the effects of this problem. The tasks of this study are: todetermine what are the influences of media on behavior. Selected recent case in 2017 in Sri Lanka and analyzed how selected websitesreport this incident.

In Sri Lanka there were no proper ethics for the new media.But in print media there were code of ethics.In this research concerned print media code of ethics. In this research analyzed selected five websites which report same selected incident and how these websites should concerned ethics.All journalists are expected to follow a strict code of ethics. But selected websites breakdown ethics.Journalist need to be more responsible when reporting sensitive stories.

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