

C650337 : MAJOR MASS COMMUNICATION

KEY WORD: ETHICAL ISSUES / JUSTIFICATION / INVESTIGATIVE REPORT

TUANGPORN ASVAVILAI : ETHICAL ISSUES AND JUSTIFICATION REGARDING INVESTIGATIVE NEWS REPORTING "PACIFIC REPORT". THESIS ADVISOR : PROF. SUKANYA SUSBANTAD. 339 PP. ISBN 974-634-567-2

This research was aimed at an analysis of ethical issues and justifications concerning investigative news reporting, a television program entitled "PACIFIC REPORT" , selectively on Yantra Amaro incident. The objectives were twofold : 1). to study the ethical issues pertinent to the investigative reporting , 2). to analyse the criteria for moral justifications of 6 focus groups , namely Producers , Censorship Committee , Victims , Media professionals , University Lecturers and Politicians .

Findings revealed that there were 6 ethical issues : relating to problems of the right to know, objectivity , violation of the right to privacy , social responsibility , morality , conflicts and interferences . All of these ethical problems occurred at 3 different stages of media roles : agenda setting , investigation and news reporting . It was also found that the right to know was the main ethical issues of reporting the Yantra Amaro incident .

Clear differences in criteria for the moral justifications were found among 3 involving groups of the 6 focus groups , Producers justified by Duty 's Ethics , Censorship Committee concentrated on Teleological Theory : Utilitarianism , Victims concentrated on Teleological Theory : Egoism , where as criteria for moral justification of 3 uninvolved groups were similar , concentrating on the middle path of Buddhism . Situation and social values were important variables in consideration for this justifications .

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