

An Ethical Framework and Fundamental Challenges of New Medias in Present Scenario

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Abstract – Media is a monitor, source and communicative core of the society. In the middle of present advanced scenario there has been introduced a several various different new Medias under the particular program profile. In the basics of profile; profit, targets, challenges and many more fundamental frame works play a structural role. Being a responsible profession; still from the past, Medias have been followed the professional ethics. But as for the regional boundaries the Medias as well as new Medias ethical structures would be more or less differ. In this same way; their risks, professional tasks and impact-able challenges are also moves together. For the seek of disclosing the dingers facts and figures along with relieve the hidden trough and solid findings knowingly or unknowingly the present new Medias have been committed for multi stage challenges with ethical restrictions'. Whatever, regarding with these circumstances till today the modernized new Medias have been introduced in huge numbers. As well it has been practiced in several service framework boundaries in micro to macro and unit to universal numerous mode in all over the world. Accordingly the present scenario the media is one of an advanced flat-form to introduce, share, spread as well as famous the issues in short movement.

Keywords: Modernized, Program, Profession, Circumstances, Communicative, Scenario

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INTRODUCTION

Media is one of the marvel entertainers in present advanced scenario. For the purpose of information, knowledge, communication and updates media plays an active role. In universal manner presently many Medias have been existed in huge networking zone. But a few Medias, which works under the valuable ethical framework has occupied a leading legend role. Even the same Medias have been focused a several challenges in various dimensions. The political interference, corruption, region and religion imbalance, terrorism and unhealthy competitions are identified as major challenges in all over the world.

Under an ethical framework concept; morality, humanity, honest, rights, duties, principles and values are mainly considered in every aspects. As it is in the core of media, the same respects are formally functioning in certain boundaries. Unfortunately, many Medias as well as new Medias are in the sack of advanced trends, which neglects the ethical values by the name of upgrade and promotion as like western practice in the mean of commercial brand purposes.

ELEMENTARY CONCEPT:

Basically media is a mass for major communication system. But it has retracted as well as bounded with the related ethical frame works along with several fundamental challenges. Somewhere it works in its own way but maximum time directly or indirectly it has been intended by higher chief superior authority. In the core of present term and conduction Medias are making the sensitive sound in all over the world. Especially the new Medias are numerously headed in huge number. Interesting thing is Medias have a potential attraction which can change / impact the society.

Unfortunately the communication purposefully made Medias have converted into time pass / time killer mass, which extremely attracted the youth generation in the yaw of addiction. Somewhere the same Medias might direct the society as well as helpful to aware about the essential facts and figures. Even productive to improve the knowledge; but the thing, it has been depending upon the users of mass media.

REVIEW OF LITERATUR:

There have appeared many research studies on the direction of ethics along with challenges of new Medias in everywhere, but the brief reviews of some selected studies are given in the following paragraphs.

Katie Clinton, Ravi Purushotma, Alice J. Robison and Margaret Weigel in their special paper on “*Confronting the Challenges of Participatory Culture: Media Education for the 21st Century*” from Building the Field of Digital Media and Learning, have evaluated about the needed skills in the new media culture in broad aspect along with reviewed the enabling participation. Hence discussed many things in the core of media literacy skills in several ways.

Professor Peter Bath (14-July-2016) in his Report of a Research Ethics Workshop on “*The Ethics of Internet-based and Social Media Research*” has directed about the structured programs in the direction of terms and conduction on social media. Under the particular aims interacted about the qualitative ethnography, quantitative analysis of twitter data using anonymized secondary dataset and content analysis of twitter data along with network and sentiment analysis of twitter data.

Francisco González, BBVA in their Article Publication Volume on “*Values and Ethics for the 21st Century*” has revised about the ethics in a global world, ethics in science and technology, ethics in development, poverty and environment thus discussed about the ethics in business together with ethics in finance.

ETHICAL FRAMEWORK OF NEW MEDIAS IN PRESENT SCENARIO:

The ethical frameworks of new media's in present scenario are as follows.

- Moto of social justice.
- Balance of social equality and equity.
- Command about the contemporary updates.
- Dare to disclose the current real facts and figures.
- Respect the legends and leaders before talking their issues.
- Courageous to differentiate between past histories and miseries.
- Avoid the conversion in the core from socialistic to commercial and politics.

- Aware of current measure / application about the rights and duties of media service.
- Priority for socialistic and eco-friendly concerns.
- Principle of non-corruption and non-violence.

FUNDAMENTAL CHALLENGES OF NEW MEDIAS IN PRESENT SCENARIO:

The fundamental challenges of new media's have been existed in multi tasks. In the core of present scenario the most practiced challenges at macro views are; Initial economic barriers for primary sustain at the middle of all survived social Medias. Healthy and somewhere unhealthy competitions between existed along with new media network services. The Political interferences in addition to influences represent the regular confront here in the name of pressers from superior authorities as well as ruling party along with administrative powers. This has been identified in many cases.

The sensitive boundaries of cast, community, religion, region and language issues are also play a challenging role. The balance of communication, coordination, networking and public support to run the correct way of social approach is also a risky job here. General limitations in updated / advanced media instruments as well as equipments along with involvement of faithful, loyal, educated, time being and multi skilled journalist team work management are one of the pointed challenges at new media's.

OBJECTIVES:

The main and specific objectives of the present study are:

- To study the ethical framework and fundamental challenges of new Medias in present scenario.

HYPOTHESES:

The following hypotheses have framed to meet the objectives of the study.

- Significantly, from the dress code to agriculture trend patron westernization has been impacted in Indian culture.

METHODOLOGY:

The Methodology is very essential to prepare an article. Here, quantitative methods were used in the present paper. This paper has carried secondary data those has been gathered from the published sources such as various books, periodicals, journals, projects and reports on the subject based

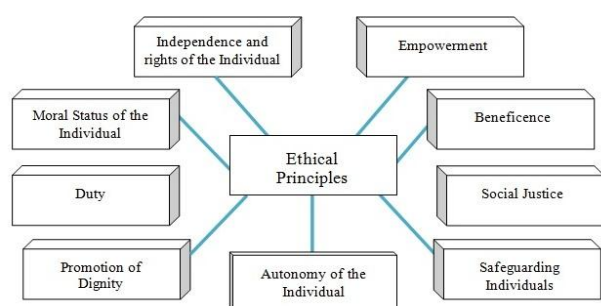
on author's views, thoughts and present ideal issues respectively. For the purpose of gathering the latest information on the topic E-sources also consulted.

AN ETHICAL PRINCIPLE IN THE CORE OF SOCIAL NETWORKS:

Accordingly the **Working in Partnership in Health and Social Care** online group, the most identified ethical principle at working in partnership on Health and Social Care which directly or indirectly related with social media networks has shown in the below flow chart table.

Table No. 01:

The Ethical Principles in the Pursue of Social Liable Networks



Source: Working in Partnership in Health and Social care, <https://onlinewritinghelp.co.uk/>

ISSUES AND FINDINGS:

The optimal issues as well as general findings are as follows.

- Unfortunately, many Medias have been appeared like commercialized and communist networks. Which discloses only the crimes, fear oriented issues along with political hyper.
- Somewhere the commercial media has headed in numerous ways, that concentrates only the personal and religion oriented programs.
- Comparison of pre-independence to contemporary new media's, there is a huge advanced and upgrades in several aspects.
- Presently female journalists and women employees have been involved themselves at media profession service as equaled to the male employees.

SUGGESTIONS:

On the scrutiny of our above study, the following suggestions are as follows.

- As a request, Medias are kindly come over from commercialization / deadly crime and whole and sole politics. In other words concentrate the humanity based social welfare issues.
- Apart from political issues and celebrities status media could highlight and inspire the society in the way of coverage the news and reports about achievers, social reformers and public servants.
- Being a responsible and dynamic profession Medias have to direct the citizens in correct, well-being sustainable path. In other words avoid the new sense, non-logical and misguide oriented programs in the name of sensational issues.

CONCLUSION:

Presently the Medias, especially the new Medias are actively involved at society in the direction of earning as well as learning process. But it purely depended for admin / user. In the core of advanced updated world, the Medias are extended their network in everywhere as well as it has been available in every time through the technical smart devise. But till today every Medias are following the prescribed ethical values in the path of successful existence in the same way the old along with new contemporary Medias are facing the micro to macro challenges. For this current instance, some nations as especially communist nations purely restricted the international social Medias in their national boundaries.

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