

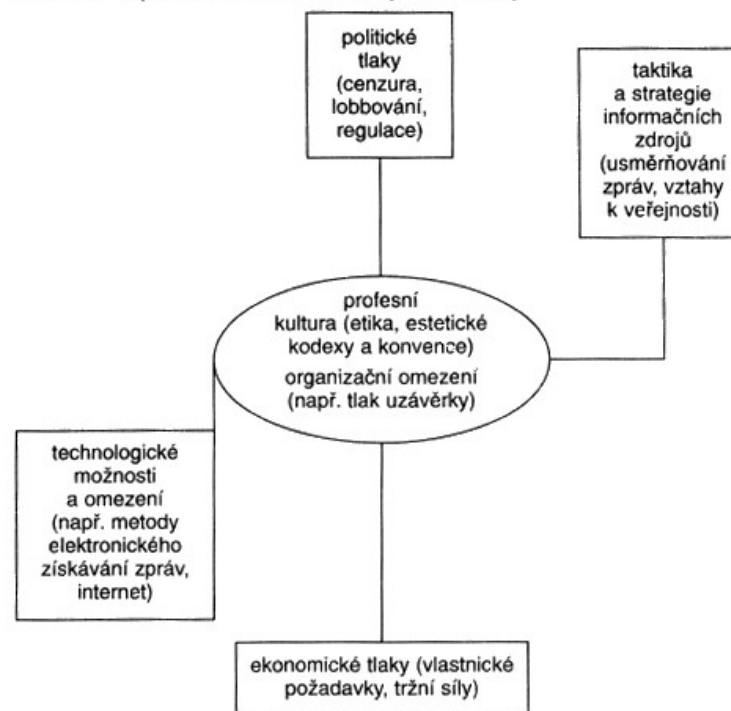
Systémy zodpovednosti médií (Media Accountability Systems)

- koncept MAS sformuloval Claude-Jean Bertrand
- „mimovládne prostriedky stimulujúce médiá a žurnalistov/ky, aby rešpektovali pravidlá stanovené profesiou“
- tri ciele MAS:
 1. lepšia služba verejnosti
 2. novinárske sebauvedomenie a profesijná solidarita
 3. verejná dôvera → podpora verejnosti (Bertrand, 2007, s. 5)

	formalizované	neformálne
vnútorné	odborné časopisy, redakčný ombudsman, etické kódexy a pod.	vžitie normy správania a pod.
vonkajšie	legislatíva, rady médií verejnej služby a pod.	mediálna výchova, občianske hnutia a pod.

(zdroj: Jirák, 2000, s. 96)

Obr. 1.1 Spoločenské determinanty žurnalistiky



(zdroj: McNair, 2004, s. 21)

Internal M*A*S		External M*A*S		Co-operative M*A*S	
Correction box, column	Code of ethics	Readers' info blogs	Public statement by VIP	Letter to the editor	Citizen on board
Media page/ program	Ethics committee	Alternative media	Higher education	On-line message board	Club of readers/ viewers
Letter from the editor, sidebar	Disciplinary committee	Satirical news show	Required ethics course	Outside media columnist	Local press council
Behind-the-scenes blog	Training to organize	Daily report on media	Non-profit research	Ombudsman	Annual conference
Newsletter to subscribers	Whistle-blower	Journalism review	Opinion survey on media	Complaints bureau	Seminar on media criticism
Media reporter	Newsroom committee	"Darts and laurels"	Media literacy campaign	Listening session by editors	Training foreign bloggers
Consumer reporter	Media observatory	Critical blogs	Media literacy website	Accuracy & fairness question.	Yearbook on media crit.
In-house critic	Order of journalists	Media-related website	Media-at-school program	Annual self-audit report	National press council
Daily self-criticism report	Company of journalists	Blog by sources	Consumer group	Grading the news	National ombudsman
Investigative panel	Assoc. of specialized reporters	Critical book / report / film	Association of militant citizens	Media barometer	Liaison committee
Media weblog by journalist	Assoc. of publishers & editors	Guides to influence	Monitors for profession groups	Paid advertisement	Occasional demonstration
Evaluation commission	International defense org.	Watchdog watchdog	Media-serving NGO	Encounter with public	Media-related association
Filtering agency	Publishing foreign material	Petition to pressure media	Royal commission	Website for public reaction	International cooperation
Internal study of issues	Foreign views on own country	Ad hoc federation	(Indep. regulatory agency)	Panel of media users	Training NGO
Readership survey	Non-profit newspaper (Public broadcasting)			Inviting in readers	Multi-purpose center
Ethical audit				Readers chose Page One	Continuous education
Ethics coach				Citizens journalism	Bridge institution
Internal memo	(International broadcasting)			Radio clubs	Prize or other reward
Awareness program	(Quality service-oriented media)			Journalists' email and phone	

Zdroje

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