

## A CRITICAL ANALYSIS OF COMMUNICATION ETHICS IN ONLINE JOURNALISM

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### **Abstract**

This research explores the challenges faced by online journalism practices in managing communication ethics, particularly in the aspects of information accuracy and speed of news distribution. With the increasing influence of social media and digital platforms, online journalism faces growing pressure to publish news quickly, often at the expense of a thorough verification process. This research identifies that one of the main root causes of the problem is the lack of training and strict editorial standards, resulting in errors in reporting and declining public trust in the media. The study conducted in this research used the literature research method. The results found that the practice of communication ethics in online journalism is simply to maintain the integrity of the media and strengthen public trust in an ever-evolving information age.

**Keywords:** Communication Ethics, Online Journalism.

### **Introduction**

In recent decades, journalism has undergone a significant metamorphosis, fuelled by the digital revolution and the rise of the internet. This phenomenon has changed the conventional mode of reporting and brought about dynamic changes thanks to the birth of online journalism. Digital platforms make information distribution easier and provide more space for interaction between media and audiences.

The development of online journalism has revolutionised the way information is disseminated to the public. With the advent of the internet, time and space constraints that used to be an obstacle in delivering news are no longer relevant (Arrey & Reynolds, 2023). Online media is able to update news at an almost instantaneous speed, allowing news consumers to gain access to the latest information from anywhere at any time. Digital platforms also provide greater room for content variability, ranging from text, video, to complex multimedia interactions. This not only enriches the user experience but also increases the reach and influence of journalism globally (Atala, 2021).

However, these technological advancements also bring impacts that need to be scrutinised. The rapid speed of news dissemination often makes the process of