

Work Values, Mass Media Ethics, and Broadcasting Practices among Mass Media Practitioners in Northern Mindanao, Philippines

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Abstract

The mass media today plays a critical role in changing public opinion and improving security. In Northern Mindanao, this study looked into the relationship between intrinsic and extrinsic work values, broadcasting ethics, and broadcasting practices. A descriptive correlational approach is utilized in this quantitative study. A random sample of 122 media practitioners served as respondents in the study, providing insights through surveys and interviews regarding their professional experiences and perspectives. The Work Values Inventory, Media Ethics Questionnaire, Broadcasting Practices Questionnaires were the data-gathering instruments. In the statistical treatment of data, Mean, Standard Deviation, and Pearson Product Moment Correlation Coefficient were required. Results showed that the respondents' intrinsic and extrinsic work values were high, media ethics was acknowledged as important in media, and media practices were very high. Intrinsic and extrinsic work values and media ethics have a significant association with broadcasting practices. Media practitioners continue to undergo enhancement on professionalism and develops technological advancement for personal and professional skills.

Keywords: Credibility, professionalism, public opinion, public interests, security

Introduction

The credibility of news provided on the media was directly influenced by the credibility of the broadcaster, the medium, and the news (Cooley, & Parks-Yancy, 2019). Expertise, intelligence, education, trustworthiness, and authoritativeness can all be used to assess a reporter's media credibility. Mass media has reached practically every corner of the globe thanks to today's modern technologies. Despite the media's accessibility and use as sources of information, people do not always accept and believe what they hear from the media sources.

Both network and cable television credibility ratings have dropped as a result of increased cynicism toward the media (Lee, 2018). Credibility has evolved as a basic concern in news operations in the face of unfavorable charges against the media, such as media bias, news and problem sensationalism, improper prioritization, and other complaints (Viviani & Pasi, 2017). Most people nowadays do not believe what they read in the newspaper or hear on radio or television (Szostek, 2018). Therefore, it is believed that the probable cause of the people's journalists discovered making up stories, reporting unverified data, plagiarizing, juicing articles, and receiving payola from the government have all eroded public trust. Despite the fact that broadcasters are treated as celebrities, they are frequently chastised (Tandoc 2019). Tandoc argues that the way reporters ask questions is a major source of public criticism of the media. Furthermore, the loss of public trust may refer to the broadcasters' work ideals and ethics, which may be overlooked.

The concept of media transparency is based on ethical principles. The main journalistic principles that support the public right to receive genuine and objective information include honesty, independence of viewpoint, fair judgment, and unbiased, balanced coverage. Media practitioners, as truth seekers and truth presenters, are expected to remain open and honest with their viewers (Tsetsura, 2015) as well as other communication process stakeholders.

External and internal elements, such as religion, political and economic situations, and new media organizational issues, all affect journalism (Fortner & Fackler, 2018; Milojević & Krsti, 2018). Cultural impacts on media behaviors pertinent to ethical journalism, such as gift-giving cultures and personal favor exchanges, are cited by Tsetsura (2015) and Hou and Zhu (2012). The influence of individual elements such as education, field background and experience, gender, and other personal variables (of the media practitioners?) is also mentioned (Craig, 2010).

It is clear from the existing body of information that there is a link between a person's economic situation and the ethical compromises he or she must make (Tsetsura, 2015). This is supported by the international bribery index, which covers nearly 70 countries. Accepting payments for news coverage, for example, is common in most countries, according to Kruckeberg and Tsetsura (2003), including China, Saudi Arabia, Vietnam, Bangladesh, Pakistan, and certain African countries. Furthermore, many Russian and Ukrainian journalists and editors justify accepting cash and other bribes by citing low incomes and unpleasant working circumstances (Klyueva & Tsetsura, 2015). Similar behaviors have been discovered in Estonia, Poland, and other countries (Tsetsura, 2015).

Even though there are aware of journalism and public relations, financial difficulties motivate journalists to pursue secondary job in public relations (Frohlich et al., 2013). According to Frohlich and her colleagues, 40% of freelance journalists in Germany are working in public relations at the same time. This is significant because public relations and journalism serve different, if not contradictory, societal purposes. Many other studies have found that journalists and editors in the developing world believe it is appropriate to accept gifts, free dinners, or free trips from news sources (Onyebadi & Alajmi, 2016; Tsetsura, 2015). The first is when new organizations or goods are launched, and journalists accept monetary or non-monetary presents in exchange for reporting, according to Tsetsura (2015). A second scenario is when journalists write good in-depth stories about businesses, and a third one is when businesses buy regular newspaper columns.

Study Objectives

This study looked into the work values, media ethics, and broadcasting practices among the media practitioners in region 10. The following were the specific objectives of the study:

1. Determine the respondent's intrinsic work values in terms of creativity, management, surrounding, aesthetic, independence, variety, intellectual stimulation, and extrinsic work values in terms of achievement, supervisory relationship, way of life, security, associates, prestige, economic return, and altruism;
2. Identify the respondents' broadcasting ethics in terms of trust, truth and accuracy, impartiality, integrity and independence, public interest, fairness and transparency;
3. Determine the respondents broadcasting practices as perceived by the media practitioners;
4. Explore the significant relationships between the respondents' work values and broadcasting practices;
5. Determine the significant relationships between the respondent's media ethics and broadcasting practices.

Materials and Methods

Research Design

The study utilized the descriptive research design to collect data from the population of interest to examine media practitioners' work values, ethics, and broadcasting practices. A modified research questionnaire was used to collect data, and the results were statistically handled before being analyzed and interpreted. When investigating and describing the link between independent and dependent variables, the design was chosen because it offers flexibility.

Research Setting

This study was conducted in the media outlets in Northern Mindanao fourteen (14) radio stations in Lanao del Norte, thirty-six (36) radio stations in Iligan City, nine (9) radio stations in Bukidnon, twelve (12) radio stations in Cagayan de Oro City, and nineteen (19) radio stations in Misamis Occidental. Twenty (20) TV stations and twelve (12) Newspapers or Print media in Misamis Occidental. A total of one hundred twenty-two (122) media outlets were conducted in Northern Mindanao. The media outlets considered were the newspaper, magazines, radio, television, and the internet. Regarding media outlets in Northern Mindanao, media practitioners who work in broadcast media such as TV and radio stations are mostly the respondents of this study.

Respondents of the Study

The respondents of the study were the 122 media practitioners in Northern Mindanao chosen through purposive sampling. The following are the inclusion criteria in the selection of the respondents: 1) the respondents must have been working as a media professional for a period to two to three years. 2) assigned within Northern Mindanao and 3) consented to participate in the research.

Research Instruments

A modified and researcher-made questionnaire was used to gather pertinent data and information. Profile Survey Questionnaire. According to this questionnaire, the socio-economic status of gender, age, educational attainment, monthly wage, type of media employed or practiced, number of years working as media practitioners, department allocated as media practitioners and previous work assignment, and media outlet are all factors that influence the respondents' responses. The instrument was used to investigate the profiles of media professionals.

Inventory of Work Values (Super, 1970). This is a 45-item questionnaire developed from Super's Work Values Inventory (1970), which distinguishes between intrinsic and extrinsic values. A five-point Likert Scale continuum was employed in the interpretation of the data acquired, as shown below:

Responses	Continuum	Interpretation
5 – Very Important (VI)	4.50 – 5.00	Very High (VH)
4 – Important (I)	3.50 – 4.49	High (H)
3 – Moderately Important (MI)	2.50 – 3.49	Moderately High (MH)
2 – Of Little Importance (OLI)	1.50 – 2.49	Low (L)
1- Unimportant (UNI)	1.00-1.49	Very Low (VL)

Respondents Media Ethics Questionnaire. This research instrument that determined the media practitioners' work ethics was classified into trust and accuracy, truth, impartiality, integrity and independence, public service, fairness, and transparency. This instrument utilizes the four-point Likert scale.

The following scale was used to determine the level of respondents' broadcasting ethics:

Responses	Continuum	Interpretation
4 – Strongly Agree (SA)	3.00-4.00	Very High (VH)
3 – Agree (A)	2.00 – 2.99	High (H)
2– Disagree (D)	1.00– 1.99	Moderately High (MH)
1 – Strongly Disagree (SDA)	0.99-1.00	Low (L)

Respondents Broadcasting Practices Questionnaire. This research instrument determined the broadcasting practices of media practitioners. It is a researcher made questionnaire and was subjected to reliability and validity test before these were given to the target respondents. Presented below is a continuum that was used in the Likert scale interpretation.

Responses	Continuum	Interpretation
5 – Always (A)	4.50-5.00	Very High (VH)
4 – Often (O)	3.50-4.49	High (H)
3 – Sometimes (SS)	2.50-3.49	Moderately High (MH)
2 – Rarely (R)	1.50-2.49	Low (L)
1 – Never (N)	1.00-1.49	Very Low (VL)

Data Gathering Procedure

The researcher obtained approval from the Dean of the Graduate School, the Barangay Captains where the respondents live, and the administrator or managers of the radio or television stations before distributing the study instrument to the respondents. Twenty (20) viewers and twenty (20) media practitioners who were not included in the final identification of respondents participated in a preliminary test of the questionnaire. To ensure the validity of the data collection instrument, items that appeared vague to the respondents were enhanced and updated, and a Cronbach's alpha coefficient was used (0.75) to test the reliability of the instrument. After the approval of the letter request, the researcher distributed the questionnaire to the identified respondents through email and personal distribution. After all the questionnaires had been collected, the data was compiled and handed to the statistician for analysis. After the statistical treatment, the researcher analyzed and interpreted the data gathered.

Ethical Considerations

The researcher employed all ethical considerations before the actual data gathering procedures. The researcher strictly implemented a request letter addressed to the graduate school dean and barangay captain, television/radio station management, media practitioners, and identified respondents. Before the questionnaire was issued and after reading the consent form, respondents were asked to sign an informed consent form so that points of clarification could be answered. The goal, advantages,

and potential hazards of the study were explicitly explained to the participants. Furthermore, the participants were informed that they could withdraw from the study at any moment, knowing that the information they had submitted would be kept confidential. If they had any questions or concerns, they were encouraged to contact the researcher.

Data Analysis

With the help of statistical Minitab software, the following statistical procedures and techniques were used:

Mean. The average distribution of the answers was calculated using this tool as the sum of all observed outcomes from the sample divided by the total number of events. This determined the respondents' work values, work ethics, and broadcasting practices.

Pearson Product-moment Correlation Coefficient or Pearson's *r*. The significant link between the independent variables (work values, work ethics) and the dependent variable was determined using this technique (broadcasting practices).

Results and Discussions

Respondents' Work Values

Table 1 presents the respondents' intrinsic and extrinsic work values. The intrinsic work values with the constructs of creativity, management, surrounding, aesthetic, independence, variety, and intellectual stimulation were the essence of work values in media practice. Extrinsic work values namely achievement, supervisory relationship, way of life, security, associate, prestige, economic return, and altruism. The respondents gave the high out value on creativity, followed by the intellectual stimulation, independence, surrounding, management, variety, and aesthetic. According to the statistics, both intrinsic and extrinsic work values are high (intrinsic work values WM=4.17; SD =0.87, extrinsic work values WM = 4.15; SD = 0.40). Data indicate that

respondents placed a very high value of creativity, which, when repeatedly practiced in the roles as media practitioners, can eventually become innate.

Employee creativity is one of the most significant components in an organization's success, and it has piqued researchers' interest in recent years. According to new research, having a proactive disposition encourages innovation. To enhance problem detection, creativity requires a deep interest in one topic, persistence and perseverance during the long and ambiguous discovery process, and dissatisfaction with the status quo of knowledge in that field. All three of these factors appear to have a strong link to intrinsic motivation (Sears et al., 2018).

The media practitioners contribute new ideas, try out suggestions to enhance the value or quality of the news. The respondents confirmed that news/issues should be presented to the public more imaginatively and innovatively like a work of art. Media practitioners gave a high rating to intellectual stimulation. They believe that their intellect rather than emotion should guide media men. They ascribe to the physiological stimulus, the creative use of the intellect, and the rationale on how the news items or articles may be presented to the public. Media men are mentally alert at every turn of events. They must be always focused on the task at hand, constantly stimulated, start, or restart rapidly or forcefully, and always energized, especially in fieldwork.

Responses confirmed a high level of importance placed on managing their work as media practitioners. Media men should exude leadership ability in conducting or supervising the task at hand. When they are at work, they exemplify authority over others, plan and organize the work of others but judiciously and with extreme cautions. The surroundings are also part of the focus of media practitioners. These are circumstances, the conditions, the environment, and the context, all but not inclusive, constitute the surrounding which all has value to media practitioners. Outside of the field, surroundings may include where they work after the field assignment takes place.

Aesthetic work allows you to create lovely things and contribute to the world's beauty. The virtues of an object, event, or person that can elicit diverse assessment or inspire positive reactions are known as aesthetic values. We can make vocal or nonverbal judgements about what we perceive with any of our senses based on the features of a work of art, a natural landscape, a person, or a scenario. This refers to the artistic value of media. Aesthetic adds beauty to the world. Aesthetics are crucial because they help you think more clearly. Being able to think in terms of aesthetics allows you to think about a variety of different topics. To truly enjoy beauty, you must be able to distinguish between right and wrong, good, and evil, joyful, and sad. Using the gift of an awakened mind to surround yourself with beauty is a way to love yourself. Eating delicious cuisine, dressing nicely, listening to beautiful music, and exercising self-control are all ways to demonstrate that you are a cultural, hence educated person. The study of beauty is known as aesthetics. Beauty is significant in our lives because it reflects our ideals. Values are lovely because they guide our decisions in life.

When creativity is innate, it becomes like a second skin and does not require much effort. The media man contributes new ideas, tries out suggestions to enhance the value or quality of the news. The respondents confirmed that news/issues should be presented to the public more imaginatively and innovatively like a work of art. Media practitioners gave a high rating to intellectual stimulation. They believe that their intellect rather than emotion should guide media men. They ascribe to the physiological stimulus, the creative use of the intellect, and the rationale on how the news items or articles may be presented to the public. Media men are mentally alert at every turn of events. They must be always focused on the task at hand, constantly stimulated, start or restart rapidly or forcefully, and always energized, especially in fieldwork.

They make a common item attractive the market. They create a need for the product where there is no need. As a result, the product, news, or issues presented to the public become pleasurable to the senses, and viewers or listeners appreciate the visuals and texts. The media practitioners placed importance on the value of independence. They need

to be a free at any time when issues, increments, and incidents occur in the place. They have to average autonomy in making decisions, sort of his boss, since their work demands the immediacy of actions to get the advantage of first-hand information or on the spot news coverage. The nature of the task they are engaged in requires media men to be self-determined, prioritizing the issues on media work. Delaying the engagement of news coverage may be detrimental to the public service, which is a service rendered for the public interest.

Media practice requires variety in their job. Media practitioners need to build an identify or a style in doing their jobs. They should look forward to changes in their assignments on media practice. They may be assigned in the field covering all sorts of issues; they may do advertisements, newscasters, news anchors, news writers, endorsers, and the like. Media practitioners 'tasks are diverse and require them to learn the scopes in all these practices.

Extrinsic value was defined as the value that is not intrinsic. Extrinsic value was later defined as derivative value of the same sort, after intrinsic value had been defined as a non-derivative value of a definite, perhaps moral nature. Extrinsically nice things are good not for their own sake (in terms of extrinsic value), but for the sake of something else to which they are related in some way. For example, the goodness of assisting others in their time of need is likely to be extrinsic (at least in part), derived (at least in part) from the goodness of something else, such as these people's needs being addressed or their feeling happiness. (Lazzari, 2019).

Workplace motivation comes from both internal and external factors. The employee or the media practitioners would have no reason to come to work or execute any daily tasks if there were no motivating factors. Media practitioners are motivated by a variety of variables, but intrinsic motivation stems from a deep internal desire to perform and execute job-related tasks. (Lazzari, 2019).

Extrinsic motivation is prevalent, and it motivates most employees to complete their tasks. External motivators are frequently based on rewards. For example, at work, remuneration and monetary value drive

performance. Titles and status are also common motivators. The wage structure is an example of extrinsic motivation. Any pay system that includes performance-based bonuses and commissions will drive employees through external incentives (Lazzari, 2019).

The respondents' extrinsic values with the constructs: achievement, supervisory relationship, way of life, security, associates, prestige, economic return, and altruism. Respondents have placed a very high value in economic return. On the other hand, the value of associates is the only construct that the respondents' values have a moderately high rating. The respondents' extrinsic values ($WM = 4.15$, $SD = 0.40$) indicates a high value. Data further show that the media practitioners recognized the extrinsic values developed in exercising their duties. Generally, they placed a very high value on economic returns, implying that media practitioners generally consider good pay as a return for their work. They are given raises or wage increases on a regular basis to keep up with or even exceed the cost of living. While those connected in smaller stations or channels complained of low pay, they are compensated by other means, like endorsements or in election periods, their earnings increased. There were also indications that their work would give them security if they kept on with their jobs. With the prestige they gain in the field, they can have a job should they decide to shift to another occupation. Otherwise, they can be absorbed in the broadcasting if they choose to change course from field reporters to broadcasters or news writers.

Media professionals stay on their job because of a sense of achievement and fulfillment after a good day's work. They get the result right away from the day's work and can see the results of their efforts. For them, media practice is a way of life. It can give them another job they like while leading the kind of life they enjoy as media practitioners. Media practice gives them the feeling that they have helped other people, added to their well-being, that their actions are motivated by altruism or the unselfish regard to the welfare of others. But, of course, it did not skip the fact that there is prestige gained in media practice. They know that their work is important that media bring awareness to what happens in the world and the local scene. They know what they give to the communities.

The media practitioners in this study recognize the role of their heads or supervisors. They acknowledge their relationship to be one on the level of fairness, reasonableness, and consideration. On the other hand, the media practitioners gave a moderately high value to associates. While they consider each other a gang member, from friendship with fellow workers, they still acknowledge that they need each other and support each other in their work.

Whether it is introducing innovations or minor improvements to the work environment, media practitioners agree that creativity is vital for an organization's existence. The significance of creativity in encouraging organizational innovation, improving performance and efficiency, and assisting businesses to prosper and survive in the modern global competitive environment is critical (Le& Bui, 2020). The current study found that among the seven intrinsic value constructions, respondents' intrinsic value creativity was quite high. Furthermore, being creative allows media practitioner to come up with fresh ideas, design new items, and invent new things.

The differences in finding between the current study and Mohamad et al. (2016) could be attributed to several factors. Firstly, contextual differences, such as variations in the cultural, organizational, or organizational setting, can influence how participants perceive and exhibit conducts like creativity. Management, altruism, and intellectual stimulation. Secondly, differences in sample characteristics like demographic profiles, professional background, or level of experience may result divergent findings. In addition, being creative permits one to invent new things, design new products, or develop new ideas. The mean scores suggest that respondents' work values on intrinsic values are very high on creativity. Media practitioners in Northern Mindanao are more likely to search for work, which permits one to invent new things, design new products, or develop new ideas called creativity.

Economic returns are given a very high value when it comes to respondents' extrinsic values. The result is that media professionals in Northern Mindanao are connected with well-paying work that allows them to have the things they desire. Extrinsic values that are somewhat high are associates, which mean that they are defined by work that brings one into contact with like-minded coworkers. Security, achievement, and way of life, as well as altruism, prestige, and supervisory relationships, are high extrinsic values. Financial benefits, working hours, balancing life and work, security, and growth chances are examples of extrinsic features. Interests, skills, abilities, and values are commonly thought to be the foundation of effective career planning. Interests, talents, and abilities have a long history of being assessed; work values, on the other hand, have just recently been assessed.

Donald Super's Work Values Inventory is one of the first assessment instruments (WVI). It used a five-point scale to rate the importance of 15 values to the respondent, including creativity, management, surroundings, aesthetic, independence, variety, intellectual simulation achievement, supervisory relationship, ways of life, security, associates, prestige, economic returns, and altruism. In the current study, Associates rank moderately high works that bring them into contact with fellow workers they like, based on the very high values of being creative, the fact that being creative invents new things, designs new products, or develops new ideas as seen in "Creativity," and is rewarded for any success as seen in "Economic Return." Creativity, benevolence, aesthetics, and variety were considered least important in the study of Mohamad, Zulkepli, Ismael, and Abu Bakar, 2016.

Table 1. Respondents’ Work Values (N=122).

Values	WM	StDev	QI
A. Intrinsic Values			
1. Creativity	4.53	0.61	VH
2. Management	4.08	0.85	H
3. Surrounding	4.14	0.71	H
4. Aesthetic	3.70	0.99	H
5. Independence	4.18	0.64	H
6. Variety	4.07	0.71	H
7. Intellectual Stimulation	4.47	0.61	H
Weighted Mean	4.17	0.27	H
B. Extrinsic Values			
1. Achievement	4.37	0.79	H
2. Supervisory Relationship	3.86	0.05	H
3. Way of Life	4.33	0.67	H
4. Security	4.41	0.69	H
5. Associates	3.35	0.98	MH
6. Prestige	4.01	0.92	H
7. Economic Return	4.64	0.98	VH
8. Altruism.	4.25	0.72	H
Weighted Mean	4.15	0.40	H

Legend: 4.50-5.00 Very High (VH) 1.50-2.49 Low (L)
3.50-4.49 – High (H) 1.00-1.49 Very Low
2.50-3.49 Moderately High (MH)

Respondents' Media Ethics

Table 2 shows that out of the six (6) constructs of media ethics “Truth” rank number one very important in media ethics (WM = 3.66, SD = 0.40), followed by impartiality (WM=3.61, SD =0.45), fairness and transparency (WM=3.57,SD=0.47), trust and accuracy (WM=3.56,SD=0.48) , integrity and independence (WM=3.51,SD=0.47), public service (WM=3.48,SD=0.54). The practitioners rated very high in all these constructs. In obtaining, reporting, and interpreting information, media practitioners should be accurate and fair, as well as honest and courageous. Ethical journalism strives to ensure that accurate, fair, and comprehensive information is freely available. According to this study,

media practitioners treat sources and subjects properly while reporting, ensuring that they have a complete opportunity to report on issues that impact them, solicit relevant opinions, and allow the public enough time to respond. If the opportunity to respond has been denied, a report can only move forward without appropriate responses. The media practitioner must inform the public in a way that prioritizes all other concerns, including the paper's commercial interests, whether financial, political, personal, or non-professional. Conflicts of interest and the appearance of conflicts of interest will be avoided. Responses of the media practitioners imply that the ethics of media lies primarily in the truth of the news or issues they are reporting to the public. Media practitioners are duty-bound to provide the public with fair and comprehensive accounts of events and issues. They believe in serving the public with honesty and professionalism. It is their social responsibility to be as accurate as possible and to advocate the principles of truth.

The classic buzz words of broadcasting ethics are balance and fairness by presenting all sides of the story and setting aside personal needs. Impartiality means that media practitioners deliver relevant, trustworthy, and unbiased information. The respondents emphasize the need of being as open as possible when it comes to information sources. They should not judge the legitimacy of the story and should accept the responsibility of the truthfulness on the deceptive nature of the news story. Media practitioners' actions should be anchored on trust by acting above reproach. They should be employing mistakes, if any, and reinforce trust through rigorous, voluntary standards of integrity as sources, community instructions, and programming.

Finally, every media practitioner must trust all people and groups equally. They have to be independent of others in their actions and motive. They are responsible for building a strong civil society and active community life by providing access to knowledge, culture, varied viewpoints, and sensibilities; media practice is a public service and must sustain a primary focus on serving the public interest.

Being truthful has long been a key component of journalism, but in the age of viral news, verification is becoming increasingly important

(Riordan, 2015). As a media practitioner, it is meant to uphold transparency in being a watchdog of state and corporations and its reporting practices. Journalists must be self-reliant; we should not act on behalf of political, business, or cultural interests in any way. Unbiased reporting encourages trust and confidence, despite the fact that objectivity is not always possible or desirable (for example, in the face of brutality or inhumanity). Getting the facts straight is a crucial cornerstone of journalism, even though journalists cannot always guarantee 'truth.' Getting the facts right is a key component of journalism, even if journalists cannot always guarantee 'truth.' Finally, journalists are not to be harmed. Even if what we print or broadcast is offensive, we must be aware of the influence of our words and images on others" (Celiberti, Sniezyk, & Leif, 2020).

Public service recognizes and accept the obligations that come up with maintaining the public's trust. They go beyond in their job responsibilities regardless of how well they get along with their boss. Public services followers, on the other hand, who have a positive relationship with their leader are more satisfied with their work relationships, contributions, and public service (Zaragosa,2018).

Transparency can be attained through taking action and placing the public's needs first. Reporters and journalists must explain how they obtained the story, why they thought it was newsworthy, how they obtained the material featured, and who their sources were to the public. It is critical to respect the audience, and journalists must accept responsibility for the information they provide. If journalists are seeking the truth, they must also be honest and truthful with their audiences. Journalists must make a stronger effort to "reference original source material, offer means for the audience to participate in the news-gathering process, or respond to requests for correction" in order to achieve this. Furthermore, the five keys to credibility were discovered to be: support your reporting with sources and show your viewers, collaborate with your audience, attribute information appropriately, give disclosures and declarations of values, and effectively rectify website and social media errors (Spaeth, 2019).

Ethics is a multi-dimensional ideology that is often associated with a system of morals. Generally speaking, ethics is thought of as “the study of concepts such as ought, should duty, and so on, whereas morals tend to be attached to activities “As a media practitioner, code of ethics are the value-based rules of an organization by which actions are judged to be either ethical or unethical. In a new digital age, where the ability to spread information can occur quickly and without a trace, transparency issues are rapidly becoming more and more difficult to control and gauge (Ingold, 2012).

Table 2. Respondents' Media Ethics (N=122).

Media Ethics	WM	StDev	QI
1. Trust and Accuracy	3.56	0.48	VH
2. Truth	3.66	0.40	VH
3. Impartiality	3.61	0.45	VH
4. Integrity and Independence	3.51	0.47	VH
5. Public Service	3.48	0.54	VH
6. Fairness	3.57	0.47	VH
7. Transparency	3.57	0.47	VH
Weighted Mean	3.57	0.66	VH

Legend: 3.00 – 4.00 Very Hight (VH) 1.00-1.99 Low (L)
2.00 – 2.99 High (H) 0.99-1.00 Very Low (VL)

Respondents' Broadcasting Practices

Table 3 shows that the respondents have highly utilized broadcasting practices (WM=4.49, SD=0.49) in the field. The respondents have attested their adherence to broadcasting practices despite the various events besetting the world. They still adhere to the intrinsic and extrinsic work values discussed earlier in this paper. Media ethics are still in place among media practitioners. Their responsibility is that all-important news or issues are true, impartial, fair, and transparent. Reporting should include different points of view and not a one-sided presentation of facts. The issues are well-founded, correct, and trustworthy regardless of the platforms or social media used; broadcasting

is still grounded on media practitioners' ethics, work values, and broadcasting practices.

The epidemic has put many individuals to the test, including journalists. Coronavirus has not only waged war on people's lives and well-being, but it has also created a plethora of hoaxes and scientific lies. Journalists worldwide have had to ensure that the information they present is factually truthful (Nazira, 2020). Journalists are responsible for offering a diverse "pluralistic spectrum of information sources" so that the general public can be exposed to a variety of ideas and viewpoints (Moon, 2019). Media practitioners broadcast and transmit information to the widest audience, even though the internet currently challenges television as the primary news source. A broadcast is a powerful tool when used correctly. "The expert" is one of the most significant aspects of reusing news sources. As a result, journalists must find an expert who can interpret an event correctly because their personal beliefs are meant to be buried in neutral reporting (Moon, 2019). Media practitioners are considered the government's watchdog to keep away from taking too much of the people (Elumba-Pableo, 2017). Broadcast media professionals acknowledge the continued relevance and timeliness of traditional broadcast media, while also leveraging digital technologies to enhance and support their practices.

Table 3. Respondents Broadcasting Practices (N=122).

Variable	WM	StDev	QI
Broadcasting Practices	4.49	0.49	VH

Legend: 4.50 - 5.00 Very High (VH)

3.50 – 4.49 High (H)

2.50-3.49 Moderately High (MH)

1.50-2.49 Low (L)

1.00-1.49 Very Low (VL)

Significant Relationship between the Respondents' Work Values and their Broadcasting Practices

Data in Table 4 reveals the Pearson r values for intrinsic work values and broadcasting practices. The data showed positive and significant relationship with the aesthetic work values (p -value=0.00; r – value=0.30), surrounding (p -value=0.12) and independence (p -value=0.01; r -value=0.21). This signifies that broadcasting practices should be readily visible and accountable by the viewers under given circumstances, conditions, and environment or in a situation. The presentation of the news or issues in any form and media should be pleasing and pleasurable to the senses of the viewing and listening public. This goes true with the self-determination of the media practitioner in rendering public service with a public interest as its foremost consideration. These intrinsic work values meaningfully relate to the broadcasting practices of media practitioners.

The intrinsic work values of creativity (p -value=0.02; r -value=0.20), and variety (p -value=0.05; r -value=0.17) are also significantly related with broadcasting practices of media men. There must be imagination and innovations in the practice of broadcasting. At the same time, variety is significant as it adds zest to broadcasting. The quality of having forms and types and differing from other practitioners give the news or other forms of broadcast the quality of individuality.

Regarding the extrinsic work values of media practitioners, all the constructs are highly significant with the media practitioners' broadcasting practices (Table 4). The broadcasting practices are only viable when the media practitioners' achievements are a product of their effort, and their duties are discharged with utmost quality and dispatch. As the practitioners gain popularity, they must be grounded on the concept that they have a connecting or binding relationship with the head or supervisor of the station or channel or any media apps or platform. Broadcasting as a way of life must be anchored on the tenets of broadcasting practices. They must do their jobs in a manner or method specified by the media. Not only are they connected with their

supervisors, but media practitioners take their associates as highly significant with their co-workers. They must come together as friends and partners, not as competitors. These will give each other security of protection and freedom from indiscriminate use of information and destructive relationship; but otherwise, sharing responsibility and authority.

With broadcasting practices, media men develop prestige in their work. The public looks up to them with estimation and high regard, resulting in gainful economic returns. Many will subscribe to their broadcast materials resulting in gainful access to natural resources. In addition, the altruism that develops by exercising broadcasting practices becomes the measure of unselfish regard and devotion to the welfare of others, which is the essence of media practice. Extrinsic and intrinsic motivation help people understand their extrinsic and intrinsic worth (Gesthuizen, 2019). These ideas form a person's internal and external objectives (Abun et al., 2019). They are the driving causes behind a person's desire to choose a new path in their profession. Among the aims that some may pursue are economic stability, status, recognition, accomplishment, self-realization, growth, self-development, creativity, autonomy, and other things. Others may pursue alternative objectives. To achieve these demands, one must look for a job that can meet them and provide a working environment in which they may be met (Basinska & Daderman, 2019). When people decide to hunt for a career, whether in the government, the private sector, or any other position, work values are frequently a guiding concept. According to studies, a person's work values serve as a compass for determining what employment they should pursue (Choi, 2016). Because extrinsic value has a value only if it is linked to something else, it is partly derivative. It has no intrinsic worth (Zimmerman, 2019).

Extrinsic work values are similar to extrinsic motivation in principle. Extrinsic motivation helps people do better because they expect something in return (reward). Things that one gains out of their work are known as extrinsic work values. When one's performance improves, one expects their income to be increased. Money or economic returns are his

primary goals. Because work values represent the overall drive to work, the intrinsic work values notion is comparable to the intrinsic motivation concept (Gesthuizen et al., 2019). Working for something that is not external to the person but is to achieve the person's full potential is the motivation. Media professionals, for example, work not only for money or status, but also to learn new skills and grow. Three elements of intrinsic work values were identified by Wollack et al. (1971): pride in work, job involvement, and activity choice. Altruism, aesthetics, creativity, intellectual stimulation, achievement, and management are the seven inherent work values articulated by Miller (1974).

According to studies by Hegney et al., (2006), Knoob (2010), and Kalleberg (2010), there was a link between intrinsic work values and job satisfaction, performance, and involvement (1977). Internal work values predict job vitality, job satisfaction, and commitment, and are adversely connected to work burn-out. These findings are also corroborated by Vansteenkiste and De Witte's (2002) study.

Employees' extrinsic work values yielded a composite mean of 3.81, which is referred to as "Important/High." In other words, employees' extrinsic work values are deemed high, not moderate, low, or very low, and not very high. Extrinsic work values are still a key motivator of employees' work behavior and motivation, according to this study. The items show the same level of output when taken individually, and they all fall under the same category of "important," such as "economic returns (salary) (3.83), social prestige (3.66), management recognition (3.66), security (3.91), human relations (3.83), working condition (3.85), company policies (3.81), resource adequacy (3.75), benefits (3.88) and clean surroundings" (3.94). (Abun, 2019).

According to Abun (2019), intrinsic motivation is still an essential source of incentive for employees' job behavior, in addition to extrinsic drive. Individual growth (3.99), learning new knowledge/skills (4.05), life meaning (4.06), creativity (4.01), autonomy (3.88), being useful to society (4.02), pride in work (3.93), intellectual stimulation (4.01), achievement (3.99), and altruism are all evaluated within the same level of weighted mean with the interpretation of "important/high" (4.04).

Values alignment provides a shared purpose for the organization, allowing it to achieve its fundamental objective. People strive toward distinct goals, with different intentions, and with different consequences when their values are out of alignment. Workplace relationship productivity, job satisfaction, and creative potential may all suffer as a result. Presenters, camera operators, and other trades are all part of the broadcasting industry crews, writers of scripts, sound recorders, and program producers. In radio, television, and independent information video production, editors and communicators are needed. When constructing a news story, broadcasting procedures use more than one source. Reporters or journalists, should avoid basing a report on a single camera interview, especially, if the issue is contentious and has multiple viewpoints. On this study, originality and variety have a substantial association with respondents' work values and broadcasting practices, although management and intellectual stimulation have little effect. Surroundings, aesthetics, and freedom are all quite important. Extrinsic work values are extremely important in broadcasting procedures, according to respondents. Respondents underline that the relationship between their intrinsic work ideals and their broadcasting methods is highly crucial.

Table 4. Significant Relationship Between the Respondents ‘Work Values and Their Broadcasting Practices (N=122).

Variables	Test Statistics		
	r value	p value	Remarks
Intrinsic Values and Broadcasting Practices			
* Creativity	0.20	0.02*	Significant
* Management	0.16	0.7	Not Significant
* Surrounding	0.12	0.01**	Highly Significant
* Aesthetic	0.30	0.00**	Highly Significant
* Independence	0.21	0.01**	Highly Significant
* Variety	0.17	0.05*	Significant
* Intellectual Stimulation	0.08	0.37	Not Significant
Extrinsic Values and Broadcasting Practices			
*Achievement	0.37	0.00**	Highly Significant
*Supervisory Relationship	0.36	0.00**	Highly Significant
*Way of Life	0.37	0.00**	Highly Significant
*Security	0.37	0.00**	Highly Significant
*Associates	0.27	0.00**	Highly Significant
*Prestige	0.34	0.00**	Highly Significant
*Economic Return	0.47	0.00**	Highly Significant
*Altruism	0.367	0.00**	Highly Significant

*Legend: 0.00-0.01** Highly Significant 0.02-0.05*Significant Above 0.05 Not Significant*

Significant Relationship between the Respondents' Media Ethics and their Broadcasting Practices

The data in Table 5 reveal that the respondents’ media ethics have a high significance in exercising the broadcasting practices. Media ethics find their way in broadcasting, just like ethics as in the practice of other professions. The viewing and listening public place their trust and confidence in the broadcasters' character, ability, and strength. Media ethics describes and addresses ethical issues surroundings the use of citizen-provided words and images by the media. “It is critical for media

professionals to understand media ethics so that they can go out into the public and conduct their profession in a way that demonstrates that media ethics are genuine and significant (Owens,2017).

Truth is essential in broadcast, and it is in the hands of the broadcast practitioners to ensure that there is truth in the material presented to the public. In today's world, the spread of fake news and information is limited to adhering to broadcasting tenets that truth can be manifested. Because you treat topics and people equally, being impartial involves being truthful. The media men present themselves with integrity and decency and a strict devotion to a set of moral and artistic standards. The public interest is the goal of public service coupled with fairness and transparency.

The ethical behavior of a moral media member is the subject of media ethics. In order to defend and promote the people's trust in the media, they must use values like trustworthiness, respect, responsibility, fairness, truth, and self-restraint freely. They must also maintain their credibility, and not violate the people's faith and confidence. People use ethics to examine or interpret a situation and then decide how to behave based on their inner standards of decent moralities, ideas, and opinions. Media ethics is the distinction between real-world behaviors and their moral scrutiny in public. Journalism Ethics is another name for it. By stressing the importance of the other person, honest communication helps people reach their greatest potential. To have positive communication, both sides in the communication exchange are reliable, appreciated, and cherished. A life without norms, morals, and ethics is impossible to imagine. Individuals, corporations, society, journalists, and the media are all affected by the laws and ethics. The media's power and misleading inspiration have long been understood. For the benefit of the public, media organizations and journalists provide and circulate information (Tilak, 2020). Bribery, slander, cheating, blackmailing, personal gain, and other forms of corruption require a code of ethics. In public, private, and professional life, health, law, technology, and leadership, media ethics is the subdivision of real-world behaviors, principles, and moral issues. 'It is the primary responsibility of the media to provide accurate and unbiased

news, data, entertainment, and legal, political, and economic information to citizens.' It is so critical to consider media ethics and its role in ensuring cultural heritage and social values; protecting cultural heritage and social values; protecting social approval; minimizing harm and maximizing advantages for public welfare and public good (Tilak, 2020).

Social media has altered business today. These media have not only drawn many customers and given new impetus to companies and products in the virtual world, but they are also a venue for corporate connections and marketing operations. Companies, on the other hand, have considered corporate social responsibility in recent years, along with social, political, and economic development. Internal social responsibility functions can help a firm strengthen its position, increase profitability, and ensure long-term survival. As a result, the goal of this study is to investigate the impact of social media, transparency, and social responsibility on performance by elucidating the function of brand sustainability as an intermediate (Soltani et al., 2018). The respondents' considerable association between their media ethics and their broadcasting methods was elevated very significant by all constructs.

Table 5. Significant Relationship between the Respondents' Media Ethics and Their Broadcasting Practices (N=122).

Variables	WM	StDev	Remarks
Media Ethics and Broadcasting Practices			
1. Trust	0.37	0.00**	Highly Significant
2. Truth and Accuracy	0.33	0.00**	Highly Significant
3. Impartiality	0.51	0.00**	Highly Significant
4. Integrity and Independence	0.56	0.00**	Highly Significant
5. Public Interest	0.53	0.00**	Highly Significant
6. Fairness	0.52	0.00**	Highly Significant
7. Transparency	0.52	0.00**	Highly Significant

*Legend: 0.00-0.01** Highly Significant 0.02-0.05*Significant Above 0.05 Not Significant*

Conclusions and Recommendations

On the basis of the findings of this study, it can be concluded that the media practitioners who were surveyed have generally possessed a high level of intrinsic and extrinsic work values. They invoke the exercise of ethics in media practice and considered work values and media ethics as very essential and indispensable in the broadcasting profession. They adhere to the standard broadcasting practices to the highest level possible and do not take their jobs lightly or for granted. They are fully cognizant that they are duty-bound to behave with moral ascendancy especially that they believed that media practice is a God-given gift of service to people.

This study recommends that media practitioners sustain or maintain a balance of intrinsic and extrinsic motivation in their work. They should faithfully exercise the tenets of media ethics to preserve and promote trust of the people and maintain the credibility of media practitioners. Media men continue to undergo enhancement on professionalism and develops technological advancement for personal and professional skills.

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