

**Hold Firmly to Journalism Ethics – Ahmad Zahid
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KUALA LUMPUR, May 20 (Bernama) -- Traditional media practitioners should hold tight to the ethics of journalism in facing the challenges and competitions from the digital media.

Deputy Prime Minister Datuk Seri Ahmad Zahid Hamidi said the freedom enjoyed by the digital media journalists, who are not restricted by the ethical standards of the profession, had challenged and submerged the journalism ethics upheld by the traditional media practitioners for so long.

"Digital media practitioners are free to make assumptions which are hardly based on facts, but more on their imaginations and perceptions.

"Although the freedom is not total, the world without border allows it to happen," he said at the Malaysian Press Night 2016 and the presentation of the Malaysian Press Institute (MPI)-Petronas Journalism Award 2015 here Friday night.

Also present were Communications and Multimedia Minister Datuk Seri Salleh Said Keruak and MPI chief executive officer Datuk Dr Chamil Wariya.

Ahmad Zahid said in facing the challenges of digital media, more and more traditional print and electronic media had also opted for digitalisation as an alternative platform, besides expanding their audience's challenge, especially from the Y and Z generations.

However, he said it did not mean that journalists from the print and electronic media could set aside journalism ethics which had been the ruling guidelines in their profession.

At the event, a total of 24 journalists received the award in 18 different categories.

Each winner received cash prize of RM10,000, trophy and certificate.

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