The specific nature of the work of journalists demands basic honesty in the implementation of journalistic mission. The best way to fulfill this mission is fidelity to the codes of ethics of journalism. The tasks facing journalists are a big challenge, but they are doable if the journalist remains faithful to professional ethics, which indicates the need to fully engage on the side of truth and goodness, the fundamental values of each media coverage. The author justifies the thesis, referring to the thought of John Paul II, about the need for professional ethics in the media, through which journalists, by their vocation and their professional commitments, will serve the basic human values: truth, justice, freedom and love, and will contribute to building a social order based on these values.

**Key words:** Journalistic ethics, honesty, codes of professional ethics, John Paul II, the teaching of the Church, the media