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## The Crisis of Moral in Journalism

**Abstract:** The crisis of the profession of journalism occurs for several reasons, primarily as a result of plunge in advertising, insufficient exploitation of the benefits of marketing, as well as financial investments have become too risky. As a consequence, there comes the dismissing of the journalists, as well as creating the uncertainty in the market of journalistic media. Corruption is drawn into the media and journalists, because the powerful politicians used the crisis to blackmail the owners of the media. Therefore, some of the media does not serve the public interest, but politics and advertising industry. Given the tendency of professional collapse of journalism, newspapers turn into tabloids monitoring private lives of celebrities. And instead of having the spread of moral values through the transmission of news, values being disseminated by the media are destroying the media themselves. "Morally uneducated editors" praise the status quo of corruption and theft, not seeking for either revision of the status or increasing in salaries of journalists. Therefore journalists stigmatized as spokesmen of the stolen capital, violated democracy and mendacious advertising are becoming marginalized and function as a part of the advertising market, and not as a part of the public liberty.

**Key words:** *media, journalist, ethics, moral, profession*