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

**Author/ Authors Details:**

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**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.

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Category: Oral



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