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Examples of ethical dilemmas that journalists face are intentional deception and conflicts of interest, among others.

Intentional deception occurs when a journalist does something like conceal their identify in order to get a story as a lot of people/sources hesitate to talk to journalists, especially regarding high profile issues. As stated in the book, a lot of news sources look down on deception unless it could be argued that the information gathered was needed by the public.

Conflicts of interest happen when a journalist can be seen as having a personal gain from story they release. This could happen when a journalist supports a social movement or political candidate although these practices are often uncommon. The reason these practices are uncommon is that a journalist should not hesitate to report on the wrongdoings of such movements and if a journalist is actively involved in something like a political party, they may hesitate to report negatively.

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There have been codes of ethics regarding journalism for decades, especially online journalism. One of these codes is to remain impartial and unbiased when writing about a certain topic or issue. Many journalists, specifically online, tend to write about things that they feel very passionate about. It is typically encouraged that these writers share their beliefs without providing a counter-argument. By rejecting the idea of neutrality, journalists are going against the codes of ethics they are supposed to follow. It is just as important to provide the other side of the argument, as it is to state your own opinion. By giving the reader a look at what others may believe, journalists are further promoting freedom to choose and believe whatever you prefer. Giving all perspectives prompts the reader to question their own beliefs, challenge them, and even understand why others believe the way that they do.