

Media Ethics and Social Responsibility: Philosophical Reflections in News Communicatsion

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Abstract: When the Internet has become an important method of news dissemination, it has reached an unprecedented breadth and speed, and some new problems have emerged. The negative news that has appeared in recent years was analyzed, and the ethical failures presented were classified into responsibility, cognitive, and rights ethical failures. The causes of ethical misconduct in reverse news were analyzed at the technical, media and personal levels. Finally, ethical regulation of news dissemination is carried out by sources, processes and consequences.

Keywords: News Communication; Ethical Regulation; Social Responsibility; Morality.

1. INTRODUCTION

With the spread of digitization and social media, the speed at which news is disseminated has changed significantly. News organizations can disseminate news faster to a wider audience, whereas social media allow users to share and discuss news in real time. As a medium of social communication, news dissemination can convey information about the development of society and influence the development of humankind's thinking, thus promoting the development of society. It can also unshackle people from traditional thinking and guide their social concepts and life consciousness through the reporting and analysis of modernized ideas. News communication, as an important part of public ideology, can promote the formation and development of public ideology, and as an important pillar of social justice and democracy, it can promote the realization of social justice and the rule of law, as well as the realization of democratic consciousness and the democratic system (Bu, 2022). Precisely because news media plays a crucial role in social development, when the news media gradually penetrates into all fields of social class, the problem of moral misconduct in the news media has also become a major dilemma in people's lives, distorting people's worldview, outlook on life, and values,

leading to the phenomenon of estrangement of interpersonal relationships and moral slippage in real life. As the issue of social responsibility TV media emerged in the two sessions, an increasing of people began to pay attention to and face this hot topic. Whether in the solemn venue or in various online forums, there are many kinds of discussions about media that should strengthen self-regulation. Because the media is unparalleled as a socially broad and consensual communication industry, it has the right to talk about any organization or individual. Such a prominent and typical news organization must assume social responsibility at a critical time of social transformation and a difficult time of conflict.

The emergence of the Internet has broken the limitations of time and space and has realized the liberalization and diversification of communication content. However, the liberalization and disordered nature of network communication has also led to ethical misconduct in communication. If various paid advertisements and programs lacking in substance are allowed to fill major screens, the damage caused by these scandals to the media cannot be underestimated (Gui, 2020). Therefore, news media not only needs to be subject to the discipline of publicity and its supportive supervision, but also needs to awaken the profession to the importance of social responsibility and strengthen governance. Internalizing journalism ethics into the character, habits and consciousness of every practitioner, the causes of ethical failures in news media and how to strengthen the media's awareness of social responsibility have therefore become urgent topics that need to be explored.

2. ETHICAL PRINCIPLES OF NEWS DISSEMINATION

2.1 Ethical Foundations: the Principles of Truthfulness and Non-Harmfulness

Historical materialism shows the dialectical relationship between social existence and social consciousness, news as a report and writing in a real society. The first thing to ensure is that the content expressed should be in line with the social reality, in line with original appearance of things, that is, to be true and accurate. Simultaneously, as a means of transmitting important information to the public, real event reporting is also one of the intrinsic requirements of the news, and the authenticity of the news is a powerful guarantee of vitality. For journalists, self-media users and the general public involved in news dissemination activities, in the process of collecting, editing, publishing and disseminating news events, the most

important thing to pay attention to is to ensure that the source of the news event is true; second, the authenticity of the content of the news event should be fully emphasized, and journalists, self-media users must ensure that the content of the interviews is in-depth and comprehensive, and only on the basis of a large amount of real data to carry out the news, the news is true and accurate. A large amount of real data on the basis of news reporting, in order to effectively avoid the reversal of the news event after being falsified; Finally, as the general public, do not blindly follow, do not spread rumors is particularly important, the general public only brightens their own eyes, to enhance their own media literacy; in the absence of the authority to confirm all the news with a clear tendency toward public opinion, we must maintain a rational and prudent attitude towards the treatment of Only by doing so can the general public avoid being caught in a public opinion storm (Li, 2021).

In network life, each individual enjoys equal rights and obligations, each individual in the network, are equal to enjoy the convenience of the network, but also equal fulfillment of the network of individuals to make the obligations of the requirements of each network subject, in the network, are only incarnated as a "code". In the news dissemination activities, both the news publisher, or disseminator, always respect the principle of respect as a code of conduct, not only to respect the privacy of the news parties, do not arbitrarily invade the privacy of others, but also respect for the legitimate rights of others, can not be because of their own selfishness in the news coverage, dissemination of the violation of the rights of others. In deontology-based ethics, Ross put forward seven basic moral obligations in his masterpiece "The Right and the Good", and do no harm, which aim to require us to avoid harming others. At the same time, Roth's moral obligation is not something we establish through prescription or learning, but rather through our own inner perception and intuitive grasp (Luo, 2021).

2.2 Social Responsibility: the Principle of Freedom and Responsibility

Individual freedom is the embodiment of personal rights, which is the most basic right of each individual, and is the basic principle of the network society, in the network society, away from the real society of the various constraints, to achieve unprecedented freedom, at the same time, due to the decentralization of cyberspace and the openness of cyberspace, the cyberspace of each subject achieves unprecedented equality and freedom. However, when carrying out news dissemination activities, individual abuse of the freedom granted by the network is an important cause of ethical

misconduct, many people in the network dissemination activities, only from their own point of view, release and disseminate their own "popular" news information, although this is to realize the freedom granted by the network to the individual rights, but often brings about Although doing so realizes the freedom of the individual given by the network, it often brings irreversible consequences, and ultimately harms others and oneself. In all historical contexts, freedom and responsibility appear as a set of interrelated words, and all freedoms must be limited to certain responsibilities, and the fulfillment of certain responsibilities and obligations is the basis for each moral subject to realize his or her own rights to freedom (Sun, 2021).

Additionally, news media should assume social responsibility. The news media need to incorporate the national economy and people's livelihood, target hot issues, accumulate energy from all aspects of society, focus on education, medical care, food, environmental protection and other customized boards of people's concern; build bridges of communication on the screen, convey public opinion upwards, answer questions and queries; reflect the goal of fairness, justice and openness of the norms, and guide positive moral values to society. The media has a strong authoritative nature, as a powerful public platform that can unite all aspects of society, but also a window. Therefore, social service is a very important function of the media, which represents fairness and justice, trusted by the people, to harmonize the reality of social conflicts as the fundamental fulfillment of various forms of social responsibility (Tian, 2020).

To summarize, the ethical principles of news dissemination in the field of network communication, the principles of truthfulness and non-harmfulness, and the principles of freedom and responsibility are complementary to each other and are not absolutely separated or only one or two of them need to be followed. These ethical principles should be applied throughout the news dissemination activities, only in this way can the ethical misconduct of moral subjects be regulated from the root and their moral cultivation level be improved.

3. ANALYSIS OF ETHICAL FAILURES IN NEWS DISSEMINATION

3.1 Profit and Morality: Ethical Failure of Responsibility in News Dissemination

Nowadays, the Internet has become the most important medium of

communication, and the economic returns of Internet communication works are tightly tied to the click rate, i.e. "traffic is money". To attract the attention of netizens, a large number of media platforms have exaggerated facts and fictionalized storylines, resulting in the emergence of a large number of reversed news.

In 2018, "Wang Fengya's death" became one of the top news stories of the year, which was deliberately fabricated by self-media users gain attention and earn traffic. The news originated from a two-and-a-half-year-old girl who suffered from cancer, and whose parents raised more than 38,000 yuan through a crowdfunding platform for the treatment of the girl's illness; However, due to the complexity of the disease and the family's inability to bear the costs, the family chose to go home for conservative treatment, and the child eventually passed away. The incident was exploited by the self-media user "Arise". To gain attention and earn traffic, the public number fabricated false facts, exaggerated the report in its WeChat public number, and released a tweet using sensationalized expressions, in which Wang Fengya's parents had "fraudulently donated money" and "abused" the girl. " and "abusive", using the 150,000 yuan of money obtained from crowdfunding to go to Beijing to treat her son's cleft lip and palate, while leaving Wang Fengya's cancer unattended, even after volunteers intervened to no avail, which ultimately led to the death of Wang Fengya's little friend, and the self-published media portrayed Wang Fengya's parents as a patriarchal with a loathsome image of inaction. The article quickly spread across the Internet, and many Internet Vloggers also forwarded it, creating a public outcry against the parents of the child. Finally, under the in-depth investigation and report of the local police and local official media, the real side of the news was restored, and the false news was that the unscrupulous self-media, in order to earn traffic and attention, disregard the interests of others and social morality for their own interests, and would only publish one-sided and false news for their own selfishness, which destroys the social order and good morals, and creates a social public opinion and adverse impact (Wang, 2020).

In ethics, the question of the relationship between morality and interests is a fundamental issue. It manifests in two aspects: first, who determines who between morality and interests and whether there is any counteraction between them, and second, who is subordinate to whom between the interests of the individual and the interests of the society as a whole. In real society, the pursuit of individual interests exists at all times, but what we advocate is the pursuit of legitimate interests by individuals. Collectivism, as the basic principle of socialist morality, provides four interpretations of

the legitimate interests of the individual. Second, an individual's legitimate interests must be consistent with collective interests in terms of moral means and ends in order to become the fundamental moral measure of legitimacy. Fourth, individuals should reasonably restrain their personal desires in accordance with the moral standards of society for their personal interests to be justified. These two interpretations are very important when applied to news dissemination activities, especially in the field of network communication. In network communication activities, cyberspace as a space for the public to live together, collective interests and public morality are the ethical norms of communication to be observed by all netizens, and the principle of collectivism requires that when pursuing individual legitimate interests, we should maintain moral consistency between individual interests and collective interests, and at the same time restrain our unlimited personal desires, or else our individual interests will lose their legitimacy.

3.2 Privacy and Rights: The Ethical Failure of Rights in Reverse Journalism

News should be based on the continuous and deep excavation of news facts to achieve the purpose of ultimately restoring the news facts. The excavation of news facts sometimes requires constant invasion of other people's privacy, and in the process, it inevitably causes secondary damage to the characters involved in the news events.

In February 2021, the "Cargo Lala girl jumped to her death" became one of the most popular news, and is still being discussed today. The cause of the incident is that the driver of the cargo pull platform out of the idea of saving money to make more money, without informing the premise of the woman, according to their own driving experience to change the route many times, resulting in yawing with the system recommended route, when the woman saw the driver wantonly changed lanes and drove into the dark side of the road, coupled with the driver and the previous process of carrying luggage contradictions, the inner will produce fear, and ultimately lead to the woman jumped out of the car! The tragedy of the death of the woman jumped out of the car. The initial direction of the incident is once the incident was exposed, netizens will speculate that the driver of the female subject to do indescribable acts of aggression, ultimately leading to the death of the female subject, the network of the driver a tirade of abuse, that he is intentional homicide. In the fermentation of public opinion to produce a significant impact at the same time, the police issued a police report, restore the whole incident, completed the incident of public opinion for the first time reversal, the public opinion of the driver's accusations

have been alleviated to a certain extent. In the public opinion to get some calm at the same time, there are media platforms and netizens to express their views on why the female subject did not choose to call the police and choose to jump out of the car to express doubt, and then in their respective media and each netizen's flesh search, the female subject's occupation, personal income, work company, relatives, etc. are circulating in the network, in the "add bricks and mortar", the female subject's occupation, personal income, work company, relatives, etc., in the "add bricks and mortar". "In everyone's" brick and mortar, with bad work and get high wages, the female subject from the beginning of the sympathetic, changed to be scorned. Think she engaged in improper work, and even more think she is a thief, do not dare to alarm and choose to jump out of the car eventually died, the female subject "fall dead deserve" become part of the netizen's voice, and even more for the driver to exculpate, that he is not easy to earn money, did not commit much crime. However, with the clarification of the relevant media, the human flesh search for the female victim came to an end, and the public opinion of the incident completed a second reversal, and the abuse and exposure of the female victim was alleviated (Wang, 2021).

It has been a long time since the incident, but in retrospect, the ethical misconduct of violating personal privacy in the incident deserves our reflection. American scholar Lori Andrews argues that "our private information is being routinely stripped from social networks, and we often know nothing about it." The right to privacy, as our right, should be protected from infringement by others, but in the network, we have gradually become transparent, as long as the movement of a finger, gather the power of the crowd, privacy will be nowhere to hide, the ethical misconduct of the rights of the news is particularly prominent.

3.3 Blindness and Rationality: Cognitive Ethical Failures in News Communication

Algorithmic recommendation models of online communication technologies have become the main source of information acquisition, resulting in "information cocoons", i.e., "communication domains where we listen only to what we choose and what pleases us". In the "information cocoon", choices made on the basis of emotional experience are subjective and leave reason and facts behind.

The "Chengdu No. 49 Middle School Incident", which occurred in May 2021, was labeled as "bullying in schools" and "unfairness in education" as soon as it happened, "the school deliberately concealed the truth of the

incident". With the further excavation of the news facts, the news events were reversed and clarified, and the public's misperceptions were gradually transformed. In this process, the cognitive psychology of the public tends to follow emotionally and leave reason behind is revealed. The truth that the public arrives at based on experience and emotional blind obedience is incomplete, and we can intentionally choose the part of the truth that is in line with us. At the same time, in the process of news dissemination, the algorithmic recommendation mode relying on big data analysis has caused the polarization of our perceptions, forming the "echo chamber effect" on our cognition, affecting our understanding of things, "we will subconsciously filter out the ideas or data that are in conflict with our ideas". We subconsciously filter out ideas or data that conflict with our ideas. As a result, it is easy for us to be very selective in our portrayal of very important issues" (Xiong, 2021).

In real life, although the reversal news will gradually reveal the truth to the public under the deep digging of all parties, very often, the public will not formally apologize for the previous erroneous perceptual understanding and the related negative remarks spread on this basis, and even internal introspection can rarely be achieved. Instead, the common practice is to delete their previously published words in response to a reversal, or to shift their own views as the tide turns. When dealing with subsequent news events, the general public still adopts an emotional first, rational second attitude to deal with, and so on and so forth, in the long run. When the news dissemination, different small circles, from their own point of view, to view and comment, resulting in the news dissemination process of the audience one-sided absorption, triggering a conflict of views between different groups, and even evolved into violent conflict, there is a security risk.

4. ANALYSIS OF THE CAUSES OF ETHICAL MISCONDUCT IN NEWS COMMUNICATION

4.1 Technology

Network communication has three basic characteristics: global, interactive, and hypertext link mode, and these characteristics of network communication provide conditions for ethical misconduct in news (Yang, 2022). The global nature of network communication is in fact its openness. Openness of network communication means freedom and diversity, network society allows different voices to exist and different people to

communicate, in addition, the openness of network communication also means rapidity. A piece of news can cause millions or even tens of millions of people's discussion and participation in just a few hours, which provides the basis for the ethical misconduct of news; the interactivity of network communication means that every piece of news can be edited by different people, and under the editing of countless netizens, the news is far away from its original real appearance, and the hypertext link makes it difficult for the public to understand the authenticity of the news and it is easy to treat the news with a stereotype at the early stage of news dissemination, which also creates conditions for the ethical misconduct of the news. This also creates conditions for ethical misconduct in news.

The lag of technological regulation. The lagging nature of the regulatory environment of Internet content also leads to ethical misconduct in news at the technical level. First of all, due to the rapidity and anonymity of network communication, in the process of news dissemination, as long as the news has a focus that can attract the attention of the public, it can quickly ignite the enthusiasm of the public to participate in the further dissemination of the news, even if the news is false, the public will still be able to participate in it with passion. Secondly, the number of online communication platforms is huge, and any media platform or even individual can become the carrier of news dissemination, which undoubtedly brings challenges to the regulation of online communication content.

4.2 Media Level

Lack of professional responsibility of the media. The media sector as a publisher of news and information, information receivers have the responsibility of guidance, network communication plays the same role as the press, and even in guiding public opinion than the role played by the press has been even worse. Correct public opinion, which requires the media first of all to news events factual report, and the content of the report should be in line with the interests of the people, but in practice, on the one hand, due to the network news dissemination more pursuit of hotspots, the pursuit of timeliness, on the other hand, a large number of self-media rise led to the rise of the competition in the industry, so that the various networks of news dissemination media platforms to reduce or even go against the professionalism and ethics of professionalism published news with serious implications, both to the detriment of the press and the media, and to the detriment of the media. News with serious impact, which not only harms the interests of the people, but also reduces the authority

of the media itself. Due to the lack of responsibility of the media platform, ignoring the truth of the incident, lack of review of the authenticity of the news content, which led a large number of netizens to perform a farce. Even if the truth of the incident was eventually restored, the credibility of the media platform was greatly reduced, which also provided the conditions and basis for the fermentation of ethical misconduct in the process of news dissemination.

Value-oriented media interests. As the gatekeeper of news dissemination, the media is at the center of news dissemination. With the development of science and technology, economy and culture, the news media have entered the period of capitalization, and the ultimate purpose of media production has become profit-making, and media companies regard their products as commodities and focus on market efficiency. The media rely more on the audience, and demand-oriented content creation becomes the main creative pursuit of the media. However, with the emergence of a large number of media, the competition between the media has increased, in order to pursue interests and attract eyeballs, and "cater to the audience". Some media, in order to pursue the selling point and attract eyeballs, cater to the audience's curiosity and prying psychology, encourage journalists to write and publish vulgar content, which has led to a rapid increase in newspaper circulation, radio ratings, TV ratings and website hits. The circulation of newspapers, radio ratings, TV ratings, and website click-through rates have soared rapidly. In the process of pursuing interests and catering to audiences, media platforms dominated by interests also provide opportunities for ethical misconduct in news dissemination.

4.3 Individual Level

Fragmented information impact. Internet communication causes individuals to receive and disseminate fragmented information, increasing the risk of ethical misconduct in journalism. In the past, news reports needed to go through the stages of obtaining - seeking evidence - editing - reviewing before they could be published. However, with the maturity of network technology, every individual can become the first-hand reporter of news, coupled with the media platforms in pursuit of speed, traffic, making the dissemination of news presents the characteristics of fragmentation, in the network dissemination, we do have access to more news views than before, more convenient. However, in the process of obtaining, we often see different reports and evaluations about an event, and what we get is some fragmented information, and the general public is constantly caught up in the fragmented cognition. On this basis, the public

lacks a correct understanding of the whole picture of the news, so they process and disseminate it on the level of their own understanding, which further enhances the breadth of dissemination and depth of influence of negative news.

Lack of individual integrity. Network communication era, not only affects our psychological state, but also dissolves our value system, individual integrity is often in the absence of state. Without integrity, individuals cannot survive in society. Although trust is an important foundation for constructing all relationships in human social interaction, the cost of abiding by trust in a society lacking trust is often greater than the loss caused by deviating from it, leading to the alienation of the traditional trust system. In this context, most of the communication subjects of the sense of integrity, the principle of not believing rumors and not spreading rumors, have been replaced by sensibility, as long as it is in line with their own sensual needs, can be spread at will. On the other hand, the arbitrariness of network communication and the lag of the regulatory environment also make individuals become the driving force of ethical misconduct in news communication.

Blurred sense of personal responsibility. Individuals' weak sense of responsibility is also a factor for individuals to contribute to the misbehavior of journalism ethics. In network communication ethics, responsibility ethics is the communication ethical guideline that we have been following, and we should be responsible for others while we are responsible for ourselves when we carry out news communication activities. However, due to network technology, legal regulation, individual cultural literacy and other reasons, the weak sense of responsibility of individuals in the process of network communication is particularly prominent. In the news, ethical misconducts and conflicts brought about by the weak sense of individual responsibility often appear.

5. ETHICAL REGULATION OF NEWS DISSEMINATION

For the dissemination of news communication, ethical regulation should be carried out around the whole process of its dissemination, mainly in the following processes.

5.1 Prevention at the Source

First of all, by regulating the principle of access to media platforms, the generation of ethical misconduct can be reduced. Raising the access

threshold not only ensures that media platforms play the role of "gatekeeper", but also fulfills the platform's responsibility to dig out the truth of the incident as soon as possible and present the objective facts to the public in the event of news dissemination. Secondly, the algorithmic recommendation empowered by technology provides a new way of thinking to regulate ethical misconduct in journalism. In the information pushing process, the relevant management department should intervene in a timely manner to lead the mainstream awareness propaganda work, combine mainstream values with intelligent algorithms, and accurately push the information through algorithmic technology, so as to reduce the divergence of opinions of different audiences due to the "circle" and set up barriers for the emergence of news dissemination. Finally, media staff, self-media users and netizens should improve their moral self-discipline and sense of responsibility, as the main body of information dissemination, which determines the authenticity of the content of information dissemination from the root, they should strengthen their own moral cultivation, and make clear their responsibilities and obligations in network dissemination.

5.2 Process Grasp

The propaganda of mainstream social values is conducive to the purification of the network communication environment, the national propaganda department and the official media's real-time online is indispensable. First of all, we should play a good role as a "gatekeeper" in news dissemination, monitor bad information in real time, and reduce the emergence of news dissemination; secondly, we should strengthen the propaganda and education of mainstream values, enhance the public's awareness of the law and sense of responsibility, and reduce the impact of news dissemination. Finally, we should innovate the governance of cyberspace, promote the modernization of cyber communication governance, continuously improve the governance mechanism of news dissemination, and deal with news dissemination in a timely and open manner to eliminate the public's doubts.

5.3 Consequence Response

The reality is to scrutinize the whole news process and make corresponding adjustments to the problems exposed in order to achieve a higher level of governance. First of all, to build the theory of network communication ethics in line with the main theme of our country, to make

up for the shortcomings in coping with news dissemination. The development of ethical literacy in mass network communication requires the government as the main body to continuously promote the main theme of society, and also requires the majority of applied ethicists to construct ethical theories in line with China's actual situation. Secondly, improve the construction of the legal system and regulations to ensure a minimum of ethics, and play the role of the legal system and regulations of constraints. Finally, when dealing with the ethical misconduct of news communication, the relevant departments should actively collaborate with each other to meet the challenges and enhance the comprehensive governance capacity. As one of the phenomena of ethical misconduct in network communication, news communication is prone to cause network "storm" in the network society due to its attention-grabbing point, and will bring the "storm" to the real society, triggering social opinions and conflicts. Solving the problem of ethical misconduct in journalism and communication will contribute to the country's long-term stability and promote the modernization of the country's governance system and capacity.

6. CONCLUSION

The connection between individuals and the network is getting closer and closer, and the network communication technology has become an important carrier for us to transmit information. In the network communication environment, news has become a unique product of the new media environment, and news not only involves the transformation of news facts, but also more prominently manifests itself in the exchange of opinions in the court of public opinion, as well as the social trust, national governance and national security involved. This study takes the ethics of online communication as a research perspective and analyzes the possible failures of the ethics of responsibility, integrity, cognition and rights in news communication. It also examines the causes of ethical lapses in news communication and concludes that such lapses are not only related to the social environment, but also have an important and direct relationship with network technology and the various subjects involved. The study concludes that it is necessary to provide guidance to the subjects from the ethical level, to utilize the binding role of the legal system, and to continuously explore and apply various means to prevent and control news dissemination.

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