

Review Article

Journalist Responsibility and Professional Ethics on Live Broadcast

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ABSTRACT:

This article discusses the responsibilities of a journalist on live broadcast, their approach, and professional ethics. It also discusses the qualities necessary for a journalist in a digital media environment.

Keywords: *Mirror of Justice, live broadcast, ethics, journalist, professional ethics, live journalism.*

INTRODUCTION:

Live broadcast is one of the most complex and responsible work processes in the field of television and radio. A journalist must be able to show his position to the public during live broadcast, convey information clearly and simply, and most importantly, maintain informational impartiality. In an increasingly digital world, the impact of live broadcast on the audience is enormous. Therefore, it is imperative and necessary for a journalist to adhere to professional ethics and approach his work responsibly.

Speaking of journalistic responsibility, let's first explain the concept of a journalist. Who is a journalist? A journalist is a hard-working professional who brings the problems of the people to the public and finds solutions to them. In the vernacular, it can be called the "Mirror of Justice". A journalist is a selfless professional who holds a mirror to injustices and injustices. So, what are the responsibilities of a journalist? As we know, a journalist studies, analyzes and observes problems in society. One of the tasks of a journalist is to be attentive and responsible in his speech. The audience

trusts the journalist's words and fully trusts him. Therefore, a journalist must be engaged in journalism, be able to express and describe social life in words. Naturally, this profession requires the ability to write and demonstrate this ability in front of a microphone and camera.

As one of the master journalists, Ziyod Yesenbayev, said about the responsibility of a journalist: "The editorial offices of mass media are a sacred place. The population understands this place as a symbol of truth and justice. Therefore, every journalist must have a high culture." [1]

Live broadcasting — (English: live, Live television) — the process of transmitting a television or radio signal directly from the place of recording the first dub to the air, that is, transmitting the signal in real time. Live journalism is a new journalistic genre in which journalists present news to a live audience.

A journalist is required to follow several rules during the live broadcast process:

1. Be self-controlled and avoid excessive movements during live broadcasts

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2. Avoid reading words written on paper verbatim
3. Do not get excited in front of the camera or microphone
4. Pay special attention to pronunciation
5. Use personal knowledge and skills when writing texts (artificial intelligence such as chatgpts are prohibited)
6. Pay attention to personal image
7. Be prepared for unexpected situations during live broadcasts (interruptions, technical failures)
8. Do not wear excessive makeup and do not wear conspicuous jewelry

and must follow a number of rules.

The concept of live broadcasting, especially during the pandemic, has further developed in 2020. The services rendered by journalists during this period are unparalleled. We can say that the profession of journalism is also among the selfless professions.

Journalistic ethics and its professional ethics are the basic principles aimed at truth, accuracy, fairness, independence and minimizing harm, requiring journalists to verify the facts, avoid conflicts of interest, be responsible and serve the public's right to know while respecting individuals. The basic principles include seeking the truth, acting independently, and being accountable and transparent. Let's first define the word "ethics".

Ethics (from the Greek "ethos" - custom, character, disposition) is a philosophical science that studies human behavior, the rules of conduct in society, the difference between good and evil, right and wrong. Ethics is a form of culture that should be present not only in the profession of a journalist, but also in every person, in the profession.

Why are ethics important for a journalist?

Journalism has enormous power ("The Fourth Government"). If a journalist does not adhere to ethics:

1. He can unreasonably ruin people's lives and reputations
2. He can cause misconceptions or panic in society
3. People lose trust in the media

"The origins of professional ethics are a very interesting topic for reflection, especially considering that it has not yet received enough attention. General ethics touches on these problems as if "in passing", while professional ethics, due to its historical development, remains more of a specific collective concept than a theoretical science. It embodies ethical views that are characteristic of certain types of activity and certain professions. These views are mainly related to the justification or development of norms and rules of behavior that can help resolve typical ethical conflicts inherent in this type of activity. [2]

The researcher of journalistic ethics D.S. Avramov has studied the circumstances that determine the fact that "the development of morality leads to the emergence of separate, professional norms from it." E.A. Grishin and Yu.V. Sogomonov, relying on the concept of the formation of morality in the labor process, he considers the emergence of professional morality to be the result of the specification (concretization) of labor morality under the influence of the process of social division of labor, which causes the differentiation of labor conditions. [3]

So, according to theories, journalistic ethics are not theories accumulated over many years, but a set of practical experiences and skills. For example, keeping information confidential by a journalist is

also professional ethics. A journalist should not use his profession in a threatening or other way. His duties and professional ethics include impartiality, accuracy, fairness, and the ability to express his personal position on social problems.

In accordance with Article 6 of the Law of the Republic of Uzbekistan on the Protection of Journalistic Activities, a journalist is required to:

- comply with the requirements of the legislation and international treaties of the republic of uzbekistan;
- adhere to the principle of the presumption of innocence;
- not disclose the secrets of the field of journalism;
- comply with the rules of professional ethics of journalists;
- respect the rights and freedoms, honor and dignity of the individual.
- a journalist may not use information related to his or her profession for personal purposes, publish

information relating to the private life of an individual without the consent of the source of the information or the author, or use audio and video recording devices. [4]

CONCLUSION:

In conclusion, live broadcast is the pinnacle of journalistic skill and a real test of his professional training. Since there is no possibility of editing or correcting errors in this process, the journalist is burdened with a huge moral and legal responsibility. Adherence to the standards of professional ethics not only ensures the quality of the broadcast, but also strengthens the audience's trust in the media. Live broadcast requires from the journalist not only the art of promptness and oratory, but also the ability to maintain composure in unexpected situations, not to deviate from impartiality, and respect for human rights. After all, since every word spoken on the air has the power to have a social resonance in society, ethical principles must serve as a safety belt for the journalist.

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