THE REFLECTION OF ETHICAL PRINCIPLES OF PRESS TO THE INTERNET MEDIA

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ABSTRACT

The importance and power of the media, which is expressed as the fourth great power today, is known in the information, education, guidance and even in the changing of value judgments of a society. The press, which guides individuals and societies in meeting their information needs, enabling them to express themselves, has very important duties and responsibilities. In this context, it is important that media employees comply with ethical codes in addition to their professional knowledge and experience when performing their duties.

Keywords: Internet media, ethics, journalism ethics, ethics violations.

INTRODUCTION

The importance of communication for humanity since earlier ages is a fact that cannot be ignored. On the foundation of the communication phenomenon appearing with the existence of humanity, lies the fact that the need to share must be resolved. The world we live in is constantly evolving and consequently it is in a constant change. With the rapid growth of technology, communication has gained new dimensions over time. The transmission of information has become possible in short periods of time, which can be measured by seconds. Towards the end of the 1990s, a new communication medium emerged, as a result of the developments in the fields of informatics, telecommunication and media, and the convergence of these fields. This new medium, called the internet media, has established itself in a very important position in our age. The possibilities and opportunities that it provides in terms of communication have spread this new medium as an indispensable tool for the news sector.

With the usage of internet, a new type of journalism has emerged as an alternative to the traditional media channels in the presentation of the news, broadcasting on the internet. This new type of journalism is called electronic publishing or internet journalism.

The newspapers, which are a traditional medium, have carried their activities to the internet. Since it is very cheap and easy to prepare a newspaper in the internet environment, many news sites which have not been operating in the traditional
medium have started to appear in the internet. Undoubtedly, this change has brought new questions and problems along with the potential that it has in the sense of entering the market.

In addition to the rules set out in the legislation that journalists need to obey when practicing their profession, there are also ethical rules set by professional members. Among the rules organizing the journalism profession are the “Press Ethics Law”, which has legal status, the “Press Professional Principles” prepared by the Press Council, the Turkish Journalists “Rights and Responsibilities of Turkish Journalists” Declaration prepared by the Journalists’ Society of Turkey and the ethical rules prepared by media groups.

**MORALITY and ETHICS AS CONCEPTS**

Morality; is defined as "a set of rules applied to organize the behavior of people in society and their relations with each other". (http://www.dmy.info/felsefe-terimleri-sozlugu/)

Ethics is defined as a philosophical subject that deals with morality, examines the qualities of those who are good or bad in moral values among people, and deals with judgments under moral attitudes. (Büyükbakal, 2004: 49) Ethics basically explains what is good or bad, right or wrong, virtue or immorality, crime. The concepts “right and wrong” are on the basis of ethics.

Ethics comes from the Greek word for tradition and habit, “ethos”, and is defined as "the totality of behaviors that the parties must obey or avoid among the various branches of the profession" (http://www.tdk.gov.tr/index.php?option=com_gts&arama=gts&guid=TDK.GTS.5a188fd06c2312.549777425) in the TDK (Turkish Language Association) dictionary.

Ethics are used more often in our daily lives in the sense of professional ethics. Ethics describes the code of conduct that must be followed by those belonging to a particular occupation. These rules have three functions: to maintain service principles, to organize competition within the profession, to remove inadequate and unprincipled members. (Girgin, 2007: 48)

Aristotle expresses the difficulty of adapting to ethical principles as: “Again, it is possible to fail in many ways for evil belongs to the class of the unlimited … and good to that of the limited, while to succeed is possible only in one way for which reason also one is easy and the other difficult—to miss the mark easy, to hit it difficult …For men are good in but one way, but bad in many.” (Aslan & Aslan, 2016:176)

The term of ethics is frequently used synonymously with the concept of morality in everyday speech. However, there are important differences between the two words. The main differences between these words can be listed as follows:

- Ethics contain written rules for a specific field, while morality is unwritten and broad.
- Morality is personal, while ethics is universal.
- Morality is influenced by the national and religious values of a society, whereas ethics is not influenced by geographical location, color, language, religion, race, etc.
- Ethics is the theory of right and wrong behavior, and morality is the practice of these theories.
WRITTEN PRESS and ETHICAL PRINCIPLES

Nowadays, the media, which has undertaken the task of being the eyes and ears of the society, is accepted as the fourth great power after legislation, execution and judgment. The recent developments in communication technologies has allowed it to affect many people living all around the globe at once.

Media ethics can be defined as the internal and external relations of the media, the wage policies it implements, the working conditions, and the acceptability of the produced content by the society.

It is difficult to apply ethical rules in the media due to reasons such as the fact that the media enterprises that have undertaken the public service duty are commercial enterprises and therefore profit-oriented, the existence of holdings in different business lines of media owners, economic, political and personal expectations, aims and working conditions. With all these influences, various problems have arisen for reasons such as the news being published without being verified in the media, news with empty content, the sources not being mentioned, the rights of the people and the right of the society to receive information being ignored. In the "Institutional and Professional Reliability" survey conducted by the International Strategic Research Training and Consultation Center Platform in 2006 with a total of 2 thousand 100 people in Turkey, journalism with 35.28% and broadcasting with 27.26% were the least trusted professions. (Uzun, 2007: 23) According to the "Confidence Index for Profession Groups and Institutions" survey conducted in 2010, teachers were ranked first among the 20 professions, while journalists were ranked 17th. (http://www.internethaber.com/vatandasa-gore-en-guvenilir-meslek-261456h.htm)

It is inevitable that destructive consequences will arise when the media is controlled by malicious people. Therefore, the media needs to use this power to produce useful results. Various self-regulatory codes have been prepared by professional members next to the legal regulations in the field of media in order to carry out the duty more healthily. The ethical behavioral rules in the media are as follows: (http://hedefaof.com/documents/Ders_kitaplari/mei208u.pdf)

- Truth and honesty
- Objectivity and neutrality
- Trade secret - respect and faithfulness to news source
- Separation of news and comment
- Respect for privacy or confidentiality of private life
- Do not exceed the criticism limit - defamation, insults, detestions and avoidance of false claims
- Respect for the right to reply and correction
- No credit given to personal interests
- Keeping facts before corporate interests
- Display of a posture against violence, pornography and terrorism

When we approach journalism in the media sector, journalists have some obligations to the society and they must act in the consciousness of these obligations. The journalist must first make sure that the society receives information and learns the facts. However, while performing this task; he must be objective, should be aware of his responsibilities, beware of giving information that he is not sure of, avoid misleading the public and violating private life, not exceed the limit of criticism, protect
the distance from news sources and stay away from hate speech and violence. In short, professional ethics principles should be taken into account.

“The press is responsible for gathering news, following opinions, interpreting and criticizing them, and informing the public truthfully.” (http://hedefaof.com/documents/Ders_kitaplari/mei208u.pdf)

The ethical codes prepared in the field of the press define the responsibilities of journalists to their work, the readers, the sources of news and the news themselves. According to Korkmaz Alemdar, ethics has emerged as a set of rules that journalists have promised to comply with in order to protect themselves and their professions in the face of escalating pressures and gain readers confidence. (Büyükbakkal, 2004:52) The journalist's fulfillment of his duties within the framework of ethical values emerge as a decisive factor in acquiring the trust of the reader.

The Journal of Journalism Rights and Responsibility, prepared by the Journalists Society of Turkey in 1998, and the Press Ethics Law, which was prepared by the Press Association of Turkey in 1988, are the ethical rules that journalists must adhere to. The codes of ethics in Turkey are followed by the Press Council and the Press Advertisement Authority. The Press Council follows whether the principles of the Press Professional Principles are violated or not. If these principles are not followed, warning and condemnation punishments are given. The Press Advertisement Authority has the power to enforce economic sanctions and to hand advertisement penalties for newspapers that do not comply with the ethical rules since their authority is supported by law. (Uzun, 2007: 59)

**INTERNET MEDIA and ETHICS**

Built on the US Defense Ministry's armed computer network (ARPANET), the internet today is the main activity environment of the media.

With the new communication technologies, individuals have got the opportunity to access important information at any time, in addition to the important increase in the amount, speed and quantity.

Internet is used effectively in publishing the news which is an indispensable element of life. Internet technology has created a multi-voice, democratic and user-friendly journalistic environment that allows fast, accessible news in online newspaper archives and different multi-media formats.

The transfer of the pages of newspapers such as The New York Times and The Washington Times to internet entirely in 1995, constituted the beginning of the internet media. In our country, the first publication to transfer content to internet is “Aktüel Dergisi”. (Kalsın, 2016: 77) The first news site that published independant news on the internet in Turkey was Nethaber, which was founded in connection with Superonline’s website and transferred the news of “Anadolu Ajansı” and “Reuters” to the readers. The first news site to publish independant news and produce the news content itself was “www.dorduncukuvvetmedya.com”, founded by the journalist Ahmet Tezcan. (Ayhan & Aydin Kükrer, 2015: 77)

The passage of newspapers on the internet has taken place in several stages. Firstly, newspapers have transferred their content to the internet without changing their content. In the second stage, interactive communication has become available which let viewers contribute to the news and comments. In the third stage, the internet versions of the newspapers began to feature original news. At the last stage, it has been changed to a method called multimedia, in which multiple messages such
as voice, text, moving picture, graphic, music are presented in the same environment. (Dönmez, 2010: 109)

Today, the media is the primary source of news about events that happen in close proximity to individuals or anywhere else in the world. It has become much easier to reach the news with the developments in communication technologies. As the use of the Internet increases day by day, the growth of the target population is increasing the importance of internet media. According to a report published by TUIK in 2016, in 2015, internet users in Turkey used internet the most to reading online news, newspapers or magazines with 68%. (http://www.tuik.gov.tr/basinOdasi/haberler/2016_83_20160720.pdf)

The Internet media can be described in the simplest way as fast journalism that does not leave today's news for tomorrow. With the development of internet media over time, newspaper directors have also turned their faces to this new media. The internet media, which is based on the active participation of the individuals, is considered as an alternative media with the features it possesses.

"Internet journalism, which does not require the expensive investments of both the written and visual media and can accomplish both their functions with very small costs compared to other sectors, has become possible with the introduction of the multi-media environment briefly called as web and allows pages to be written with the software language abbreviated as html..." (Altintaş, 2017:184)

In addition to the habits of receiving news via the internet media, everything has changed as far as the presentation of the news and the way the journalists work. The internet media has been instrumental in transforming the journalism profession as well as providing a liberating environment for publishers and readers. In addition, internet newspapers are relatively cheap and easy to make when compared to traditional media. Expensive investments of both written and visual media are not required. A computer and a good writing staff are enough to publish a newspaper. Moreover, it is possible to read this newspaper from anywhere in the world. Information on how many times the news is read can be reached through a counter in the internet media. In addition to that, last-minute developments take place in internet newspapers long before the traditional media tools and are published instantly. The speed and convenience that it has, the fact that it can be reached at any time and the news are updated, getting the target group in an active situation and providing mutual interaction are important factors in the choice of the internet media by the audience and readers. With the development of Web 2.0 technology, news sites that broadcast over the internet have become more and more interactive. (Irak & Yazıcıoğlu, 2012: 37)

However, in addition to all these positive aspects, there are also ethical violations in the internet media. Journalism professional principles also apply to internet news sites. News sites are obliged to publish citation and contact information. However, in most news sites it is observed that this rule is not followed.

As a consequence of the contest against time, the tendency to broadcast without being controlled, whether it is correct or not, is one of the negativities. With the desire to make a news story, it seems that news sites are moving away from the principle of giving accurate, objective and complete news. Distorting or destroying photos and images also moves the news story away from accuracy.
"...The facts that news with unclear sources, incorrect information and images that have been destroyed or modified by various techniques circulating all over the world through fast and instant sharing can create conflicts on the agenda of countries or the world, cause panic waves or bring societies face to face are only considered to be few of the possible outcomes." (Erdoğan, 2013:256)

One of the most important problems that often come to our attention is the violation of privacy because it is quite easy to identify the reader profile in an internet newspaper. Some of the online news sites may ask for personal information that can directly affect their privacy from the readers before they can reach the content of the site. Whether or not the newspapers have the right to monitor their readers is an ethical problem.

The reader may also, for example, read a sexuality related news item and fill out a form and write his e-mail address before doing so, and if his e-mail address is being tracked, it will become a commercial product that will be available for everyone in this sector, from companies selling sex products to pornography sites. Therefore, this address can be sold to second and third parties. (Dönmez, 2010: 111)

Another subject to be considered within the scope of privacy is the fact that the private lives of the people are subject to the news contents or that unauthorized images are being taken. These contents can cause long-term trouble to the people who are the subject of the news. Even after many years, people may find these reports in the archives.

Not to mention the sources is also an important ethical question in internet journalism. In the published news, it is essential to provide a link to the media organization that produced the news and to the source of the news. The lack of attention to detail in terms of the source of information and the increase in information density increase information pollution. Nora Paul from the Institute of Poynter, a reputable journalism training institute, says in this regard: (Çakır, 2007:143)

"...When we look at the internet journalism in Turkey, almost all of the news sites have the internet sites of the agencies and the newspapers as the source of their news. Moreover, they often do not even bother to show the source. This is both unethical and damages the trust to the news...

It is one of the ethical problems that editorial control is often absent or inadequate. In particular, any content produced by the citizens (written news, photos or video) must be checked and verified beforehand. Apart from this, news in any other news site is copied directly. Even in the days when the news is fresh, it is copied as it is. When the news are no longer up to date, making long quotes is usually considered reasonable. However, it is unethical to copy news that are up to date.

In internet journalism, the indication of preference is not circulation, as it is in traditional journalism, but the number of clicks. Due to the fact that almost all the content has to fit on a small computer screen, the internet page is limited to only titles and photos. Usage of a language that will arouse a variety of emotions such as curiosity, excitement, horror and sexuality, is increasing the number of clicks. However, when the news story is clicked, there is no relationship between the title and the content. Titles such as: Incredible accident! (Two cars hit each other) such friendship was never seen! (X millionth cat dog friendship ....) The secret that X is hiding from everybody! (she eats wholemeal bread in the morning) are often used. It's not right to use sensational news headlines that do not reflect content just to get more
clicks. These news headlines are designed to increase ad revenue as a result of the number of clicks. Such headlines are deceiving the reader.

One of the important ethical rules in the written press is the distinctive difference between news and advertisement. Just as it is in written press, internet media also get most of their income from advertisement. Therefore, this dependency on advertisement, is effective in the frequent ethics violations in internet media. Readers often face electronic advertisement banners that appear on the main pages of the newspaper or in the middle of the news. The boundaries between news content and advertisement appear to be blurred, obscured, or disappeared. The links on the news page, again, sometimes redirect readers to commercial sites or other page ads and reduce credibility.

One of the most important ethical principles in the field of journalism is to avoid hate speech and discrimination. Internet media is quite fast compared to traditional media. Therefore, the news published in this media spread in a very short time. As with any news on this media, hate speech and discriminatory news spread rapidly and affect the masses negatively. Internet news sites need to broadcast in accordance with human rights and universal values. Media has directing power on the masses and frequent repetition of hate speech is quite effective in the commitment of hate crimes.

With the internet media, the reader has become more active. Criticizing and commenting on the news is possible with this technology. The fact that the internet is “Close enough that the debaters can communicate what they want, far enough to avoid the consequences” (Ayhan & Aydin Kükrer, 2015:79) causes us to encounter some comments with hate speech in them. The news site needs to take responsibility for any content it publishes, including readers’ comments.

ETHICS VIOLATIONS in INTERNET MEDIA

With the internet, journalism has moved to a new environment. The change of the environment should not mean that the ethical rules are removed or completely violated. In addition to complying with ethical rules of journalism, it is possible to develop other ethical rules that are appropriate to the conditions of this new environment. One aspect of the debate about Internet journalism is whether the existing codes of ethics are also valid on the internet, in other words, if they can be adapted to the internet environment. Those who argue that the existing rules are valid say that the rules can still be applied by stating that the journalist is still the same journalist and the ethics are still the same ethics. The majority of those are the people who think journalists should embrace traditional journalistic values in this regard. (Rigel, 2000:218)

In this context, it emerges as an important issue whether or not the traditional journalism ethical principles are followed on the internet. However, when news samples taken from various news sites are examined, it is observed that ethical rules are not obeyed in this new environment.
The news story with the headline “He beat his girlfriend whom he argued with in the middle of the street” has been published on the news site haberler.com on June 29, 2013. In this news, the young girl who was beaten was shown lying on her back covered in blood. No blurring has been applied.

13 of the Press Professional Principles "Avoid publications that encourage violence and tyranny, hurting human values."

The news story with the headline “Reina attack brought Paris and Orlando to mind” has been published on the news site tr.sputniknews.com on January 1, 2017. It was written that the person who made this attack, which resulted in death of many people and did not fall for a long time from Turkey’s agenda, was Afghan-born US citizen Ömer Metin. However, after a very short time, it turned out that this person had nothing to do with the incident. The identity of the person has been removed from this
news site and others within a few hours. But even for a few hours this caused the person who was held responsible for a massacre to be in a very difficult situation. Moreover, the public was misled.

Figure 3: Example 3

It was stated that the 101-year-old billionaire David Rockefeller had 6 heart, 3 kidney, 2 liver transplants and died at the age of 101 on the news site aljazeera.com.tr which was shut down in 2017. The first version of the news was published this way and then it was corrected. It was stated that the source is DHA. There are no patients with so many heart transplants on record. (https://teyit.org/rockefeller-6-kalp-3-bobrek-ve-2-ciger-nakli-gecirdi-iddiasi/) The rumor that Rockefeller has had six heart transplants and two transplants has been described as a fiction made by the parody news website The World News Daily Report.

Figure 4: Example 4

Burçların tarihleri değişti

Bunun nedeni ise Dünya'nın yer ekseninin geçmişti Kuzey Kutbu'nun aynı doğrultuda olmaması ve sonuc olarak 3 bin yıl sonra gökyüzünün değişmiş olması olarak açıklanıyor.

In the news story with the headline “The dates of the signs have changed” published on the news site t24.com.tr on September 7, 2016, it was written that the shape of the sky has changed and for this reason the number of signs has increased from 12 to 13. It soon became apparent that this news, which said that NASA announced the signs have changed, was a lie, and that many newspapers and news sites in Turkey were circulating it by means of a "copy-and-paste" method.

Figure 5: Example 5

The news story with the headline "He cried for the dead cat, not for the burning house" has been published on the news site t24.com.tr on March 20, 2017. In this news it is stated, that, Grandpa Maksut and Grandma Mine, 80 years old living in Çorum, have lost their homes due to the fire caused by electrical problems and that Grandpa Maksut has shed tears for his dead cat. However, the announcement made by the Mecitözü Governorate stated that the fire that was mentioned in the news was on June 25, 2015. (http://mecitozu.gov.tr) One of the most important features of news sites is to publish up-to-date news. To pretend that things that have already happened long before are up to date is to cheat the reader.

Article 6 of the Press Professional Principles "The news within the investigative journalistic possibilities cannot be published without investigation or without confirmation."

Article 3 of the Press Ethics Law is "In the interpretation of news and events, it is not possible to make intentional news by means of deflecting or shortening the facts, or to write them without being sure of their correctness." and the examples 2, 3, 4 and 5 are not compatible with these principles.
The news story with the headline “Whoever touched is ruined! AIDS test to 74 people...” has been published on the news site cnnturk.com on February 22, 2012. In the news, Ibrahim Taşlı, who was 22 years old, lost his life after a traffic accident in Muğla, his family decided to donate his organs but he was found to carry HIV in blood samples taken and the newspaper published a photograph of the deceased. 74 people were invited to the hospital to give blood samples, including his family and those who tried to save him. The Ministry of Health later made a statement on the subject. The ministry explained that even if the disease was confirmed, the name of the patient and the publication of the photograph are the infringement of the patient’s privacy, and the advanced tests have shown that he did not carry HIV. (haberler.com)

This news was not confirmed and led the people to panic. In addition, the young person whose open identity and photograph was given in the news has been victimized and has been discriminated due to his illness. People who read the title "Whoever touched is ruined" may think that people with AIDS should not be touched, and people carrying this virus have been discriminated.

Figure 7: Example 7
The news story with the headline “Hostess girlfriend is the victim of jealousy” has been published on the news site iha.com.tr on March 22, 2013. In this news, the name and photograph of the woman killed by the person she was with for 3 years is given explicitly. Also, with no emphasis on social reasons, the emphasis on the woman's profession led her to be otherised and legitimized her death.

Figure 8: Example 8

The news story with the headline "Female driver made a pileup: 1 dead 5 injured" has been published on the news site ensonhaber.com on April 26, 2017. The headline of this story has a sexist distinction. It gives the impression that such accidents are made by women. When a male driver makes a similar accident, there are no news headlines like "male driver made an accident".

Article 1 of the Press Professional Principles says "No one can be condemned or humiliated because of their race, gender, age, health, physical disability, social level and religious beliefs in publications."

In Article 2 of the Press Ethics Law, it is said that "bad words can not be used in writings aiming at individuals, institutions or classes, and unfair publications can not be made against honor." The examples 6,7 and 8 are not compatible with these principles.

Figure 9: Example 9
The news story with the headline “Kayahan's wife İpek Açar was seen with her new love” has been published on the news site mynet.com December 4, 2017. In this news, photographs were published without permission from the persons. This topic is entirely concerns the private lives of people. In the news there is no event that can be evaluated as the right of the public to receive information. The news is not for the public benefit. The privacy of private life has been violated.

Article 5 of the Press Professional Principles "Private life of persons can not be a publication issue except in cases where public interest requires it."

In the second paragraph of Article 2 of the Press Ethics Law, "the private lives of persons in cases that do not interest the society can not be reported in a humiliating manner" and this news does not comply with the stated rules.

Figure 10: Example 10

The news story with the headline “Everyone's suffering is the same: What is this Monday syndrome?” has been published on the news site mynet.com December 4, 2017. Some scientific findings are given in the article. However, the source of these findings is not on a solid basis and is not shown in the news.

Article 8 of the Press Professional Principles stipulates that "...specifying the source of special products received from agencies should be handled with care." Example 10 does not comply with this principle.
The news story with the headline “You will not believe who this beautiful woman is” has been published on the news site ucankus.com April 1, 2016. The news arouses curiosity. The individual who moves with a sense of curiosity clicks the headline of the news. Thus the news site reaches its goal. Every click it receives increases its advertising revenue. An individual who is curious about the subject sees that content does not match the title when the title is clicked. It is mentioned in the news that the people who saw the robot given the name "Mark 1" by its designer were not able to distinguish it from a person and that it was influenced by a Hollywood star whose name the designer did not reveal.

The news story with the headline “Meteorology warned! Snow is coming ...” has been published on the news site ahaber.com.tr October 15, 2016. However, when you look at the content of the news, it will only be snowing in the higher altitude places of the Eastern Anatolia Region, and the majority of the country will be rainy. Moreover, the temperatures expected in the given cities are generally above 17 degrees Celsius. The content of the article does not match the title. It is likely a heading to increase the number of clicks.

Article 5 of the Press Ethics Law states that "the news headlines can not be falsified" and the examples 11 and 12 do not comply with this principle.
In the example of the web site diken.com.tr and most of the other news sites, when the page opens the first thing that we see is the advertisements at the top of the page. There are various other advertisements when we move down the page. So much so that the line between these ads and the news has disappeared. Sometimes there is an advertisement band in the middle of the news. Even when the reader clicks on the news, they can encounter advertisements. However, the ethical codes say that the line between advertising and news should be clear.

Article 12 of the Press Professional Principles states that "...These attributes of publications in the form of advertisements should be stated so that there is no room for confusion."

Article 9 of the Press Ethics Law states that "Advertisements, news, pictures and texts of advertising nature; should not leave any room for doubt that they are advertising. " The example 13 does not comply with these principles.

One of the important issues that internet news sites should pay attention to is the comments made on a published report and hate speech. Because there is no legal regulation in this area, people use expressions that alienate others by stating that they are using their right to freedom of thought. These expressions are spreading rapidly across the society. For example, on 04.12.2017, there are comments containing hate speech in the comments section of the news titled "Fenerbahçe's crime notice!" in the
news site mynet.com. Hate speech, which is the result of intolerance in our country, is frequently seen especially in sports in recent times. Responsibility for comments containing such discourse also belongs to the news site. Comments should be published after the editorial check.

Article 4 of the Press Professional Principles "No expressions of humiliation or degrading towards a personality or organization beyond the limits of criticism can be included."

In paragraph 2 of article 2 of the Press Ethics Law, "bad words cannot be used in writings aiming at individuals, institutions or classes, and unfair publications cannot be made against honor." and this news does not comply with these principles.

CONCLUSION

We encounter ethics, which expresses the habits that people have developed in order to make the life that they are living together rational and reliable, in almost every area of daily life. Just as in many professions, journalism has become one of the most questioned professions in terms of ethics for various reasons today. The main task of the media is to present news and information to the society. In this context, journalists are also responsible towards the society. Therefore, journalists should be aware of this responsibility and act in accordance with professional ethical principles. However, from time to time journalists may ignore important ethical principles for a variety of reasons while fulfilling their duties. Unfortunately, professional ethics remain only in written rules, not reflected in practice.

The Internet, which comes to the forefront with the lifting of the limits of time and place, has become one of the indispensable communication tools in a very short time. The benefits and opportunities that the internet has provided have led to significant changes in many professions, especially in journalism. Considering various factors such as cost, speed and interaction, internet journalism has significant advantages over traditional journalism. There is no need for large capital to make a newspaper like it is in traditional media. Moreover, it allows you to reach even more people faster. With this new medium, journalism has moved into a new atmosphere. However, it is observed that there are various ethics violations in this new environment. Both the rules set for traditional journalism are not complied with and some ethical violations specific to this new atmosphere are encountered.

It is only the medium that changes, it does not mean the change of journalistic activities. That is why journalists should bear in mind that they are responsible to various segments of the society and that they must protect the dignity and respect of their profession. The idea that the internet is an environment of freedom is quite common. However, publishing an unconfirmed report, publishing the secrets or images of a person not in society’s interests, copying and publishing the news of other news sites without reference, and publishing hate speech towards a person or a group in the news cannot be related to the concept of freedom.

Internet journalism offers important opportunities for journalists in the production and presentation processes. When the results of the study's research section are examined, it is observed that the ethical violations seen in traditional journalism continue in this environment. For example, unconfirmed news stories were also found in the internet media. Yet it is necessary for members of a society to trust the news they listen to, watch and read. However, according to the research, it seems that
concerns about the accuracy and reliability of the news are also valid in internet journalism.

According to the research results, it is seen that there are some ethical violations specific to this new atmosphere in addition to the ethical problems seen in traditional journalism. The number of news sites on the internet is increasing day by day. This leads to a decrease in the quality of the news, as well as the competition to get some share of the advertisement income. The news sites that are in the race to get slices from the advertisement cake are ignoring ethical rules in order to get more clicks. The increasing disappearance of the line between news and advertisements supports this idea. In addition to this, news headlines were used to raise curiosity to increase the number of clicks, but it was seen that the news content and headline were inconsistent. From this, it is possible to say that the idea of economic interest in the news sites is in the forefront.

It is difficult to draw the boundaries of the ethics. However, in addition to complying with the existent ethical codes, it is also necessary to determine and adhere to the principles specific to internet journalism. It is also thought that the establishment of control and enforcement mechanisms will be effective in solving the problem.
REFERENCES


