

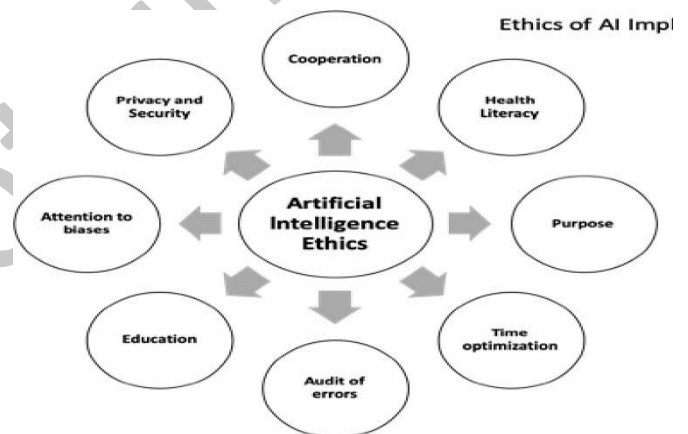
instead of the uniform gloss over media content that is typically brought on by authoritarian regimes; maintains objectivity by providing different sides of an issue, which empowers audiences to formulate their own judgments and increases levels of truthfulness in reporting.

**Issues of Media Ethics:** media trials, paid news, fake news, string operation, sensationalisation, live telecast of combat operations etc.

- **Recent TRP scandal** involving some media houses/TV channels of rigging TRP via some of their relationship managers, underscore the need of media ethics.
- **Digital Media Ethics** - Digital media ethics deals with the ethical problems and ethics issues of digital news media. Ethical issues are emerging out of digital media Plagiarism, digitally altering images or video, Using anonymous sources, Omnidirectional imaging, digital intrusion and violation of privacy, fake news & rumours, deep fake etc.
- **Artificial Intelligence ethics** - According to the European Commission, ethics of AI focuses on the ethical issues raised by the design, development, implementation, and use of AI. It involves issues like facial recognition bias, prejudices etc.
  - **For ex.** many studies revealed discrimination against people of colour, women, and other minorities.

#### Ethics guidelines for Trustworthy AI issued European Commission

1. **Human agency and oversight** - AI systems should both act as enablers to a democratic, flourishing and equitable society by supporting the user's agency, foster fundamental rights and allow for human oversight.
2. **Technical robustness and safety** - AI systems need to be resilient and secure.
3. **Privacy & Data governance** - Besides ensuring full respect for privacy and data protection, adequate data governance mechanisms must also be ensured, considering the quality and integrity of the data, & ensuring legitimized access to data.
4. **Transparency** - AI systems should be based upon the principle of explain ability, encompass transparency and communication of the elements involved: the data, the system and business models.
5. **Diversity, non-discrimination and fairness** - Involves avoidance of unfair bias, encompassing accessibility, universal design and stakeholder participation throughout the lifecycle of AI systems apart from enabling diversity and inclusion.
6. **Societal and environmental wellbeing** - AI systems should benefit all human beings, including future generations. It must hence be ensured that they are sustainable and environmentally friendly.
7. **Accountability** - The requirement of accountability complements other requirements and is closely linked to the principle of fairness.



#### NORMATIVE ETHICS THEORIES

##### UTILITARIANISM

- Utilitarianism is an ethical theory that determines right and wrong by focusing on outcomes. It is a form of consequentialism.