

coverage of information proposed by the editor, via the kind of coverage or the reinserting of a note by the editor.

Claret goes on to analyze the changes which have taken place in communication as a result of technological breakthroughs. Information arrives in “prime time” (fall of the Berlin Wall, Gulf War). News has to be “sold”. It must be dramatized. In this respect, the ethical levels of the Code must be determined if if “we do not want others to determine the limits of freedom of expression”.

91 Ethics and audio-visual media

JOSEP CUNI

A member of the communications collective might -or might not -wonder whether his professional behaviour responds to society's ethical principles. In the first case, he will also consider whether, as Mc Luhan said, the social communications media have given birth to a new kind of man and society.

The author of this article also wonders whether the reflexive professional sees present-day society immersed in moments of disorientation.

If so, what is to be done? he asks. “Everything depends on each person's ethic” he answers. And he puts forth the example of some North American writers who in their works on the mass-media expound how a person's duty is imposed on him. Then, according to Cuní, in a newspaper office there will be as many ethics as there are human elements. Politicians are asked to be ethical and it is believed that some businessmen have lost their sense of ethics. The article in question observed some changes derived from evolution: disenchantment and disorientation. That is why Catalan journalists have plumped for the Deontological Code, which recalls the principles of professional uprightness which were lost somewhere along the road to evolution and social progress.

Ambition, the attraction of popularity, the role played by companies affected by commercial factors and competitiveness all distort the role of the journalist. The investigation of facts is a long and costly process and everything points to companies' wanting overwhelming results which come from explosive material. The journalist concludes by recalling the events in Alcàsser; certain professionals were left to carry the can and certain media lost a good chance to apply the evangelical maxim of guilt and the stone.

99

Long live complexity

JOSÉ MANUEL GARAYOA

The author analyses one of the branches of journalism which has undergone a spectacular transformation in recent years: economic information. His article is divided into four different sections:

The first is a brief overview (“subjective and surely incomplete”) of the evolution of the economic press. The second section shows how economic information is provided not from a position of equilibrium, but rather from one of profound disequilibrium. Thirdly, he explains what ethical reference elements the economics journalist has applied when guiding his behaviour through the crisis he is immersed in.

Garayoa goes on to frame the article around three different social stages: starting from the long Francoist period up until the recovery of political freedom. The economic crisis of the seventies and the Moncloa Pact, at a time when the economic press began to take off. The socialists coming into power in 1982 witnessed the beginning of a period in which the Spanish economy began to shake itself free. Shortly afterwards came the news “boom” which gave rise to the eclosion of a financial and industrial class which cornered the general interest. Some of the economic protagonists also started to appear in the pink press.

The complexity of economic information continues to grow. Since Spain joined the EC the Spanish economy has experienced a dramatic change. The