Following his predecessors, Benedict XVI appeals to media workers for courage and eagerness to show the truth and work for common good. Info-ethics as a kind of map of how to proceed ethically in the media can help to achieve it. The article which takes into consideration an enormous influence that the media have on people tries to emphasize after Benedict XVI that it is highly important for the media not to keep away from ethical principles and lose social control. The consequences of a lack of respect for ethics in the media within social and individual aspects are too serious to stay silent. That is why the presented analyses are a kind of voice in a discussion saying it is crucial that media ethics, in other words info-ethics will have an influence on the shape of the media today. Inviolable dignity as well as showing the truth about a man and searching for it should be put in the central place in the media and therefore should be taken into account in the first place. In spite of the fact that there are lots of solutions to this problem in the world of the media one of which can be codes of ethics, their diversity and unclear legal force do not guarantee effectiveness. Benedict XVI suggests a more fundamental solution, the one that turns to the source of anthropological objectivism and the “liberating” truth of the Gospel.

**Key words:** info-ethics, media ethics, the Church versus the media, media education, receivers of the media