**Toward Global Ethics:**

**Exploring the Perspectives of**

**Local Media Stakeholders**

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**Abstract**

The search for global media ethics is ongoing. This search is also relevant for Africa. However, much of the search concerns re-conceptualizing the traditional ethical principles, while emphasizing fresh philosophical foundations that use indigenous values alongside global principles. This paper contends that in addition to scholars and journalists – the only visible self-motivated search enthusiasts - no fewer than seven other active players exist, and the interests of these players (news makers, media content consumers, media users, government/media regulators, media owners, media NGOs and professional associations) are instrumental in the on-going global efforts to seek global media ethics. Careful articulation of the stakeholders’ perspectives, to avoid conflict with any eventual broad-based principles, will ensure that the search for a global ethics from the continent is not lost on the path to reality.

**Keywords:** Afrocentricism, Afrocomplementarism, Global Media Ethics, Nigeria, Performance, Stakeholders