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Information Ethics in Personalistic Key

Abstract: In the contemporary world media are achievement of civilization. But, as is sometimes the case, the benefits with time can be turned into its own opposition. Are media and journalism today in front of the specific challenges, but also in front of new possibilities, this is a question that deserves serious scientific analysis and verification. We were confronted with the role of the media in all social processes but also substantial threats of their orchestrated role and control of the centers of political and financial power. Increasingly it is recognized that the field of media is power that shapes social values and public morality, affecting changes the traditional patterns of thought and behavior. But apparently nowhere like in media systems, obviously there is no need for social control and mechanisms that will edit and institutional restrict their activities. The impression is that the media scene is flooded with information that was hyper-informing its predominant characteristic, but also that we have the right to doubt the veracity and credibility of information. Freedom is an essential characteristic of the journalistic profession but increasingly clear that such freedom must include the responsibilities and limitations from the standpoint of law and morality.

Key words: *ethics, information, journalism, freedom, responsibility*