

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ИНВЕСТИЦИЯЛАР ЖӘНЕ ДАМУ МИНИСТРЛІГІ  
БАЙЛАНЫС, АҚПАРАТТАНДЫРУ ЖӘНЕ АҚПАРАТ КОМИТЕТІ  
«БАС РЕДАКТОРЛАР КЛУБЫ» ҚОҒАМДЫҚ БІРЛЕСТІГІ  
ӘЛ-ФАРАБИ АТЫНДАҒЫ ҚАЗАҚ ҰЛТТЫҚ УНИВЕРСИТЕТІ

КОМИТЕТ СВЯЗИ, ИНФОРМАТИЗАЦИИ И ИНФОРМАЦИИ  
МИНИСТЕРСТВА ПО ИНВЕСТИЦИЯМ И РАЗВИТИЮ РЕСПУБЛИКИ КАЗАХСТАН  
ОО «КЛУБ ГЛАВНЫХ РЕДАКТОРОВ»  
КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМЕНИ АЛЬ-ФАРАБИ



Қазақстандық БАҚ заманауи талаптарға сай дамуы мен  
модернизациялау мәселелерін талқылауға арналған  
«ҚАЗАҚСТАН ЖУРНАЛИСТИКАСЫНЫҢ  
БҮГІНІ МЕН БОЛАШАҒЫ» атты  
Республикалық ғылыми-практикалық конференция

## МАТЕРИАЛДАРЫ

*29 қазан, 2014 ж.*



## МАТЕРИАЛЫ

Республиканской научно-практической конференции  
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## ETHICS IN JOURNALISM

Educational qualifications, personal qualities and also *ethics* are important in the making-up a good mark in Mass Media. Many things make a good journalist even you don't agree which ethics are more important in the world of information.

One of the most important personal ethics is a deep understanding of media and social interest. It means that the journalist has to be in the freedom to participate in what he is going to write due to the rule of writing process.

For beginning journalists, life is rarely stressful than when they face a blank sheet of typing paper or a blank video screen at deadline, while the editor screams for copy and the words won't come.

Beginners will have less reason for despair if they understand that writing a news story is a process with five definite steps. Knowing the process helps beginners – and even veterans – recognize where they stand in the process and how to break out of their paralysis.

One reason for beginners despair is that good writing looks so easy. There are no signs of *ethics* in media writing in the finished story of the hard work, the search for a lead and supporting facts and often the countless revisions.

What does a good writing ethics require? The short answer is: intelligence and the ability to organize *ethical thinking* and *emotional arguments* from different kinds of media in detail. Beyond that it requires practice and the use of a handful of basic principles, not to mention a love for language and mastery of grammar. The principles must become so ingrained that can be followed reflexively under deadline pressure.

It takes a while, and beginners will improve only as fast as they recognize what is bad in their writing. Of course hard work and practice are also essential. Shortly, we'll turn to some of the principles. But first let's examine the writing process.

As noted, the writing process has five steps. Sometimes and especially for beginners they must be followed sequentially and with awareness of where one stands in the process. Sometimes the steps blend, or part of one step is taken while standing on another step. And sometimes with experience one sprints along the steps at a lightning pace, touching the steps almost without thought. If the journalist follows these steps, he'll make his articles more interesting and his work better professionally.

Here, we want to mention some other received lists of ethics by The Ethics Advice Line from the media blog.

- Is it ethical to make an appointment to interview an arsonist sought by police, without informing police in advance of the interview?
- Is lack of proper attribution plagiarism?
- Should a reporter write a story about a local priest who confessed to a sex crime if it will cost the newspaper readers and advertisers who are sympathetic to the priest?
- Is it ethical for a reporter to write a news piece on the same topic on which he or she has written an opinion piece in the same paper?
- Under what circumstances do you identify a person who was arrested as a relative of a public figure, such as a local sports star?
- Freelance journalists and photographers accept cash to write about, or take photos of, events with the promise of attempting to get their work on the AP or other news outlets, from which they also will be paid. Is that ethical?
- Can a journalist reveal a source of information after guaranteeing confidentiality if the source proves to be unreliable?

It is necessary for the newsman to pay his attention to some *opening suggestions and opening pleasantries*.

These *suggestions* will help him improve his interview skills and enhance his chances of getting a job.

1. Practice answering the questions that follow, under the heading, "Questions Commonly Asked during Interviews." Write answers. Ask your English-speaking friend, counselor, or teacher to read, correct, and discuss answers.

2. Discuss the job that one can interested in with several or relatives.

3. Practice talking about yourself for about three minutes. Write down some of your statements first and include information about your work experience, education and training, abilities and skills, and job preferences. Practice reading and memorizing your statements after your English-speaking friend and he read them, listens, and corrects your English.

4. Ask your English-speaking friend to practice an employment interview with you. Tell the person to ask you some of questions that follow.

5. Write a practice thank-you letter to an employer. Ask your English-speaking friend to read and correct your letter. Use the letter as a model for future letters.

*Opening pleasantries* are used in extensive interviews by appointment. Though he should be professional in manner, the reporter does well to open with brief pleasantries. The reporter should be certain he or she pronounces the subject's name correctly. To mispronounce the name would damage the interview severely.

The key to any interview is to persuade the subject to talk. If the subject is reticent, you can sometimes succeed by saying that you are not only doing your job and you want to do it right.

Additional tips on interviewing:

1. After a few brief opening pleasantries, begin with the easier or less controversial questions to the end. At times you may have to extend the opening phase and let the subject talk for a while about what he or she wants to talk about. Then move into easier questions once mood and tone have been established.

2. Early, ask a question or two on which you know the answer. They will help test the truthfulness of subject. Be skeptical of any reply that cannot be checked however. The reason is that the subject – especially a public figure – may have a hidden agenda.

3. In addition to noting answers to your questions note the subjects mannerisms, dress, surroundings – specific detail that will help create the scene for readers of your story.

If the journalist can see the background of the event by founding out all the details what he is going to achieve, that means he has to ask questions with keeping the ethics in media. All in all you have to:

1. Be certain you understand all the answers. When in doubt ask for an explanation. If still in doubt, describe your understanding of the answer to the subject and ask if your understanding is correct. This is especially important for highly technical subjects.

2. Ask open-ended questions, ones that cannot be answered yes or no. Replies to open-ended questions are often more revealing.

3. Look for opportunities to ask «why» or «how» or «How did you feel at that moment» or «Would you make the same decision again», etc. These questions help learn more about the subject.

4. Probe for anecdotes. Encourage subjects to tell stories about themselves. One approach is to ask «What's the most difficult experience you've had with...»

5. Always proceed as if you assumed a reply. Do not ask, «Do you care to comment...» The subject may say no. When feasible ask a question as if you already know the answer – or part of it.

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## К ВОПРОСУ О ЯЗЫКОВОЙ ПОДГОТОВКЕ ЖУРНАЛИСТОВ ДЛЯ НОВЫХ МЕДИА

В настоящее время коммуникационная экспансия влияет на культуру всего мира. К привычным понятиям "информационное общество", "медийная культура", "медийное поколение",