

จริยธรรมของคุณภาพชีวิตสำหรับนักสื่อสารมวลชนหลังนวยุค :

การศึกษาเชิงวิเคราะห์ วิจัย และวิธาน

The Ethic of Quality of Life for the Postmodern Communicators:

An Analytic Appreciative and Applicative study

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อทราบว่า “ทำไมจึงจำเป็นต้องมีเส้นแบ่งระหว่าง กฎหมาย จริยธรรม ศีลธรรม จรรยาบรรณ และประเพณี” โดยใช้วิธีการวิจัยเชิงปรัชญาเพื่อหาคำตอบที่ดีที่สุดจากการประนีประนอมทุกฝ่ายเท่าที่จะทำได้และมีเหตุผลเหนือกว่าทุกฝ่าย

ผลการวิจัยพบว่าเหตุผลของฝ่ายตรงข้ามที่สนับสนุนว่าไม่จำเป็นต้องมีเส้นแบ่งระหว่าง กฎหมาย จริยธรรม ศีลธรรม ประเพณี และจรรยาบรรณ แบ่งออกเป็น 2 กลุ่ม คือ

1) กลุ่มหน้าที่นิยม เป็นกลุ่มที่มีทัศนคติสนับสนุนว่า ไม่จำเป็นต้องมีเส้นแบ่งระหว่าง กฎหมาย จริยธรรม ศีลธรรม ประเพณี และจรรยาบรรณ เพราะปัญหาทุกอย่างต้องดูที่เจตนา หากนักสื่อสารมวลชนมีเจตนาดีคือทำตามหน้าที่ของเหตุผลปฏิบัติ มีความเคร่งครัดในศีลธรรม เราก็จะได้นักสื่อสารมวลชนที่มีคุณภาพสูงสุดและทำประโยชน์ให้แก่ประเทศชาติได้ดีที่สุด

2) กลุ่มประโยชน์นิยม เป็นกลุ่มที่มีทัศนคติสนับสนุนว่า ไม่จำเป็นต้องมีเส้นแบ่งระหว่าง กฎหมาย จริยธรรม ศีลธรรม ประเพณี และจรรยาบรรณ เพราะปัญหาทุกอย่างต้องดูที่ผลของการกระทำ หากผลการกระทำของนักสื่อสารมวลชนไม่ผิดกฎหมาย เราก็จะได้นักสื่อสารมวลชนที่มีคุณภาพสูงสุดและทำประโยชน์ให้แก่ประเทศชาติได้ดีที่สุด

วิจารณ์เหตุผลของฝ่ายตรงข้ามได้ว่า จุดอ่อนของกลุ่มหน้าที่นิยม ได้แก่ “การใช้ความสำนึกในหน้าที่นั้นใช้ได้เฉพาะตัวเท่านั้นแต่ใช้ในสังคมไม่ได้ผล” ส่วนจุดอ่อนของกลุ่มประโยชน์นิยม ได้แก่ “ขาดแนวทางการอบรมให้ทุกคนในสังคมเคียวมุ่งแสวงหาประโยชน์เพื่อส่วนรวม”

เหตุผลของผู้วิจัย เสนอไว้ว่า จำเป็นที่จะต้องมีการมีเส้นแบ่งระหว่าง กฎหมาย จริยธรรม ศีลธรรม ประเพณี และจรรยาบรรณ เพราะสามารถสร้างนักสื่อสารมวลชนที่มีคุณภาพสูงสุดและทำประโยชน์ให้แก่ประเทศชาติได้ดีที่สุดได้เนื่องจากนักสื่อสารมวลชนจะรู้หน้าที่ที่ควรทำในฐานะเป็นพลเมืองที่ดีตามกฎหมาย เป็นคนดีมีคุณธรรมตามหลักจริยธรรมตามที่นักปรัชญาช่วยชี้แนะ เป็นศาสนิกชนที่ดีของศาสนาตามการชี้แนะของนักบวชหรือนักการศาสนา และเป็นผู้มีศรัทธาต่อประเพณีซึ่งเป็นเบื้องหลังประวัติศาสตร์ของประเทศตามการชี้แนะของนักวัฒนธรรม

คำสำคัญ : จริยธรรมของคุณภาพชีวิต / นักสื่อสารมวลชน / หลังนวยุค

Abstract

This research aims to understand why it is necessary to have a border of law, ethic, morals, code of conduct, and custom. It uses the philosophical approach to find the best answers that are the most compromising possible for all parties and the most superior reasons.

The results from the study found that the reason of antagonist who disagrees with having a border of law, ethic, morals, code of conduct, and custom can be divided into two groups:

1) Deontology was a group of people who disagree with having a border of law, ethic, morals, code of conduct, and custom and they believe that every problem depend on intention. If communicators have good intentions which act on practical reason and strict in moral, they will became effective communicators who contribute to the country.

2) Utilitarianism was a group of people who disagree with having a border of law, ethic, morals, code of conduct, and custom and they believe that every problem depend on results of actions. If the result of communicator's action is not an illegal, they will become effective communicators who contribute to the country.

Criticism of antagonist's reason found the weakness of two groups as the following;

The weakness of Functionalist was that "Using the sense of duty was only effective at individual level but ineffective at social level".

The weakness of Utilitarian was "Lacking of training motivation to everybody in the society to have an intention to seeking the benefit for public".

Based on the study it can be suggested that it is necessary to have a border of law, ethic, morals, code of conduct, and custom because it can make effective communicators who can make the best contribution to the country. The effective communicators will know what they should to do as being a good citizen by law, adherence to moral and ethical principles by philosopher's suggestion, being a good religion follower by priest or religion preacher's conducting, and adherence to customs which is a historical background by cultural promoter's conducting.

Keywords: The Ethic of Quality of Life / Communicators / Postmodern

Introduction

1. Background of Problem

Background of problem is the background of researcher which related to communicate ethic problems directly. This problem occurred since early childhood and always try to find out the answer. The researcher has divided experience of this problem in 3 times as follows : 1) life experience 2) study experience and 3) work experience.

2. Signification of Problem

This research aims to study necessity of border of law, ethic, moral, custom and code of conduct, as communicators' responsibilities showed only law sight. If the actions agree with law, it's OK, do not care in other sights.

John S. Mill, Father of Utilitarian believed that law, are criteria, give moral to everybody; law are drafted to supreme end the happiness of all mankind. While Immanuel Kant saw that attentions are the most important. If communicators have good attention, act and work in reasonable practice, strict in morals. We will get high qualitative communicators, effective communicators who contribute the country. So it is un necessary to have border of law, ethic, morals, custom and code of conduct.

However, the researcher have reviewed in the opposite, that definition has weakness, be able to argue. Only law which refer from the most benefit of most population will get only good citizen by law. The good attitude will lack of core criteria for everyone in practice. So border of law, ethic, moral, custom and code of conduct are necessary, as law not able be just factor in control, not screen conscious mind. Development of moral, ethic and beliefs in good wisdom of ancestors will force communicators behave better than law committed. Clear border will be useful for the country to get qualitative communicators.

Research Problem

It is essential or not to have border of law, ethic, moral, custom and code of conduct. If it's necessary, the questions are where it is as the country will get high qualitative communicators whom active best use fullness for the country

Objective of Research

To analyze certain reasons for border of law, ethic, moral, custom and code of conduct.

Scope of Research

This research are documentary and discursive research in the scope as follow :

1. Scope of Time

The research will find out only political events of Thailand in May B.E. 2553 and Constitution of the Kingdom of Thailand B.E. 2550

2. Scope of Text

2.1 Papers related to political events of Thailand in May B.E. 2553 and Constitution of the Kingdom of Thailand B.E. 2550

2.2 Papers related to law and communication ethic.

2.3 Papers related to philosophy on Deontologist of Kant, Utilitarianism of Mill and post modern paradigm.

Research Methodology

The research will study academic papers related to :

1. Political events of Thailand in May B.E. 2553 which related to communicator ethic as following 1) event of disperse "Red Shirt Mob" 2) event of Suthachai Yimprasert sue CAPO (Center for the Administration of Peace and Order) as disseminate map of network destroy institution and 3) case of Democratic Party announced 5 website networks destroy Royal Institution.

2. Idea about post modern paradigm in background, process and ethic in each paradigm.
3. General thinking about communication in topics of definition, role, characters of right and freedom of communication, right and freedom of communication in Thailand, right and freedom of people, communication and civil law as well as penal law.
4. Idea about communicative ethic in thinking and theory, factors which influence to communicative ethic and code of ethic including mass communication profession.
5. Kant's philosophy on Functionalism in description of definition, philosophy and criteria for judgment of behavior.
6. Bentham and Mill's philosophy of Utilitarianism in description of definition, type, Utilitarianism of John Stuart Mill and criteria for judgment of behavior.
7. Analyze and manage information from papers
8. Synthesis review literature by philosophical research method in dialectic and discursive method ; dialectic method means using the questions which be able to get various possible answers, discursive method are sharing supported reasons in each answer to find out the best answer with possible kindness and reasonable abilities.

Results of Research

1. Thai Political violence in May B.E. 2553 such as 1) event of crackdown against Red-Shirt Mob (Matichon Information Center, 2010, pp. 180-200), 2) event of Suthachai Yimprasert bring an action for defamation CAPO as disseminate network map for destroy Institution (ASTV online, 2011) and 3) event of Democratic Party announced network of 5 websites aimed to destroy Royal Institute, (Prachathai, 2014) ; these events had realized social fact that mass communication in present influenced to our daily life. Some medias failed down in society in the same time, because of soul in hate, damage, shame and misunderstood. Internet which always be supported by political parties or politicians for information/news to protect themselves of storm the opposite site had an influence in society, some web boards are not popular but are sharing as gossip, whispers. Sharing news by some internet accounts can not find out account owner, free of charge in these cases.

Researcher does not review the right or wrong of these events, prefer to criticize and analyze ways to solve these problems especially mass communicators. The country will get high qualitative communicators who give benefit if we have good and sustainable policy. The analytic appreciative study will have suggestions to application in the next.

2. Reasons of antagonists are divided in 2 groups as follow:

1) Functionalism group agree with no border of law, ethic, moral, custom and code of conduct as every problem focus at attention. If communicators have good attention, act by reasonable practices (Kirti Bunchua, 2008, p.53), their self rules mean.

2) Utilitarianism group viewed that border of law, ethic, moral, custom and code of conduct are unnecessary. All problems had to consider results of practice, wrong actions/practices will happen

difficulties to many people (S.E. Stunpt, 1971, pp.363-364). Actions just be 'path' to finish goal. (John Stuart Mill, 1951, pp. 42-43). Therefore, we will get high qualitative communicators and support benefit to the country effectively if their actions are not missed the law.

3. The researcher had criticized reason of the opposition opinions that both groups always had weak points which effected to not able to create high qualitative communicators and give benefits to the country authentically. In fact, weakness of functionalism group are using realization in their function only themselves, not for society. If mankind did anything freedomly will effect troubles in society especially to chip away right and freedom of others, uncontrolled behaviors will affect human society to disorganize, unable to create unity in universal.

In addition, it will effect mankind in society don't understand their right and mind which will not violate right and freedom of the others.

The weakness of Utilitarianism groups are the lack of way of training to develop quality of life to everyone in society. The core criteria of the groups are for the public while unfair objectives can be hidden and be able to create for themselves and some groups. This criteria will be as the tool of seek power team. In addition, too much social rules be able to limit right and freedom in humanities, as well as less social rules will open way of corruption each other.

Therefore, reasons of the opposite site cannot create highest qualitative communicators and give benefit to the country authentically. Weakness points of each group confirm themselves directly.

4. Reasons of researcher had presented new answers that it's essential to build border of law, ethic, moral, custom and code of conduct

- border of law are regulations or rules to practice, penalty are announced if breaking the rules and rewards for doing well.

- border of morality are doing better than law, it is ethic merit and performance, not enforce, no punishment but wrong in mind, oppress, mental suffering and may be pressure from social criticize and lost confidence finally.

- border of moral conducts are good behaviors by morals or religious ethic, which be better than law or regulations. Moral conduct are religious items. Each religion have its own moral system, penalty or rewards are different and may be related to some topics of law. Illegal or moral penalty are done in each action.

- border of customs are faith or pround of historical background of ancestors whom created good values by custom and culture. These activities are psychological values which people/mass are agreed with and perform completely, be better than law and regulation, do not force and permit to criticize in any actions which may get penalty if being against law.

- border of code of ethic are ethic system of each profession which being announced and punished each other. The border of code of ethic be able to select only items related to each profession for setting code of ethic organization occupation.

Why border of law, morality, moral conduct, custom and code of ethic are essential as some

code of constitution related to communicators such as section 7 freedom in opinion of public and mass communication in article 45 and 46 (Pichai Nillthongkam, 2007, pp. 35-37) etc. Some weak points from no border as follow : deceivment or unclearance law, morality, moral conduct, custom and code of ethic. These weakness required for decentralization in country-administration in Constitution Act as believe that law can solve every problem. This definition are less and cut role of morality, moral conduct, custom and code of ethic including increase word/action of land inspectors who administrate not only law but also include morality, moral conduct, custom and code of ethic. Some inspectors are not special in this topics as do not graduate in these fields. Religion and morality are deep. Mixing responsibility of all administration in inspector is dosed for sharing duty responsibility to other experts who will lose role in society such as philosophers, priests, culturists. While these experts should be honored to make responsibilities and duties in morality, moral conduct, custom and code of ethic to support and share responsibility of inspectors including fulfill gap in law from vague between law, morality, moral conduct, custom and code of ethic too.

Finally, border of law, morality, moral conduct, custom and code of ethic be able to create high qualitative communicators and built best usefulness/benefit to the country. The communicators should understand and act as good citizenship, give morality which be guided from philosopher, be good religionist by suggesting of priests, and be good public who respect to custom, historical background of the country from culturists and wisdom men.

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