**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIV (CC-402)  
  
 Topic : MEDIA ETHICS & LAW , CONTINUE..  
  
Date : 11-01-2020, TIME : 2.00 P.M.-3.00 P.M.**

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**MEDIA ETHICS & LAW , CONTINUE..**

**Consequentialism**

The Consequentialism theory holds that the ethical value of an action should be

judged on its consequences. Actions themselves lack interest value, but can be

appraised by virtue of their consequences. Consequentialist theories focus only

on the outcome of an action, without regard for the means, that is, how the

consequences came about. Therefore, all actions should be thoroughly considered

in terms of their possible outcomes, before being executed. The outcomes of an

action can be evaluated from two perspectives: *ethical egoism* and *ethical altruism*.

Ethical egoism holds that actions whose consequences will benefit the agent of

the action can be considered ethical.

This perspctive does not present a cohesive social model as such actions might harm others. Ethical altruism on the other hand holds that actions that benefit others can be considered good. One of the

most popular consequentialist theories ***Utilitarianism*,** is based on ethical altruism

perspective, which is designated to create the greatest good for the greatest number

of people, is a direct inference of consequentialism. The utilitarian approach is

applicable to the media as it considers the well being of the society at large and is

thus commensurate with the socio-centrism of journalism.

**Utilitarianism**

Utilitarianism as already stated, considers ethical which is designed to create the

greatest good for the greatest number. Mill who formalised the ideas of Bentham

argued that an action should have positive consequences for as many people as

possible. Mahatma Gandhi’s concept of *Sarvodaya*, the welfare of all, resembles

the utilitarian theory. However, Gandhi was keen to stress that *Sarvodaya* was

not utilitarian because he felt that the utilitarian objective of satisfying as many

as possible was not sufficiently an ethical model, as why should the well being of

the minority be of any less value than that of the majority? Why should the welfare

of certain people be sacrificed? Thus there are many arguments against

consequentialism and the utilitarian theories of ethics.