Ethics in Agenda Building Process in Press Organizations: A Behaviorial Approach

Assist.Prof.Dr. Ahsen ARMAĞAN[*]

Abstract: Chaotic uncertainty experienced due to globalisation and over dynamic atmosphere affects the structure of press organisations as well as their dynamics. Press organisations face many problems at both national and international levels. Most important of these problems is that the established ethical rules are losing their relevance as time passes. For this reason, in the current study we will analyse ethical problems that are on the agenda of the press.

Determining an agenda is thought to be a process of decision making. The effective and problem raising factors in this process are:

a) Macro perspective (international, national, organisational)

b) Micro perspective (social, psychological).

Then the ethical problems in agenda setting were examined from normative and phylosophical perspectives. An original model has been developed to solve the problems met during the process of agenda setting. Seperate study was conducted on students and the subject in question was supported by this study.

Methodologically we used critical and behaviorist theories.

Key Words: Agenda Setting, Decision Making, Normative Ethics, Phylosophical Ethics

Introduction

A press organisation is a dualist-featured communication organisation that encompasses economic and social functions in its structure. The level of institutionalising and its publising policies on the products of thought it has produced play an important role in effecting the institution by setting both its agenda and the agenda of the different classes of the society. With the agenda it determined by a different expression, it plays a role in bringing a society to a contemporary, democratic state, and to a level of development, and also, deviating from its social, public and cultural functions, can cause the society to stay behind other societies. For this reason, the agenda it has set is very

---

[*] Ege University Communication Faculty / İZMİR
ahsenar@mynet.com

important in the free, democratic and participatory atmosphere it is in, and so are the principles, understanding of responsibility and ethical values it bears.

For this reason, we assumed in this study that agenda building in press organisations is the result of a team study of think-tank and decision by members of corporate ownership, administrative rank and editors. Together with internal and external dynamics of conjuncture that affect this process, agenda setting decisions that bear the resultant features of behavioural and influential factors stemming from the personality traits of the individuals forming the group were questioned in the framework of social benefit and ethical understanding lead by J.S. Mill. Of these factors; external and internal pressures of dynamics, ideology and, at the same time, ethical problems brought about by access unification, differentiation, stereotyping, prejudices, post illusion, opposition, lack of methodology, general rationalisation and so forth were examined by critics in terms of social and ethical benefits.

This study has gained richness with examples of agenda that involve ethical concerns mentioned above, and ends with proposals that could help reduce the possibility of making mistakes in the decision process, and that would serve as a basis for the understanding of ethics and responsibility. Separately, this study has been supported by a descriptive field study developed on this subject.

In this study, focus will be on macro factors, that is, national, international and organisational factors that are effective on decisions of agenda setting. We will dwell more on micro factors (social, psychological) again effecting agenda setting, and we will question why the set agenda is not ethical.

I. Agenda Setting

At the basis of agenda setting lie the way the press presents news to the public, and thoughts or approach in which the society forms a system of references through which people determine thoughts, speech, behaviors and arguments. Press or other mass media set the agenda in certain periods and allow individuals and societies perceive universe, direct them and construct their social realities (McQuaill, Windahl, 1993;48-52).

On the agenda they have set, they dwell on the items that will shape and direct people at managerial levels and social strata on such subjects as what should and should not be discussed, thought or concerned about and cheered for, what is legal and illegal.

With a clear expression, press supposes that there is a correlation between with the degree of importance they place in choosing the news and those of the managers and the society and act accordingly.

As the theorist on this subject put it, with the agenda it determined, press has been successful in determining what people should think about but not in what they should think (McCombs, Show; 176-177).

Agenda setting is a two-levelled process of decision making connected to each other by space and cause and effect. In this process, press reaches a decision by determining its own agenda first. In the second level, starting from the first steep, determines the agenda of the public. But agenda setting is a long, difficult, collective and cyclic process of decision making.

There exist many factors effecting this process. These factors generally affect each other crosswise.

II. How Does The Press Set Its Own Agenda

Although there are a number of views on how the press set its own agenda, the focus is on the view put forward by Gans. According to Gans, (Eyal, 323)

Some of the theories put it that the news that will form an agenda is a product professional decision making and assessment of the news. These organisations have the view that the news is produced in conformity with ethic rules, that is, in compliance with the rules of objectivity, moderation, and neutrality, serving public interests, keeping social responsibility forefront. So the press acts without getting influenced from external focal points of power and pressure, symbolising an understanding of acting independently.

Group theories are the approaches that emphasise on institutional structure and commercial aspect of news making. According to this approach, voices of capital owner and other circles of power are conveyed through the news appearing on the agenda set by the press. Commercialising and concern for profit makes itself clear as it is in the content of media. Content organised in this direction has an important share in emphasising the messages directed to the commercialising of the society and in making the consuming culture widespread. As Boudrillard put it, press sees its readers as consumers and, in this way, it repeatedly produces the ideology of capitalist systems. (Önür: 207)

Group theories are event-centred and they claim that news is the mirror reflecting realities. These views can be criticised. Since the perception of reality will be the reflection of perceptive, perspective of the producer of the news, the difference between the reality of the narrator and the reality of the perceiver makes the reality questionable.

Approach is a more realistic one with macro features. This is a combination of socio-political, cultural and economic factors affective in choosing and selecting the news as well as the content.

III. Macro Factors in Agenda Setting and Diverging from Ethics

Macro factors in agenda setting can be divided into two groups: (Robbins: 2002; 24).

a) External environmental factors affecting media systems

b) Factors affecting News systems

a) Factors affecting media systems can be divided as international and national:

International factors

- Efforts of globalisation.
- Multinational corporations.
- Political, cultural power centres and hegemonic relationships.
- International news agencies and deregulation applications in message flow.
- Social and political breakage.

National factors

- Socioeconomic conditions.
- State-society relations.
- Legal practices.
- Cultural dynamics, ideology and technology.

b) Factors affecting news systems.

- Huckins (1999; 76), Severin (2001; 236), McCombus Show (1993; 59) classified these factors in five groups:
- Influences from individual workers.
- Influences of media routines.
- Organisational influences on content.
- Influences on content from out of media organisations.
- Influences of ideology

As can be seen from above examples, most of the factors affecting media content have a crosswise interaction among them, they influence the decision making process in media setting.

When the results of mostly theoretical and empirical studies are examined, how much the news in the press agenda diverged from ethical principles and how they manipulated its readers drew our attention.

Depending on globalisation, as a result of neo-liberal policies becoming widespread both in central and peripheral countries, capital movements increased, pushing press into the caravan that seeks for profit. This situation led the capitalisation of press organisation to gain acceleration.

Media giants created by liberalism gradually becoming international. These giants control every point in the world, breaking the activity domains of national and local media (Movlana, 1996; 51-62).

Through deregulation and single-sided applications, international mergers have increased. At national level, however, there appears a platform of political, cultural and social disintegration.

International channels of communication draws the international floor towards an international one, empty the state, giving an impression that they are creating an integrated public space. Centre countries see the countries around them as markets for their news. In order to maintain their politics, centre countries apply pressure on the media systems of the peripheral countries.

The effects of Neo-liberal practices are greatly felt on developing countries like Turkey. According to neo-liberal ideology, media has a central role in regulating the relationship between the state and society and developing democracy. It requires that civil society should develop and control the state. Applications show just the opposite (Curran, 2002 -7).

The press gives struggle in the way that centres of power should be dominant instead of civil society in order to maintain patriarchal structure of the state. While doing this, press claims that it is not free. As a result of monopolisation of the press, its democratic function have disappeared (Irving: 2001, 92-93). The press does not its responsibility of representation, giving information, and being a watchdog (Dağtaş, 1999; 12-48).

Another result of monopolisation in press, small-scale and local press organisations cannot keep pace with this trend and get hurt. For this reason multi voices feeding democracy cannot take place in public space. Consequently, as a result of neo-liberal practices, ideological and cultural equality gets narrowed.

According to Gramsci, the press works as a special tool for hegemony and as Boudrillaourd put it, sees the society as consumer, filling the agenda with pseudo news, labelling and theories of conspiracy. Thus directs the society, and the media slides away from ethics (Önür: 2002, 27).

IV. Micro Factors (Socio-Psychological) in Agenda Setting and Away Divergence from Ethics.

When we go a little outside of the force of habit, it is seen that decisions of agenda, in fact, are the decisions of a group. But the group in question is a group consisting of the owners of press organisations and editors coming together to determine the compulsory agenda rather than a group volunteers.

When approached from behavioural perspective, decisions of agenda is a cognitive psychological action about making a distinction between events, news pieces, conditions, interpretations and various choices (Armağan, 2001; 133).

Although most of the time, decisions showing routine features or definiteness are determined individually, setting an agenda in news centres is a group job. In a group, generally complex decisions with broad choice and with no risk are given. Individuals try to share the risk and values of the richness of each other's thoughts.

Yet, as Rathus put it, the tendency of status quo gets prevalence because, most of the time, in group decisions the model that majority wins, first deviation (the person supporting the idea at different extreme) and tendency of status quo and bureaucratic paradigm become valid (Luthans, 2000: 353-357).

In this case, the groups tend to give wrong decisions due to over integration or disintegration or authoritative and pressuring atmosphere or lack of method. This is called "syndrome of group thinking" in social psychology (Pennington, 1993; 9)[*]:

- There is excessive optimism and risk taking.
- There are rationalisations by the members of the group to lessen warnings.
- There is the illusion of unanimity. Silence is interpreted as consent.
- There are self-appointed mind guards who protect the group from adverse information.
- There is self-censorship of any deviation from apparent group consensus.
- There is an unquestioned belief in the group's inherent morality (Janis, 1972; 197).
- All of the features mentioned above urge the individuals and the group to make wrong decisions and unethical choice.

V. Normative and Philosophical Approach to the Agenda

It is rather difficult for media to set its own agenda and that of the society and it requires responsibility. Because with the agenda it created, the press maintains the relation between the individual living in a certain order and the powers that think they manage this order. That is, the journalist setting the agenda are the bridge providing the link between the reality of this order and the reality of those living in this order (İnam, 2001).

As a result of this relationship, individuals living in this order reach the information by which they will decide about their lives. Assessing the events that occur, they will take measures in the time course or put a plan into action. They change or develop their thought about tomorrow.

Clear aim of the agenda set is to present the photograph of events and developments. Its hidden aim, on the other hand, is to affect and direct the reader. Readers want to know the meaning attributed to the message and give meaning to it rather that learning the messages. Then they undergo cognitive change.

When approached to agenda setting from this perspective, it reveals how much it is interlocked with ethics and how much ethic concern it requires. A number of institutions on international platforms and also in our country determined principles and norms in terms of professional ethics. Basic aim of these principles and norms is oriented towards the protection of the profession and the mass. This is so for the profession of journalism.

Traditional principles bear the characteristic of epistemological and *action ological* guidance, and leads the journalist. These principles suggest the journalist to put his plan into action independently of his ideology, cultural identity, and his view of world. By practicing these principles, the journalist assumes that he would solve many his problems (Kuçuradi, 2001; 14-15).

But it is possible to decide to produce news by diverging from ethics, behaving immorally. Of course, there should be professional ethic rules and they should be practiced. But in philosophy, ethic practices are quite different. Things can not be reduced to press principles.

Ethics, in philosophical sense, is a space of knowledge that shed light to problems of value constituting the relationship between him and others. This is the knowledge that protects people's honour, and is condition sine qua non. That is, it produces knowledge about principles and norms.

Kuçuradi's ethic understanding states that knowledge in entity, and conscience in towards him and for him, it is defined in him, and gains meaning by being attributed to man (Kuçuradi, 2001; 14-15). The essential function of ethics is to help people, through the information and solutions for problems, to produce information and solve the problems they face.

We encounter ethical problems when we decide about our relation with others and we decide to put our plan into operation. For this reason, while seeking for a solution, knowledge of ethical values and concept is required as much as sound professional knowledge to make assessments in the right way.

Peter Koslowski states that it is not possible to reach the right knowledge and action without a good data processing. He claims that if people are not informed well enough in wishing for the good, it would be as bad as wishing for the bad (Kağıtçıbaşı: 2001; 16-17).

Wishing for the good starts with right assessment. Right assessment, however, is possible via a person's improving himself internally in a way that he can develop values and attitudes. If a person cannot succeed this, he deceives himself.

For this reason, while the agenda is being deviated, it is necessary to know what is news and what is not, what people should know and should not know. Deciding on these subjects requires the process of assessing, questioning, and decision making. In this assessment, knowledge of ethic value, knowledge of concept, and reaching at professional knowledge is achieved through reasoning and reproducing information.

VI. A Model of Ethics: A Trial Following the Idea of Conceptual Theories

In our previous analysis, we stated that setting both the press agenda and that of the public is a process of group decision making, and added that wrong processing would lead to divergence from ethics. Our starting point here is that the agenda should be commensurate with ethic values as much as possible. For this reason, we present a trial model comprising of the synthesis of cognitive behavioural theories, ethical theories and their practices.

In our model we made use of theories of cognitive behaviour of "*Ajzen, Heider, Kelly, Rosenberg*" (Kağıtçıbaşı, 2001; 101-184), ethical theories of "*Mills, Kant, J.J. Rousseau, Buber*" (Pehlivan, 2002; 18-38), and applied ethical view of *İrvan* (2001, 56-66).

This Model: is based on the assumption that "every agenda to be set has a certain cause".

The group thinks beforehand about the possible results of the agenda it is going to set. In order to achieve the predetermined results, the group first makes a decision that puts this decision into practice. In other words, it intends, then applies and then achieves the result.

Intention is affected by the "attitudes" of the individuals in the group, "subjective values", and "behavioural controls". If the values of awareness about (behaviours and values affecting the group's intention) are high and autonomous, the agenda will be set ethically. If, however, the level of awareness (attitudes and subjective values affecting the group's intention) is low and controlled from outside, then the agenda will not be an ethical one. See Figure 1.

Let us now examine the factor affecting the intension.

a) Attitudes Affecting the Intention: Attitude determines the direction of the individual's behaviours. Individuals do not inherit their behaviours. They learn them afterwards. Attitudes change, develop and intensify. Development of ethical attitudes start with the individual's questioning of his existence and develops and matures as the individual attains values, concept, and professional knowledge.

Owning ethical attitudes begins with thinking about what results his attitudes would yield, and is acquired by assessing all of them. In the assessment, several

systems of thought, theoretical and philosophical, can individuals with basics. i.e. Kant's ethics of rules; a seeking for ethic rules valid for all human beings, can provide individual a measure in his behaviours. Mill's ethics of aimed result can help individuals gain practical approach. Rousseau's ethics of social agreement can prevent conflicts by creating social standards. Buber's individual ethics can provide help individual take his power from his conscience or the individual can exhibit an eclectic approach (Pehlivan, 2002; 34).

b) Subjective Values: Subjective values affecting intention have more social content, and are normative. Here an individual makes social and ethical assessments.

It would be beneficial to ask the following questions:

Do I have selfish and interests and motivations that will affect the agenda)

(If the answer is: No.)

Is the agenda fair and valid for everybody (If the answer is: Yes.).

Does the agenda provide benefit for everybody (Yes).

As a result of being able to develop his attitudes and being able to make assessment with subjective values, individual develops his level of awareness.

c) Behavioural Control: This covers individual's thoughts about control. If the individual is autonomous, that is, if he has gained attitudinal, emotional and functional autonomy, he has the control. If he hasn't been able to attain these traits, he is under the control of those in peripheral environment (Musaağaoğlu, 2004; 8-18).

The interaction of all these determine the agenda. As has been mentioned above, the agenda is set either ethically or it converges from ethics.

d) Public Agenda: Public should not stay silent for the agenda the press set for itself, and the public should question the agenda with a critical thought, then as active individuals they should supply feed back. This should be approached by thinking about epistemological and ontologic difference of perception, seeking for consistency in the relation of defence and result. Right information can only be reached in this way (Yalçın, 2001; 349).

The following draws our attention in the feed back mechanism, that is, in the process of reaction.

a) Public can stay silent. (Durkheim defines this as the indifference public conscience.)
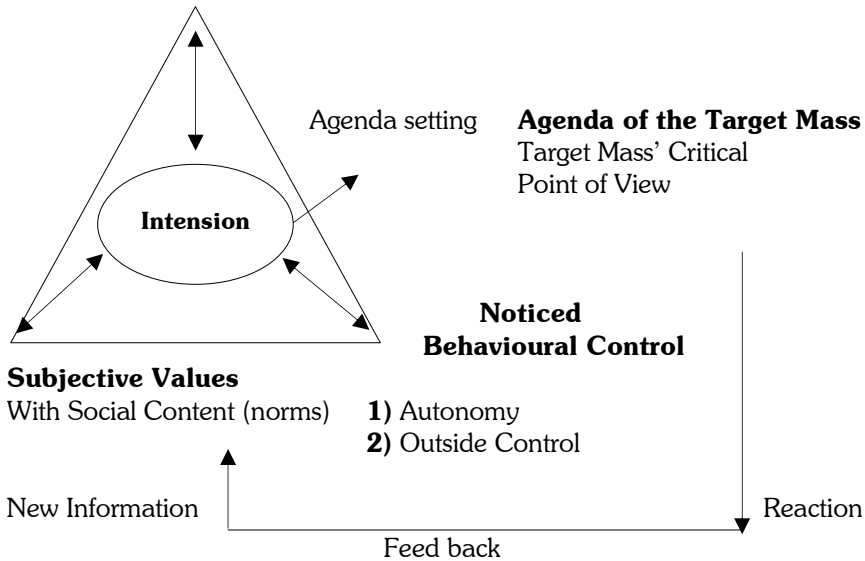
b) Takes measures.

c) Puts his plans into action.

At the end, he produces new information and sheds light on the agenda.

A MODEL ETHICS

Attitudes
1) Thought about the result of behaviour.
2) Assessment of possible results.

Agenda setting   **Agenda of the Target Mass**
Target Mass' Critical
Point of View

Intension

Noticed
Behavioural Control

Subjective Values
With Social Content (norms)   **1)** Autonomy
                       2) Outside Control

New Information   Reaction
Feed back

Agenda of Ethics: (Attitude + Subjective Values) High Awareness + Autonomy

Non-ethical Agenda: (Attitude + Subjective Values) Low Awareness + Outside Control

VI. Survey on Students

a) Basic Aim of the Study (Survey): The basic aim of this study is to question on how ethical it is to decide on agenda setting at press organizations. For this reason, the following ways were followed to reach the goal:

The following have been questioned from the macro perspective:

What internal- and external factors are most affective on agenda setting?

Which of these internal- and external factors are causing ethical deviations?

The following have been questioned from the micro perspective:

Are ethical principles given importance in the decision-making process while news agendas are set? Which of these principles cause ethical deviations?

Which ethical theories are used with special emphasis in the process of setting news agendas?

Which is the most effective factor underlying the ethical deviation in news agendas?

b) Domain of the Study and Examples: The study was conducted with the forth year students of the students in The Faculty of Communication, Ege University.

100 student chosen underwent a training period of three months in press organizations. These students took place especially in decision making processes of agenda setting for the press itself and of setting agenda for the public. At the same time, the same students are the one who have got knowledge about press ethics and ethical theories. For this reason, their observations and knowledge about agenda setting are of great importance.

c) Theories Taken Into Consideration and Techniques Used in the Study: Neo-liberal theories and Neo-critical theories, philosophical theories of ethics, and theories of agenda setting were taken as basis when organizing the questionnaire and interpreting the data obtained from the study.

The study involves in itself a questionnaire composing of 27 questions which are grouped. Separately observation and interview techniques were used.

d) Evaluating the Data: Results of the study were evaluated using statistical methods. In these evaluations Mann Whitney, Mc Nemar and Cochran tests were used to determine the differences between frequency tables, correlation analysis, and other variables.

The study has descriptive features.

e) Evaluation of the Factors: In order to determine which one of the internal- and external factors affecting the process of agenda setting was important, 11 questions were prepared by taking into consideration neo-liberal- and neo-critical theories.

Proponents of neo-liberal view state that press agendas are determined taking into consideration ethical values. With a clear expression, they claim that press agendas make the countries unite in the globalization process, and serve for the pluralistic democracy to spread. Separately, again these intellectuals say that press agendas contribute to the improvement of the relationship between the state and the civil society by fulfilling a balancing function.

Proponents of Neo-critical, on the other hand, criticize Neo-liberalism proclaiming that press agendas intensify and reproduce the ideologies of a symbolic power and the power based on capital. Separately, they claim that press agendas make public passive, manipulate it, make the individuals good consumers by spreading consumer culture, and create prototypes by depoliticizing individuals.

Questions prepared on this subject are given in Table 1, which shows the results of frequency distribution.

To the question "which external environmental factors affect the press agendas most.", the students gave a critical answer saying "We think press agendas are shaped mostly around neo-liberal view."

Table1. The Effects of Internal- and External Factors of Environment Determining Agenda

Attitudes and Thoughts	I agree completely %	I agree %	I am undecided %	I disagree %	I completely Disagree %
Press integrates the countries on the earth	11.0	36.0	18.0	26.0	9.0
Press helps spread pluralistic culture	8.0	17.0	27.0	28.0	20.0
Press creates participative public opinion	3.0	8.0	19.0	34.0	36.0
Press balances the relationship between state and society, strengthens democracy	7.0	14.0	23.0	24.0	32.0
Press spreads imperialistic values, wears out nation state	20.0	36.0	23.0	16.0	5.0
Press spreads consumer culture, depoliticizes individuals	31.0	45.0	11.0	11.0	2.0
Press prototypes the individuals in society	21.0	41.0	21.0	17.0	0.0
Press makes the society passive and manipulates it	30.0	42.0	18.0	10.0	0.0
Press reproduces the social powers	32.0	45.0	11.0	9.0	3.0
Local and public press are responsible for the democratization of the society and state	58.0	34.0	7.0	1.0	0.0
Press is a means that goes away from ethics and loses image	36.0	42.0	12.0	5.0	5.0

They told that press agenda is the most un-functioned and that it is necessary that press agenda should immediately be enriched in terms of

public and local contents. (58+34) 94 % Secondly important, it was expressed that press made people the defender of the political power 77%, and spreaded consumer culture, 76%.

Students especially stressed that press agendas, 78 %, (36+42), were away from ethics.

As is seen in Table 2, in order to determine which ones of the internal- and external factors of environment are related with the ethical deviation in the agenda, correlation analyses were made. Spearman's - rho shows us in two tailed correlation the relationship between the intervals of $p<0.01^{**}$ and $p<0.05^{*}$.

Table 2. The Relationship Between Internal- and External Factors of Environment and Deviation from Ethics.

Students' views	N 100	Getting away from ethics and loss of image
Press spreads consumer culture and de politicizes the individuals in society.	r p	, 265 ** , 008
Press prototypes the society	r p	, 255* , 011
Press makes the society passive manipulates it	r p	, 306** , 002
Press balances the relationships between the state and society	r p	-, 228* , 024
Local and public press are necessary for the democratization of the state and society	r p	, 268* , 007
Total items	r p	, 274** , 006

$P<0.01^{**}$
$P<0.05^{*}$
Spearman 2 tailed

The highest positive relationship, $r =, 306^{**}$, has been found between the manipulation of the public opinion and ethics due to its being positive, followed by the prevalence of the consumer culture. In short, the relationship between neo-liberal politics and ethical deviation has come out to be positive.

Since no significant relationship was found between the other 5 questions and the ethical deviations, it was not included into our evaluation.

b) Micro Factors: What is meant here by micro factors is only the factors taking place during the agenda setting process. With a clear expression, when deciding on the news which was taken into the agenda, the following points are questioned: to what extend that news reflects the truth, how true it is, whether the principle of objectivity has been taken into consideration, whether or not the reader will be given the right to answer, whether the questions - who, what, where, when, why, how– have been asked, whether

pluralistic views have been included or not, whether or not interpretation has been added to the news, and whether it is just for everybody.

When frequency distribution was examined the following drew attention.

Table 3. Professional Ethical Principles in Relation to Press Agenda

Students' view	Applied	Not applied	Deviated	No idea
Realities	7.0	7.0	75.0	1.0
Correctness	6.0	26.0	66.0	2.0
Objectivity	1.0	61.0	29.0	9.0
Personal rights	12.0	63.0	19.0	6.0
Right to answer	34.0	47.0	15.0	4.0
5 Wh + 1 H	44.0	24.0	15.0	17.0
Pluralistic views	17.0	56.0	21.0	6.0
Addition of interpre- tation to the news	21.0	41.0	23.0	15.0
Principle of equality	10.0	52.0	27.0	11.0

Students expressed that 75 per cent of the reality is deviated and the rights are not expressed in agendas. Students also stated that news programs are away from reflecting objective views and no respect is shown for individual rights.

In Table 4, the aim was to know which the theory of philosophical ethics is taken as basis most. As is known, personal ethics holds drawing upon wisdom as much as upon conscience; social ethics advocates making sacrifices for society; ethics of rules holds taking refuge behind norms; and ethics of result aimed holds pleasure, happiness and utilitarianism.

Table 4. The Theory of Philosophical Ethics, Which was Included in the Agenda.

Theories of ethics	applied	Not applied	deviated	No idea
Personal ethics	14.0	53.0	30.0	3.0
Social ethics	15.0	50.0	23.0	12.0
Ethics of rules	50.0	13.0	11.0	26.0
Ethics of result aimed	66.0	10.0	13.0	11.0

Students claimed that the use of ethics of result aimed was taken into consideration 66 % in the direction of neo-liberal view in deciding for an agenda. Ethics of rules come next in the rank. This situation denotes a status quo propensity.

Table 5. Basic Sources of Ethical Deviation in the Agenda

Three basic sources	Yes	No
Insensitivity of the society	81.0	19.0
Press workers lacking in specialization	61.0	39.0
Capital ownership in press	97.0	3.0

P = 0.000
Cochrans Q = 38.275

As a result, it appears that the factors that cause ethical deviation results from capital the ownership in press and insensitiveness of the society feeds this situation.

VIII. Conclusion

Ethical problems confronted in agenda setting are almost as old as its history but these problems change depending on the time and conditions.

There are a lot of factors that affect agenda setting. These are international, national and other outer environmental and organizational factors. Interacting among themselves, these factors render agenda setting positive or negative as regards ethics.

In this study, an attempt was made to analyze ethical problems in determining both the agenda of the press itself and of the public.

In the current study, the process of decision making was dealt with as much as the process of agenda setting. How macro factors (at the basis of neo-liberal and neo-critical theories) and micro factors (social, psychological and ethical factors) that affect this process cause ethical problems were questioned.

In this context, an original model was devised that will contribute the solutions in agenda setting and that will bring innovation to this area. So far, quite different scientific approaches were adopted for agenda setting in other studies. Political, sociological and press organizations have put forward very valuable views. Yet for the first time in this field, the process of agenda setting has been evaluated through the synthesis of the philosophical and socio-pyschological approach. This is what gives originality to the model. The model has been form by the years-long labor and by internalization of the applications. Since the modal is new and original, the model is thought to contribute the field.

The modal has the following features (see A Model Ethics).

Agenda setting is a process of decision making. This process of decision making requires group discussions. It is very easy to come to faulty decision in group discussions. (Social and psychological data have support this.) And this causes deviations from ethics.

Ethical improvement of the individuals leads to ethical consensus in social groups. That is to say, agenda of ethics: (attitudes + subjective values with social content) High awareness+ autonomy.

Non-ethical Agenda: is realized through (attitudes+ subjective values with social content) Low awareness + outside control. And as a result, discussion of ethical alternatives leads to consensus.

Separately, a survey was conducted on the students of the Faculty of Communication, who participated in decision making process of agenda setting for a period of 3 months. Students' views about the problems they encountered during the agenda setting process were evaluated.

Students;

a) *Through macro perspective:* point out that neo-liberal policies are the cause of deviating from ethics in press agendas. Especially, they expressed that agendas politicized the individuals in the society, prototyped the society, spread consumer culture, couldn't realize the process of democratic improvement. For this reason the demanded that public press be developed.

b) *Students, through micro perspective*, claimed that press agendas were not objective because they didn't reflect the truth and the rights, and that they violated individual rights.

Separately, expressed that ethical philosophy on which press agendas depend is utilitarian, that the ideologies of capital owners lie underneath the ethical deviations, that since the society has gotten insensitive, it gives feed-back to ethical deviations in the agenda.

As a result, it can be said that in order to be able to solve the problems, it is possible to demand ethical values first as individuals, then as groups and as a society and the internalize them.

Explanation
*Penningtion describes the group thinking in 8 ways

Group thought : is the deterioration of moral assessment and reality resulting from pressure in the group.

Asch effect : is the supporting of wrong idea due to the pressure in the group.

Dragging effect : diminishing of individual difference, over optimism, over pessimism, censorship, advocating the wrong as the right.

Social idleness : stripping off individual responsibilities and contribution.

Halo effect : conveying inspiration to a different trait of the person in a manner to spoil objectivity.

Stereotyping : judging the other group in a positive or negative way.

Ethicising : putting pressure on a different idea.

Contrast : deliberately increasing the level differences among group members can be seen as follows:

References

ARMAĞAN, A (2001), *Basın Organizasyolarında ve Karar Verme Sürecinde Yeniden Yapılanma*, Yayımlanmamış Doktora Tezi, İzmir: SBE.

CURRAN, J and PARKS M, (2000), *The Westernising Media Studies*, London: Ponting Green Pub.

DAĞTAŞ, E, (1999), *Sivil Toplum, Medya ve Demokrasi*, Ankara: İletişim Dergisi, 93/3, G. Üni.

EYAL, C. (1981), *The Roles of Newspapers and Television in Agenda Setting*, London: Sage Pub.

HUCKINS, K. (1999), *Interest Group Influence on the Media Agenda*, Journalism and Mass Communication, Quarterly, 76-77.

İRVAN, S. (2001), *Medyada Sahiplik Yapısı ve Haber Üzerine Etkileri*, İstanbul: II. Ulusal İlet. Kong.

İRVAN, S. (2001), *Medya Etiği Dersi'nin Gazetecilerin Eğitimdeki Rolü*, Eskişehir: Anadolu Üni., Uluslararası İletişim Semp.

İNAM, A. (2001), *Terör, Siyaset, İş Dünyası ve Etik Paneli*, Ankara: ODTÜ.

JANIS, A. (1972), *Victims of Group Think*, Boston: Houghton, Mifflin.

KUÇURADI, I (2001), *Felsefi Etik*, Ankara: I. Uygulamalı Etik Kongresi, ODTÜ.

KAĞITÇIBAŞI, Ç. (2002), *Yeni İnsan ve İnsanlar*, İstanbul: Evrim Yay.

LUTHANS, F (2000), *Organisational Behaviour*, London: Prentice Hall Hill.

McCOMBS, SHAW. D. (1993), *The Evolution of Agenda Setting*, USA: Journal of Communication, 43 (2) 59.

McCOMBS, M; SHAW, D. (1997), *The Agenda Setting Function of the Press*, USA: St Paul, MN, West.

MUSAAĞAOĞLU, C. (2004), *Ergenlik Sürecinde Özerkliğin Gelişimi ile Tutumlar Arasındaki İlişki*, Ankara: H.Ü. S.B.E., Yayımlanmamış Yüksek Lisans Tezi.

McQUAIL, D WINDAHL, S. (1993), *Communication Models*, New York: Longman.

MOVLANA, H. (1996), *Global Communication in Transition*, London: Sage.

ÖNÜR, N. (2002), *Küreselleşen Dünyada İletişim ve Toplum*, Ankara: Alp Yayınları.

PEHLİVAN, İ. (2002), *Yönetsel, Mesleki ve Örgütsel Etik*, Ankara: Pegem Yay.

PENNINGTON, D, (1993), *Social Psychology*, London: Edward Arnold, NJ.

ROBBINS, S. (2002), *Organisational Behavior*, New Jersey: Printice Nall.

SEVERIN, W.J.; TANKARD, JW. (2001), *Communication Theories: Origins, Methods, and Uses in the Mass Media*, USA: NY, Longman.

Basın İşletmelerinde Gündemin İnşaa Sürecinde Etik: Bir Davranışsal Yaklaşım

Yard.Doç.Dr. Ahsen ARMAĞAN[*]

Özet: Günümüzde Küreselleşmeye bağlı olarak yaşanan kaotik, belirsiz ve dinamik ortam, her alanda olduğu gibi basın işletmelerinin biçimsel yapı ve dinamiklerini de etkilemektedir. Bu nedenle basın işletmeleri, uluslararası ve ulusal düzeyde pek çok sorunla karşı karşıya kalmaktadır. Bu sorunların en önemlilerinden birisi; bu alanda, korunması gereken etik kuralların, gün geçtikçe zayıflamasıdır. Bu nedenle bu çalışmada, basın işletmelerinin saptadığı gündem bir karar süreci olarak ele alınmış bu bağlamda gündem kararlarında karşılaşılan sorunlar irdelenmiştir. Etik sorunlar

a. Makro perspektiften (uluslararası, ulusal, kurumsal),

b. Mikro perspektiften (sosyal, psikolojik),

açılarından sorgulanmıştır. Daha sonra gündem saptama da karşılaşılan etik sorunları ortadan kaldıracak, orijinal bir model geliştirilmiştir. Ayrıca çalışma bir araştırma ile desteklenmiştir. Methodolojik olarak, eleştirel ve davranışsal kuram temel alınmıştır.

Anahtar Kelimeler: Gündem saptama, Karar verme, Normatif etik, Felsefi etik

[*] Ege Üniversitesi, İletişim Fakültesi / İZMİR
ahsenar@mynet.com

Этика в процессе построения актуальности в организациях СМИ: с точки зрения отношений

Помощник Доцента Доктор Ахсен Армаан[*]

Резюме: Хаотическая, неопределенная и динамичная среда напрямую связанная с глобализацией так же как и в других областях влияет на динамику и структуру организаций СМИ. По этой причине организации СМИ сталкиваются со множеством проблем как на национальном, так и на международном уровне. Одной из главных проблем является ослабление в последнее время законов этики, которые необходимо защищать. Поэтому в данной работе исследуются проблемы, с которыми сталкиваются в процессе принятия решений актуальных вопросов, принимаемых как процесс принятия решений организаций СМИ, которые ведут наблюдение за актуальностью. Этнические проблемы рассматривались с точки зрения:

а) макроперспектива (международное, национальное, общественное);

б) микроперспектива (социальное, психологическое).

Позже была разработана оригинальная модель по удалению этических проблем из повестки дня. Помимо этого работа поддерживается исследованием. За методологическую основу была взята критическая и поведенческая теория.

Ключевые Слова: констатация повестки дня, принятие решения, нормативная этика, философская этика

[*]Эгейский Университет, Факультет Коммуникаций / ИЗМИР
ahsenar@mynet.com