Abstract:
Aspects of responsibility in mediasphere.

Building and maintaining harmony in the process of fulfilment of good is from the very beginning of the rational reflection connected with responsibility. Our paper show topicality and necessity of the value for establishing accurate communication relations which co-create basic social bonds and structures. Media ethics must therefore rest upon the foundation of responsibility, for at the core of human experience is the experience of responsibility for one’s actions which reveals the sense of human dignity. Both types of experience are fundamental in media activities, which is why it will be imperative that fairness and responsibility be considered foundations of ethics upon which comprehensive deontology of media with basic ethical principles of responsibility is shaped.

Key words: responsibility, mass media, ethic of medias, social communication, man, community