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- It is important for GCU to engage with industry and the public at this level as it aligns with our mission for the Common Good.
- That mission is to make a **positive difference to the communities we serve** especially in our teaching and research.
- We also do this via our industry links in events such as this and we are proud to contribute to debates that **enrich our communities** and add to **the public discourse**.
- Universities are important for the industry because it is here that we educate and train the journalists of the future. My point of view is that education is the more important of the two because it is through education that we can produce practitioners with an ethical framework.
- So, at GCU our journalism students learn the IPSO code of conduct and OFCOM regulations.
- They also learn the professional codes of conduct of each accreditor are taught and assessed throughout both programmes in a range of practical settings. We are double-accredited (NCTJ and BJTC).
- They also learn ethical theories and philosophical approaches going back to the ancient Greeks. This is important because it gives them the tools to make their own ethical choices.
- We do all of the above because we want our students to become **active citizens**, to become **responsible leaders** and to have confidence in **making a difference in their practice** and that is vital for the future of journalism.

**Some issues for IPSO and the industry and the academy:**

- It is impossible to regulate the internet. Internet consumption of news is no longer bounded by borders, but its production is and therefore there are issues including identification and sources.
- The global audience is consuming news via social media as well as traditional outlets, so we lose some control of the dissemination.
- Public trust following the phone hacking scandal. I won't defend what happened, but it had an enormous impact on journalism as a profession.

### **IPSO and the nature of the job**

- IPSO and Sir Alan have a thankless task, but it's a thankless task by its nature. It will never be straightforward or resolved as it will always be a contested area.
- If we are happy with the press and with its regulator, probably neither of them would be fulfilling their functions properly.
- Democracy needs an unlovable press (Schudson) – it needs to challenge assumptions about how society works, it needs to question and bring to account organisations and individuals.

### **Self-regulation vs statute:**

- I am concerned that centralized government control or statutory legal control would be disastrous for democracy and would align our news media to those in countries with authoritarian regimes.
- We need to retain and cherish the principles of the democratic functions of free speech, scrutiny and political conversation.
- So, self-regulation remains for me the key, and although there are flaws with it, the alternatives to self-regulation are unpalatable.

### **Some ways forward:**

- Going back to what I said at the beginning about the way we educate the next generation of journalists here at GCU. We need to train journalists on the craft of newsgathering and production, but we need them to be educated around ethics and the law.

- The news media needs to work to regain the confidence of the public – although we must acknowledge that the public should never be happy with the news media.
  - In our highly spun post-truth world the powerful seek to diminish the press, they seek to subdue it and tame it by attacking it as “fake news”.
  - Good journalism should have an ethical underpinning.
  - It should get behind and beneath events, illuminate trends and structures and moods, it should uphold the virtues and values of political life and feel connected to their communities they serve whether global, national or local.
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