**Title: Ethical Dilemmas and Decision-making of Journalists in Baguio City, Philippines**

**Author/ Authors Details:**

Daoden Kate Sarmiento & Odeza Gayl Urmatam

*University of the Philippines Baguio, Philippines*

**Abstract**

In the field of journalism, there are occurring ethical dilemmas that has become a culture already.

Nevertheless, even such culture exists, there are journalists who choose their ethical obligations and duties

as journalists over the benefits of succumbing to the temptation of ethical dilemmas. Journalists’

decision-making upon ethical dilemmas are greatly affected by certain factors. These factors are formulated

from the existing system the society imposes today. Using a qualitative analysis this study focuses on

understanding and exploring ethical situations narrated by local journalists. This study utilizes Propaganda

Model by Edward Herman and Noam Chomsky, and Situation-Definition-Analysis-Decision (S.A.D) Model

by Louis Alvin Day. The theories are used to understand the connection of journalists’ decision-making

regarding the ethical dilemmas they encounter in the field of journalism. The theories used also helped on

explaining the reason why ethical dilemmas exist and how it is battled against, in the field of journalism.

**Biography of Presenting Author**

Daoden Kate Sarmiento will be graduating from university of the Philippines Baguio, Department of

Communication on June 2019. She majors in journalism, and has a minor in broadcast journalism. She is

currently the editor-in-chief of the official student publication of the University of the Philippines Baguio.

**Presenting author details**

Full name: Daoden Kate Sarmiento

Email: dasarmiento@up.edu.ph / ddnktabnywn@gmail.com

Contact number: +63 917 176 2872

Linked In account: Kate Sarmiento

Session name/ number: Journalism Practice, Research and Education

Category: Oral



**Abstract submission Guidelines**

To facilitate the submission process and the subsequent follow up process, please consider the following guidelines, information, advices, terms and deadlines mentioned.

**Abstract Structure**

1. The maximum word limit for the abstract is 250-500 words.
2. Please download the abstract template and follow the format carefully.
3. Your submission should be submitted only in English.
4. Category of the research work should be mentioned as follows

. Academic Research Papers

. Work in Progress/ Posters

. PhD Research Colloquium

. Case Study Submissions

. Non-Academic Contributions

. Product Demonstrations and Exhibitor Opportunities

1. Please send in a brief biography of the presenting author together with the Abstract (Maximum 200 Words).

**Steps to be followed for abstract submission**

Once you prepare your abstract according to the above guidelines, submit your abstract to the online portal or send it to prosthetics@insightsummits.com. Successful submission will be acknowledged through email within 48 Hrs.

**Reviewing Process**

1. Your abstract will undergo a double blind peer review by our review committee within two to three working days after its receipt.
2. Abstracts in other formats will not be considered.
3. Results of the abstract review will be sent to the author within one week of submission.
4. If revision is required, the revised abstract must be sent back within a week.
5. The review committee will take the final decision on abstracts acceptance or rejection.
6. If your abstract is accepted, you will be invited to register.

**Important Dates and Deadlines**

For Abstract Submission Deadline and to know Early bird dates, kindly download our brochure or contact Program Manager

**Important information for the co – authors**

1. Please note a single registration permits only one person to attend the conference.
2. If the co-authors would like to attend the conference their registration and payment is required to be made independently as delegate.
3. Certificate will be issued for the co – authors upon their registration/payment for the conference.
4. Please make prior communications with the organizing committee regards to this matter to enjoy benefit of any discounts or group discount.

**Oral Presentations Guidelines**

1. Every Presenting authors are requested to carry their PPT Presentations (Power point) through pen drive.
2. A copy of which need to be sent to the conference manager through https://www.wetransfer.com/ 15 days prior to the conference

**Poster Guidelines**

1. Each poster session author will be provided with a poster board area and mounting pins. Authors are responsible for mounting their posters the morning of their presentation and removing them as soon as the session ends.
2. All illustrations, charts, etc., to be posted should be prepared in advance as materials for these purposes will not be available at the meeting site.
3. Each poster must include text in a large enough font (~20 point font) to be read easily by attendees from a distance of 4 to 5 feet or more. Lettering on illustrations should be large and legible.
4. Photographs should be a minimum of 5 x 7 inches. Material should be displayed in logical sequence (introduction, development, and conclusion) and each sheet should be numbered.
5. Avoid overcrowding figures and cramming too many numbers into tables. Legends and titles should accompany all figures, tables, photographs, etc. in order to allow their immediate identification.
6. No commercial activities or any advertising may be displayed on the posters.