

23rd February, 2016

MEDIA ETHICS CHALLENGES UNDER NEW MEDIA HIGHLIGHTED



The growth of new media has increasingly ushered in some challenges as new media users create content that is in dire violation of media ethics.

This was revealed in a media seminar hosted by Bayan College on Monday the 22nd of February, 2016 at the college campus. The theme of the seminar was New Media and Digital Age.

Discussing a topic on The role of Media Ethics under New Media Regime, Mr Mundua Samuel, a lecturer of Media Studies at Bayan College said that new media has presented challenges that have resulted into inability to observe and enforce media ethics.

“Ethics and social responsibility are key fundamentals to the effective performance of new media. The fact that new media has created an opportunity for almost everyone to create media content leaves a huge challenge on ensuring that media ethics are observed,” Noted Mr. Mundua.

He said that where as the mainstream media has often endeavoured to observe media ethics through their various new media platforms, many new media users have flouted the practice of media ethics either because of being ignorant of the need to observe media ethics or out of sheer neglect.

Mr. Mundua observed that, to ensure new media users observe media ethics, there is need to spread media literacy through the same new media platforms.

While addressing the participants, the Deputy Dean of Bayan College Ms. Modi Al Ghaliani said that media literacy should be part and parcel of media studies curriculum so as to make students become ambassadors of spreading media literacy to new media users.

“ In order to ensure media ethics is observed by new media users, having media literacy in the curriculum will help in equipping students with various media literacy skills which they would in turn use to educate other new media users to among other things, value media ethics.” Said Ms. Modi

The media seminar was attended by staff and students. Bayan College is the first private media college in the Sultanate of Oman offering bachelors and diplomas in Journalism, Broadcasting, Advertising and Public relations including bachelor degree in English Literature and English Professional Writing. Bayan College is fully affiliated with Purdue University, Indiana USA.