

# Media Ethics and Sustainability: A Critical Intersection

Jenny Hoe\*

School of Communication and Arts, The  
University of Queensland, Australia


## Abstract

In an era where information is ubiquitous and the media plays a pivotal role in shaping public opinion, the intersection of media ethics and sustainability has become increasingly significant. This article explores the ethical responsibilities of media organizations in promoting sustainable practices and addressing environmental issues. By examining key principles of media ethics, the role of journalism in environmental reporting, and the impact of media on public awareness and behavior regarding sustainability, this article aims to highlight the importance of ethical considerations in media practices related to sustainability.

**Keywords:** Media ethics; Sustainability; Environmental journalism; Ethical reporting; Media responsibility; Public awareness

## \*Corresponding author:

Jenny Hoe

 jenny@gmail.com

School of Communication and Arts, The  
University of Queensland, Australia

**Citation:** Hoe J (2024) Media Ethics and Sustainability: A Critical Intersection. Global Media Journal, 22:72.

**Received:** 02-Dec-2024; Manuscript No. gmj-24-155240; **Editor assigned:** 04-Dec-2024; Pre QC No. gmj-24-155240; **Reviewed:** 18-Dec-2024; QC No. gmj-24-155240; **Revised:** 23-Dec-2024; Manuscript No. gmj-24-155240 (R); **Published:** 30-Dec-2024, DOI: 10.36648/1550-7521.22.72.469

## Introduction

Media ethics governs the conduct of journalists and media organizations, guiding their responsibilities towards the public, sources, and the broader society [1,2]. As global challenges such as climate change, resource depletion, and social inequality become more pressing, the role of media in fostering sustainable practices is crucial. This article discusses how ethical media practices can support sustainability efforts and influence public perception and behavior.

## The Importance of Media Ethics

Media ethics encompasses a set of principles that ensure fairness, accuracy, and accountability in reporting. Key ethical standards include:

**Truthfulness:** Journalists must strive for accuracy and provide verified information.

**Independence:** Media must be free from outside influences that could compromise their integrity.

**Fairness:** Reporting should be balanced, representing diverse perspectives without bias [3].

**Accountability:** Media organizations must be answerable for their actions and decisions.

These principles are essential for maintaining public trust and credibility, which are vital for effective communication about sustainability issues.

## Media's Role in Promoting Sustainability

Media has a unique ability to shape narratives around sustainability by informing and educating the public. Ethical reporting on environmental issues can:

**Raise awareness:** Highlighting environmental crises and sustainability [4] initiatives encourages public engagement.

**Influence policy:** Investigative journalism can hold corporations and governments accountable for their environmental practices.

**Encourage behavioral change:** Positive storytelling about sustainable practices can motivate individuals to adopt eco-friendly habits [5].

## Challenges in Ethical Reporting on Sustainability

Despite its potential, media faces several challenges in ethical reporting on sustainability:

**Misinformation:** The spread of false information can undermine public understanding of environmental issues.

**Commercial pressures:** Media organizations may prioritize sensational stories over important but less attention-grabbing

sustainability topics [6].

**Lack of expertise:** Journalists may lack the necessary knowledge to accurately report on complex environmental issues.

To overcome these challenges, media organizations must invest in training journalists on environmental topics and prioritize ethical guidelines that promote accurate and responsible reporting [7].

### Case Studies in Ethical Environmental Journalism

Several notable examples illustrate the impact of ethical journalism on sustainability:

**The guardian's "keep it in the ground" campaign:** This initiative aimed to raise awareness about fossil fuel extraction's impact on climate change. By providing evidence-based reporting and engaging with experts, The Guardian successfully influenced public discourse around fossil fuels.

**National geographic's environmental reporting:** Known for its stunning visuals and compelling storytelling, National Geographic has consistently focused on environmental issues [8], educating its audience about biodiversity loss and climate change.

These cases demonstrate how ethical media practices can effectively contribute to sustainability discourse.

### The Future of Media Ethics in Sustainability

As the urgency of environmental issues grows, the media's role becomes even more critical. Future challenges include:

**Navigating digital media:** The rise of social media has changed how information is disseminated [9,10]. Ethical guidelines must adapt to ensure accuracy in this fast-paced environment.

**Collaborative efforts:** Partnerships between media organizations, NGOs, and academic institutions can enhance the quality of environmental reporting.

## Conclusion

The intersection of media ethics and sustainability is vital for fostering informed public discourse and facilitating positive change. By adhering to ethical standards, media organizations can play a crucial role in promoting sustainable practices and raising awareness about environmental issues. As we move forward, it is imperative that journalists prioritize ethical reporting to contribute meaningfully to a sustainable future.

## References

- 1 Leviäkangas P, Molarius R (2020) Open government data policy and value added-evidence on transport safety agency case *Technology in Society* 63: 101389.
- 2 Lewin AY, Volberda HW (1999) Prolegomena on coevolution: A framework for research on strategy and new organizational forms *Organ Sci* 10: 519-534.
- 3 Maji SK, Laha A, Sur D (2020) Dynamic nexuses between macroeconomic variables and sectoral stock indices: Reflection from Indian manufacturing industry *MLS* 45: 239-269.
- 4 Martin SL, Javalgi RRG, Ciravegna L (2020) Marketing capabilities and international new venture performance: The mediation role of marketing communication and the moderation effect of technological turbulence *J Bus Res* 107: 25-37.
- 5 Matthyssens P, Vandenbempt K (2009) Transitioning and co-evolving to upgrade value offerings: A competence-based marketing view *Ind Mark Manag* 38: 504-512.
- 6 OlasehindeWilliams G, Olanipekun I (2022) Unveiling the causal impact of US economic policy uncertainty on exchange market pressure of African economies *J Public Aff* 22: 2278.
- 7 Olasehinde Williams GO (2022) The effect of geopolitical risks on insurance premiums *J Public Aff* 22: 2387.
- 8 Olsen MC, Slotegraaf RJ (2014) Green claims and message frames: How green new products change brand attitude *J Mark* 78: 119-137.
- 9 Pedersen CL, Ritter T (2020) Managing through a crisis: Managerial implications for business-to-business firms *Ind Mark Manag* 88: 314.
- 10 Revilla E, Sáenz MJ (2014) Supply chain disruption management: Global convergence vs national specificity *J Bus Res* 67: 1123-1135.