

**MEDIA ETHICS IN PRINT MEDIA**  
**(Special reference to crime reporting case in Sri Lanka)**

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**Abstract**

Mass media has arguably become the main source of news, entertainment, recreation, and product information in the world. For many people, the media informs them about events that affect their lives. Defining what we mean by ethics, in particular media ethics. Theorists often define ethics in terms of a set of principles of right, or moral, conduct. Newspapers, broadcasters and journalists had started to become more responsible for journalism and thought they should be held accountable. The written codes and practical standards vary somewhat from country to country and organization to organization, but there is a substantial overlap among mainstream publications and societies. Crime stories constitute the fourth largest category of stories for newspapers and television after sports, general interest and business which is an over-representation of the actual amount of crime occurring. The media is most likely to focus on stories that highlight the unique, the sensational, the extreme, and those that have the potential to impact the greatest number of people.

This is qualitative research. In this research examined how journalist responsible about media ethics. How Sri Lankan print media consider Sri Lankan code of ethics in crime reporting. Selected one case regarding a crime reporting in selected dates and content analyzed three newspaper articles based on code of ethics in print media.

Mostly journalists not consider about code of ethics when reporting crime. Vast majority of the public depends on the media for information about crime, and that they form their opinion about crime according to what they see or read in the media. Then media has to be more responsible when reporting sensitive issues.

**Keywords:** Ethics, Print Media, Journalist, Crime Reporting, Responsible

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