

PERSONAL CODE OF ETHICS

ETHICS & ISSUES IN MASS COMMUNICATIONS

- **Honesty**

- I will always remain honest in all of my relationships by telling the truth, even if it doesn't benefit me at times.

- **Optimism**

- No matter the situation, I will make every effort to maintain a positive outlook on the future in order to improve every atmosphere I'm in.

- **Patience**

- I will not let myself grow frustrated with other people because of their actions or lack thereof, and will strive to be as forgiving and understanding as possible.

- **Integrity**

- I will always try to do what is right, whether I'm in front of a thousand people or zero people.

- **Kindness**

- I will show my peers, coworkers and friends kindness in every situation I find myself in by treating them as I wish to be treated.

- **Perseverance**

- Whenever I find myself struggling, I will persevere and maintain determination to complete every task I'm given and accomplish every goal I set.

- **Humility**

- I will strive to remain humble in all my actions, never letting my ego grow too large or my confidence become arrogance.
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A personal code of ethics is crucial to have in any professional environment. My personal goal is to go into the sports media field as a writer or reporter. No matter where someone is in the media, if they have no sense of ethics, no personal code, they risk not only damaging themselves but also the publics that listen to them: their audience. "Fake news" is becoming an increasingly used term because of accusations by viewers and government officials, so it's becoming even more important to report and share accurate news by remaining honest and having integrity. Without a code of ethics, the media cannot be trusted by the public. If the media cannot be trusted by the public, there will be nowhere for people to turn for accurate news of current events.