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## The Legal Framework for Ethical Principles Governing the Conduct of Journalists

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**Abstract.** Ethical principles refer to a system that guides and dictates journalistic work, media laws and legislation, which determines actions in a particular situation. It is based on personal, professional, social and ethical values and investment in building a system of ethical principles aimed at protecting the integrity of journalists is an investment of great importance. It can contribute to improving the image of journalists and contribute to increasing the chances of success of their press institutions and increase public respect for the profession. At the same time, these standards define the legal responsibilities and duties imposed on journalists, because the purpose of journalism is to achieve respect for human dignity of persons with full and responsible respect for their values, diversity and privacy, and respect for all the requirements of protecting public order. On the other hand, national legislation requires a journalist to adhere to the ethical principles governing the conduct of journalists, and it is obvious that these principles are behaviors that characterize a journalist.

**Keywords.** Ethics of journalism, freedom of the press, principles of journalism, journalist, conduct of journalists

### Introduction

As a matter of fact, both national and international legislation stress the journalists' adherence to respecting the norms of preparing press material. These norms are considered as principles that must be adhered to, as they contribute to strengthening trust between the public and the press, and achieving public interest. These principles and ethical standards are derived from religious and cultural values and established norms of societies and nations, which have been imposing a notable and even tangible value framework during the foreseeable historical stages of the development of journalistic work around the world.

At the same time, these standards define the legal responsibilities and duties imposed on journalists. This is because the goal of journalism is to achieve respect for people's human dignity with full and responsible respect and commitment to their values, diversity, and privacy, and to respect all requirements for the protection of public order.

### **Problematic of the Study**

National legislation imposes on journalists the necessity to abide by the ethical principles that govern the behavior of journalists. In this context, the following question may be raised: What is the legal framework for ethical principles that govern the behavior of journalists?

### **Significance of the Study**

The success of journalistic work depends on journalists' professional behavior and their commitment to achieving the standards of preparing news material in a reliable and valid format. Given its importance, we find that various legal texts, codes of conduct, and professional codes of honor emphasize it.

### **Methodological Framework**

In order to provide a detailed answer to the problematic of the present study, an analytical methodology was adopted during the presentation of the most important legal texts, with a visualization of the topic plan, including the following elements: I) credibility, II) impartiality and objectivity, III) Distinguishing between press material and advertising material as mandatory.

#### **1. Credibility:**

Credibility is one of the ethics of the profession, which is basically governed by general ethics such as honor, integrity, and similar ethics. Its final purpose is to improve media performance and control it in order to serve society and its issues<sup>1</sup>. In other words, it means adopting honesty in conveying all information, news, and programs to the recipient, and this will only be done by conveying the truth, information, events, and statements as they are; without frills, additions, omissions, or distortions, and attempting to reach the full truth if the information is incomplete or part of the truth. To confirm its credibility, the free media with all its tributaries does not transmit any information for the purposes of excitement or a scoop that it is not sure of. Rather, it must base its information on its original sources or reliable and well-known ones<sup>2</sup>.

In order to increase the journalists' credibility in conveying the news, they must use official documents and publications, resort to multiple sources, and conduct interviews with the persons concerned directly, in addition to using recording if necessary<sup>3</sup>. This is necessary to enhance accuracy, which is a basis for credibility that includes publishing facts, accuracy and quoting statements, and using pictures and drawings to express the truth. In other words, it must not alter the true content of the images, or distort facts. This includes the circulation of images and documents with the consent of their owner and the permissibility of obtaining information in devious ways only in the case of obtaining information of interest to public opinion and when it is impossible to obtain such information by all other natural means<sup>4</sup>.

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<sup>1</sup> Nawaf Hazem Khaled and Khalil Ibrahim Muhammad, What is the electronic press and the tort responsibility arising from its activities, *Journal of Sharia and Law*, Issue 46, April 2011, p. 215.

<sup>2</sup> Faris Jamil Abu Khalil, *Media Between Repression and Freedom of Expression*, Osama Publishing and Distribution House, Jordan, First Edition, 2011, p. 217.

<sup>3</sup> Ashraf Fathi Al-Rahi, *Press and Publishing Crimes*, Culture Publishing and Distribution House, Jordan, First Edition, 2010, p. 23.

<sup>4</sup> Mahmoud Alam Al-Din, Mahmoud Alameddine, *Basics of Journalism in the 21st Century*, Ennahda Publishing and Distribution House, Cairo, First Edition, 2008, p.407.

In the sense of contravention, a journalist who publishes false news is considered an aggressor of facts, leading to corruption of consciences and fighting the ideals and virtuous morals in society.

In general, the most important components of credibility are<sup>5</sup>:

- Objectivity and detachment from personal whims.
- Honesty and courage in expressing opinions and positions.
- Addressing issues that deal with the interests and concerns of the public.
- Respecting the minds of the public, not underestimating them.
- Multidimensionality of each element of the subject.
- Presenting opposed points of view.
- Relying on evidence such as documents, facts, and religious texts.
- Balance in the presentation of dimensions and in the presentation of the two points of view.
- Clarity in ideas, directions, and presentation methods.
- Confidence in the media and its sources.
- Accuracy in proving sources, dates, names, numbers and statistics.
- Familiarity with all the elements of the subject.
- Consistency in attitudes and opinions.
- Separating opinion from information and facts.

Within this framework, the Bordeaux Declaration of 1954<sup>6</sup> considered that respecting the truth and respecting the public right to know this truth is the first duty of a journalist.<sup>7</sup>

This requires the journalists to prepare their reports according to the facts whose source is known to them, and they do not conceal any necessary information, distort, or falsify the documents and evidence supporting them<sup>8</sup>.

Credibility, according to the Bordeaux Declaration, requires the media person to take into account everything that would offend his/her professional conduct. Few examples include using ideas or statements of others and attributing them to themselves, attributing statements to someone that may directly harm them, attacking, or accusing a person without reliance on sound evidence and arguments<sup>9</sup>.

As for the perception of the IFJ's<sup>10</sup> honor code of credibility, it is that the journalist publishes such news according to facts whose source is known to him/her, and that s/he does not hide important information or falsify documents<sup>11</sup>. In addition, the journalist uses lawful

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<sup>5</sup> Basant Abdel Mohsen Al-Aqbawi and Dina Ahmed Orabi, The credibility of the news content of social networking sites for young people, a paper presented at the sixth annual forum of the Saudi Society for Media and Communication "New Media...Theoretical and Applied Challenges" King Saud University - Riyadh 23-24 Jumada Al-Ula 1433 AH corresponding to 15-16 April 2012., p. 06.

<sup>6</sup> The Bordeaux Declaration is one of the important international documents that dealt with the ethics of media practice in the field of international media, and this announcement came after a meeting of the International Federation of Journalists held a conference in the French city of Bordeaux. As a result, an international declaration was issued that was considered as a consistent standard of professional conduct for journalists charged with collecting, transmitting, publishing, commenting on news and information and describing incidents. See: Abdullah Zalta, *Modern-day International Media*, Arab Thought House, Cairo, First Edition, 2002, p. 262.

<sup>7</sup> The first article of the Declaration.

<sup>8</sup> Fourth article of the Declaration

<sup>9</sup> The seventh article of the Declaration

<sup>10</sup> This declaration is adopted by the World Council of the International Federation of Journalists in 1954 and amended by the Council in 1986.

<sup>11</sup> The third article of the charter

means to obtain news, photos, or documents<sup>12</sup>, and makes his or her best efforts to correct and amend information published that is found to be offensively inaccurate<sup>13</sup>.

As for the Egyptian Press Honor Code of 1998, it considers that journalists are individually or collectively responsible for preserving the dignity and credibility of the profession, and they are obligated not to cover up those who abuse the profession or use their pens for personal dubious benefit<sup>14</sup>.

However, the journalist may sometimes find himself in front of news that require a time-consuming credibility verification. In this case, should the journalist take the risk of publishing the questionable news and take full responsibility for it, or does s/he resort to not publishing?

Here, it is better for the journalist to publish the news while informing the readers of his/her reluctance to believe the news. This is by saying “there are sources that broadcast...” or “according to what is reported...” or “as s/he claimed...” whether the source from which the journalist drew his information is private or public. Alternatively, the journalist can resort to using the interrogative form, such as saying, for example, “Have the peace efforts failed?” All of these terms indicate the journalist's uncertainty about the news, and that the newspaper published it without verifying its authenticity<sup>15</sup>.

## **2. Impartiality and objectivity**

Neutrality means publishing media materials, especially news, with impartiality and without interference from the source of this media message, which may be a television channel, radio, newspaper, media report, talk show. The work of the media and media professionals as required by the concept of impartiality can be like a reflecting mirror. The media transmit and reflect the events, facts, and news that occur in the world and convey the points of view on the disputed issues between people without the interference of these means.<sup>16</sup>

Impartiality means that the media person is not with or against any information, but rather s/he must search for all the information and present it to the recipient to judge and decide independently on the presented material<sup>17</sup>.

This requires presenting the relevant facts without bias, in a context that gives them the meaning of completeness and with showing the opposition's viewpoints.<sup>18</sup>

As for objectivity, it is a commitment to honesty and building the media material on the basis of evidence. Journalists can take sides with the group, party, or ideology to which they belong, provided they adhere to the evidence that proves the material they publish. Here, we find that many confuse the idea of objectivity and impartiality<sup>19</sup>.

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<sup>12</sup> The third article of the charter

<sup>13</sup> The third article of the charter

<sup>14</sup> Article twelfth of the Egyptian journalist's code of honor

<sup>15</sup> Khalil Sabat, *Journalism, Mission, Readiness, Art and Science*, Dar al-Ma'ad, Cairo, 1967, p. 25.

<sup>16</sup> Harith Al-Khayun, *The Role of Neutrality in the Media*, <http://www.alnoor.se>

<sup>17</sup> Faris Jamil Abu Khalil, previous reference, p. 219

<sup>18</sup> Mahmoud Alam Al-Din, previous reference, p.407khjh

<sup>19</sup> There is a similarity between objectivity and impartiality, but the difference is that objectivity is a commitment to honesty and building material on the basis of evidence and proof. Journalists may align themselves with the group, party or ideology to which they belong, provided they adhere to the evidence that proves the material they publish. As for impartiality, it is not permissible for a journalist to appear as if s/he is defending a group, party or ideology. Objectivity says say what you want on condition that you adhere to logic. As for impartiality, it is in addition to adhering to logic and reason. It says that it is not fair to talk about the good characteristics of a group, party or ideology, and overlook another group that has some good features even if what have been published is unquestionably honest and logic. That is why it is said about absolute impartiality that It's hard to get See: Dar Abdo, *The difference between impartiality and objectivity*, Independent Press School website, <http://www.ijschool.net/>

However, this does not mean that the journalist should not reveal the flaws or weaknesses or the financial or administrative corruption that is rampant in the joints of the state, in a more precise sense, the journalist should be as cautious as possible of the possibilities of bias in any part of the news published by the newspaper. An image, a headline, or a descriptive sentence on the topic may give the reader reason to believe that the journalist is biased towards a particular party<sup>20</sup>.

Accordingly, the journalist must distinguish between what to consider as news that describes reality and what is an opinion or a rational concept derived from a personal opinion. This is clear in some newspapers that are keen to separate the opinion from the news by dedicating a page or section to opinions or publishing the opinion under the same news item printed with a distinctive title, as mixing between news and opinion has become a rule in many newspapers.<sup>21</sup>

On this basis, the World Conference on Human Rights in Vienna in 1993 referred to the importance of objective information, responsibility and impartiality. For this purpose, it called on the media to actively participate, provided that these means have the freedom and protection required within the framework of national legislation<sup>22</sup>.

On the other hand, we find that the issue of objectivity was taken into account by the Algerian legislator in Organic Law 12-05 related to media as a right of the citizen<sup>23</sup>, before it was renewed in the chapter on professional ethics and principles in a form that bore an obligatory character. It stated in the text of Article 92:

“The journalist must in particular:

- Always paying attention to prepare complete and objective news.

Reporting facts and events with integrity and objectivity.”

It is also worth noting that the Audiovisual Law 14-04 sets the condition for commitment to neutrality and objectivity and refraining from serving the interests and purposes of interest groups, whether political, ethnic, economic, financial, religious or ideological, which is one of the terms of the book of conditions that the channels must abide by<sup>24</sup>.

<sup>20</sup> John L. Hulteng , *Playing it straight : Apractical discussion of the ethical principles of the American society of newspaper editors*, Pequot press, First edition (April 1, 1981),p.69.

<sup>21</sup> Isra Jassim Falhi Al-Moussawi, *Ethics of Communicators in the Iraqi Press and What affects It Negatively or Positively after the 2003 change*, Journal of the Faculty of Basic Education, Issue 72, 2011, p. 204.

To illustrate these differences, we use a story often used by the BBC's Alan Little. You enter a café where two men are arguing, one of whom tells the other two plus two equals four, and the other says that two plus two equals five. When you tell this story to a friend, it can be objective, balanced, fair and impartial, and each time the story will be different. "Objectivity" conveys everything the two men said without any assumptions about mathematics or numbers. One cannot decide whether one of them is right or wrong, not because s/he do not know the answer, which is of course simple, but because s/he do not have a framework within which to make a judgment. And "impartiality" means conveying what the two men said without judgment, even though you know that one of them is wrong. "Balance" means conveying the two men's claims in equal expression without any judgments. "Integrity" is to ensure that the allegations of the two men are conveyed with honesty, using each other's expressions in defense of his point of view, but also without judgment. As for "impartiality", it means conveying the two men's claims as accurately as possible while seeking or taking into account other relevant viewpoints such as the opinion of an expert in mathematics to say which of the two men is correct. Being impartial helps one make a fact-based judgment after s/he have researched all the opinions and viewpoints on the topic. It also means that all these situations should be evaluated and perhaps excluding the ones that are not based on evidence or contradictory facts. It also includes a presentation of the different viewpoints. See: BBC Academy, *Neutrality and Integrity*, <http://www.bbc.co.uk>

<sup>22</sup> Hasnaoui Abdeljalil, *Professional Ethics in Private TV Channels in Algeria*, a thesis submitted to obtain a master's degree in media and communication sciences, specializing in media legislation, Faculty of Media and Communication Sciences, University of Algiers 3, 2014, p. 45.

<sup>23</sup> Article Two of the Organic Law Relating to Media 12-05: “The media activity is freely exercised within the framework of the provisions of this organic law and the applicable legislation and regulation, and in the light of respect for:.....  
-Citizens have the right to complete and objective information.

For this purpose, the audiovisual control authority is compelled to ensure objectivity and impartiality by stipulating the neutrality of legal persons who exploit the audiovisual communication services within the public sector<sup>25</sup>.

On the other hand, the International Federation of Journalists' Code of Ethics<sup>26</sup> emphasized the commitment of journalists to the principles of objectivity and impartiality in reporting and disseminating news in addition to making respect for the truth and the public's right to access the first duty of the journalist<sup>27</sup>.

The Charter of the Association of American Professional Journalists<sup>28</sup> considers objectivity in news writing as another goal, which reflects the journalist's professionalism and practice. It is even a standard of journalistic performance that this association seeks to achieve and honor those who achieve it<sup>29</sup>.

While the American Society of Newspaper Editors on the Code of Ethics' statement<sup>30</sup> drew the features of impartiality and objectivity. By saying: "It does not mean that the press becomes unbiased, remains silent without answering the question, or refrains from expressing its opinion in its articles. However, good practice requires that there be a clear separation for the reader between what the newspaper presents as news reports and the opinion. Articles containing personal opinions and interpretations should be clearly recognized by the reader when presented on the opinion page<sup>31</sup>.

Within this framework, the professional charter of Al Jazeera<sup>32</sup> requires the need to distinguish between the article of the news, analysis and commentary to avoid falling into advertising and predictability.<sup>33</sup>

On the other hand, the press code of honor issued by the Egyptian Supreme Press Council acknowledged in its preamble the right of the reader to an objective press, which faithfully and honestly reflects the pulse of reality, the movement of events, and the plurality of opinions<sup>34</sup>.

In addition, the media person, under this charter, is committed not to bias in his writings to racist or intolerant calls or appeals for insulting religions or calling for their hatred, or challenging the faith of others, or those calling for discrimination or contempt for any of the factions of society.<sup>35</sup>

In a similar context, the Bahrain Journalists Association honor charter<sup>36</sup> considered objectivity, impartiality and independence as the foundations of professional journalism. This

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<sup>24</sup> Article 48 of the Audiovisual Law 04-14: "The book of general conditions includes, especially the obligations that allow: ... commitment to impartiality and objectivity and refraining from serving the purposes of interest groups, whether political, ethnic, economic, financial, religious or ideology."

<sup>25</sup> Article 54 of the aforementioned law: "The audio-visual control authority basically performs the following tasks: ... - Ensuring the impartiality of legal persons that exploit the audio-visual communication services of the public sector.

<sup>26</sup> This statement was adopted by the World Council of the International Federation of Journalists in 1954 and was amended by the Council in 1986.

<sup>27</sup> The first and second articles of the charter.

<sup>28</sup> It was adopted in 1926 and then its charter was amended in 1973.

<sup>29</sup> Article 17 of the Charter.

<sup>30</sup> This statement of principles was approved by the Association of American Newspaper Editors at a meeting of their board of directors on October 23, 1975 and is considered a supplement to the 1922 Statement of Ethics for Journalism called "Press Codes."

<sup>31</sup> Fifth Article of the Charter.

<sup>32</sup> Adopted in the year 2004

<sup>33</sup> Article ninth of the charter.

<sup>34</sup> The Press Honor Charter issued by the Egyptian Supreme Council of the Press on March 26, 1998.

<sup>35</sup> See the second article of the obligations stated in this charter.

<sup>36</sup> It was adopted by the Bahraini Journalists Association on January 21, 2012.

takes into consideration the principles of cultural and intellectual pluralism in society, and distinguishing between mere news coverage and expressing a personal point of view or ideological convictions.<sup>37</sup>

### **3. Distinction between press and advertising material as mandatory:**

Media experiences have shown that advertising affects the form and content of newspapers, both in terms of the opening line, or through the media content of the newspaper. The latter, thus, may resort to canceling media content that constitutes annoyance to advertisers, which sometimes pushes editors to ignore the abuses committed by advertisers<sup>38</sup>. This would greatly affect the transmission of objective and impartial news to readers.

Therefore, the legislation, whether legal or moral, or modern media trends, agreed on the need to devote rules that the journalist must respect, and related to the need to separate between the editorial and the advertising material. Here, researchers and media experts stress the need for advertisements to be distinguished when published from other editorial materials with a clear sign. This is especially with regard to advertisements that take the form of editorial advertisements. The publication of the latter without reference to its nature as an advertisement may lead the reader to believe that the advertisement expresses the opinion of the newspaper<sup>39</sup>. The newspaper's omission of this reference may have an impact on determining its responsibility, as it is a violation of what is imposed by advertising ethics.

Recently, a trend has emerged that attempts to separate the advertisement from the editorial material, as the advertisement affects a large area of the first page. Despite the importance of advertisements for the newspaper in terms of financial income, the criticisms leveled against it are many, including that it contradicts the reader's desire to read editorial materials because it distracts their attention from it. The aim of the press is to inform, not advertise, and the space occupied by ready-made advertisements affects the directors' freedom of design and limits their creativity. Accordingly, supporters of this modern trend see the importance of reducing commercial advertisements, especially on the front page. For example, the London Times newspaper and the Egyptian newspaper Al-Ahram do this, as they publish very few and small ads on the front page. In order to ensure that this decision does not affect the newspaper's advertising-income, especially since the highest-priced ads are on the first page, the newspaper can increase the prices of ads on the first page or create an alternative front page. It is necessary for the newspaper to increase the number of pages that receives advertising popularity so that the ads published do not affect the published press material.<sup>40</sup>

The prohibition of combining media and advertising material is not limited to media trends only, but media legislation is based on this conviction.

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<sup>37</sup> The fourth article of the general principles of this charter.

<sup>38</sup> Abbassa Djilali, *The Press Authority in Algeria*, Algiers Foundation Kitab for Printing and Publishing, Tlemcen, B.T., 2002, p. 67.

<sup>39</sup> In England, the Manchester Evening News published advertisements for carpets produced by a company. Then, along with these clear advertisements, it published another advertisement in the form of an article on this type of carpet without distinguishing it as an advertisement. A complaint was submitted against the newspaper to the Press Council that publishing this article creates a belief that the newspaper was presenting its opinion on this type of carpet after it verified the information it mentioned about it, which leads to misleading the public. In fact, the article was an advertisement, and the Council considered that the complaint was acceptable, and that it was necessary to preserve the etiquette of publishing, when publishing this article, it was referred to as its advertisement.

<sup>40</sup> Talaat Issa, *Memoirs in Press Direction*, lectures presented to students of the Department of Journalism and Media, College of Arts, Islamic University of Gaza, 2010, [site.iugaza.edu.ps/rmazed1](http://site.iugaza.edu.ps/rmazed1), p.13.

Some legislations, such as the Egyptian one, prohibit the combination of media and advertising material, and explicitly stipulate that a complete separation between editorial and advertising materials must be made<sup>41</sup>.

The Algerian legislator forbids any periodical publication for public information to allocate more than a third (1/3) of its total area for advertising and advertising surveys<sup>42</sup>. This means preserving the originality of the newsletter and its news content, instead of turning to an advertising guide, thus losing the moral and professional value for which it was created<sup>43</sup>.

The same legislator granted the audiovisual control authority the powers of oversight by all appropriate means on the subject, content and methods of programming the advertising quotas<sup>44</sup>.

Several ethical charters have also been issued in order to provide a basis for protecting the independence of the media and to counter the increasing influence of advertisers on the content provided by the media. These charters include these principles, which are<sup>45</sup>:

- Banning advertisers from interfering in editorial affairs or influencing editorial decisions.
- Separation between advertisements and editorial and clearly distinguishing between advertisements and editorial material.
- Not to exceed the internationally accepted percentage of advertisements at the expense of the editorial material.
- Journalists should not work in advertising.

For example, the Arab Media Honor Charter issued by the League of Arab States<sup>46</sup> requires Arab media institutions to distinguish between media and advertising materials.<sup>47</sup>

This was adopted by the charter of the Bahraini Journalists Association, which stressed the need for press institutions to separate between editorial and advertising materials.<sup>48</sup> It considered at the same time that it is not permissible for a journalist in general and during the exercise of his/her professional work to import, edit or profit from advertisements<sup>49</sup>.

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<sup>41</sup> Article 31 of the Egyptian Press Law.

<sup>42</sup> Article 28 of Organic Law 12-05 related to information.

<sup>43</sup> But on the other hand, if we compare this condition with what some studies have settled on, we find that they confirm that Algerian newspapers remain in the “financial security” circle by allocating at least 50% of their pages to advertising. The proof is the experience of the French-speaking Algerian newspaper “Le Journal”, which sought to experience financial independence away from publicity, but it quickly went bankrupt within a few months of its appearance (the first issue of which was issued on October 31, 1992 and declared bankruptcy on February 2, 1993). This reinforces the conviction that the reality in Algeria confirms that advertising resources are the basic resources for any newspaper that wants to continue its journey. Everyone confirms that newspapers that do not allocate at least three pages of the newspaper for advertising, it is difficult for them to overcome the financial crises that lead to the newspaper’s suspension. Therefore, we find that newspaper owners do not allow editorial officials to reprogram the advertising spaces due to the large number of media material. Such decisions are undesirable, whatever the reason. Some newspapers offer a huge number of pages to advertisers, as it may reach eleven (11) pages within the twenty-four pages of the newspaper. For more details, see: Rebah M’hamed : La presse algérienne, journal d’un déficit, chihab édition, Alger ; 2002 , p.103.

Alger ; 2002 , p.103.

<sup>44</sup> Article 55 of Law 14-04 related to audiovisual.

<sup>45</sup> Mustafa Sayed Mubarak, Advertising Dimensions and their Implications for Freedom of Journalism, Dissertation for a PhD in Communication Sciences, College of Communication Sciences, Sudan University of Science and Technology, 2015, p. 128.

<sup>46</sup> In implementation of the Arab Solidarity Charter issued by the Arab Summit Conference in Casablanca on September 15, 1965.

<sup>47</sup> Twentieth article of the charter.

<sup>48</sup> Fifth Article of the Charter.

<sup>49</sup> Article eight of the charter.

### **Conclusion**

In journalistic practice, there is often ignorance of what is known as professional ethics, especially in the Arab environment. This is because of the conviction that the editing of these ethics provisions was not the product of the journalists' ideas themselves, as much as what the authority contributed or approved. This reflects the ineffectiveness of the press councils in performing their assigned roles, foremost of which is the control of media activity.

On the other hand, state agencies, both official and unofficial, are required to work on raising the value of "positive self-censorship", by strengthening the professional ethics system, and empowering professional disciplinary councils established by journalists to impose their guardianship on them. This is an alternative to judicial follow-up, bearing in mind that these councils are authorized to prepare codes of ethics and procedures of professional conduct. Accordingly, it is incumbent upon it to demand searching for mechanisms to embody these ethics, which must have its obligatory value on the part of the media professionals themselves.

What helps in this, in our humble opinion, is the necessity of consolidating the independence of the press councils, including the powers to control journalistic activity, from the authority of the Ministers of Information, who have wide powers in the field of media control, which is supposed to be at the core of the powers of these councils. This should be in parallel with granting it full powers to adopt whatever disciplinary systems it deems appropriate against media professionals. This, in our opinion, can only be achieved by reconsidering the composition of these councils, the majority of which are supposed to be professional journalists.

On the other hand, academic bodies, i.e. universities and scientific research centers, should pay attention to the issue of media professionals, especially by directing research towards ways to enhance the ethical system of journalistic activity. These researches must work to reconsider the issue of punitive policy towards media professionals and media activity.

In conclusion, journalists should abide to professional ethics and stay away from anything that undermines security and order at the local level or that might affect relations between countries, such as provoking minorities and disdain for religions and beliefs, among others. All of this would establish responsible, constructive media that would contribute to building a civilization rather than destroy it.

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- [6] The Bordeaux Declaration is one of the important international documents that dealt with the ethics of media practice in the field of international media, and this announcement

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[7] The first article of the Declaration.

[8] Fourth article of the Declaration

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[10] This declaration is adopted by the World Council of the International Federation of Journalists in 1954 and amended by the Council in 1986.

[11] The third article of the charter

[12] The third article of the charter

[13] The third article of the charter

[14] Article twelfth of the Egyptian journalist's code of honor

[15] Khalil Sabat, *Journalism, Mission, Readiness, Art and Science*, Dar al-Ma'ad, Cairo, 1967, p. 25.

[16] Harith Al-Khayun, *The Role of Neutrality in the Media*, <http://www.alnoor.se>

[17] Faris Jamil Abu Khalil, previous reference, p. 219

[18] Mahmoud Alam Al-Din, previous reference, p.407khjh

[19] There is a similarity between objectivity and impartiality, but the difference is that objectivity is a commitment to honesty and building material on the basis of evidence and proof. Journalists may align themselves with the group, party or ideology to which they belong, provided they adhere to the evidence that proves the material they publish. As for impartiality, it is not permissible for a journalist to appear as if s/he is defending a group, party or ideology. Objectivity says say what you want on condition that you adhere to logic. As for impartiality, it is in addition to adhering to logic and reason. It says that it is not fair to talk about the good characteristics of a group, party or ideology, and overlook another group that has some good features even if what have been published is unquestionably honest and logic. That is why it is said about absolute impartiality that It's hard to getSee: Dar Abdo, *The difference between impartiality and objectivity*, Independent Press School website, <http://www.ijschool.net/>

[20] John L. Hulteng , *Playing it straight : Apractical discussion ofthe ethicalprinciples of theAmericansociety of newspaper editors*, Pequotpress, First edition (April 1, 1981),p.69.

[21] Isra Jassim Falhi Al-Moussawi, *Ethics of Communicators in the Iraqi Press and What affects It Negatively or Positively after the 2003 change*, *Journal of the Faculty of Basic Education*, Issue 72, 2011, p. 204.

[22] To illustrate these differences, we use a story often used by the BBC's Alan Little. You enter a café where two men are arguing, one of whom tells the other two plus two equals four, and the other says that two plus two equals five. When you tell this story to a friend, it can be objective, balanced, fair and impartial, and each time the story will be different. Objectivity" conveys everything the two men said without any assumptions about mathematics or numbers. One cannot decide whether one of them is right or wrong, not because s/he do not know the answer, which is of course simple, but because s/he do not have a framework within which to make a judgment. And "impartiality" means conveying what the two men said without judgment, even though you know that one of them is wrong. "Balance" means conveying the two men's claims in equal expression without any judgments. "Integrity" is to ensure that the allegations of the two men are conveyed with honesty, using each other's expressions in defense

of his point of view, but also without judgment. As for "impartiality", it means conveying the two men's claims as accurately as possible while seeking or taking into account other relevant viewpoints such as the opinion of an expert in mathematics to say which of the two men is correct. Being impartial helps one make a fact-based judgment after s/he have researched all the opinions and viewpoints on the topic. It also means that all these situations should be evaluated and perhaps excluding the ones that are not based on evidence or contradictory facts. It also includes a presentation of the different viewpoints. See: BBC Academy, Neutrality and Integrity, <http://www.bbc.co.uk>

[23] Hasnaoui Abdeljalil, Professional Ethics in Private TV Channels in Algeria, a thesis submitted to obtain a master's degree in media and communication sciences, specializing in media legislation, Faculty of Media and Communication Sciences, University of Algiers 3, 2014, p. 45.

[24] Article Two of the Organic Law Relating to Media 12-05: "The media activity is freely exercised within the framework of the provisions of this organic law and the applicable legislation and regulation, and in the light of respect for:....."

[25] -Citizens have the right to complete and objective information.

[26] Article 48 of the Audiovisual Law 04-14: "The book of general conditions includes, especially the obligations that allow: ... commitment to impartiality and objectivity and refraining from serving the purposes of interest groups, whether political, ethnic, economic, financial, religious or ideology."

[27] Article 54 of the aforementioned law: "The audio-visual control authority basically performs the following tasks: ..."

[28] - Ensuring the impartiality of legal persons that exploit the audio-visual communication services of the public sector.

[29] This statement was adopted by the World Council of the International Federation of Journalists in 1954 and was amended by the Council in 1986.

[30] The first and second articles of the charter.

[31] It was adopted in 1926 and then its charter was amended in 1973.

[32] Article 17 of the Charter.

[33] This statement of principles was approved by the Association of American Newspaper Editors at a meeting of their board of directors on October 23, 1975 and is considered a supplement to the 1922 Statement of Ethics for Journalism called "Press Codes."

[34] Fifth Article of the Charter.

[35] Adopted in the year 2004

[36] Article ninth of the charter.

[37] The Press Honor Charter issued by the Egyptian Supreme Council of the Press on March 26, 1998.

[38] See the second article of the obligations stated in this charter.

[39] It was adopted by the Bahraini Journalists Association on January 21, 2012.

[40] The fourth article of the general principles of this charter.

[41] Abbassa Djilali, The Press Authority in Algeria, Algiers Foundation Kitab for Printing and Publishing, Tlemcen, B.T., 2002, p. 67.

[42] In England, the Manchester Evening News published advertisements for carpets produced by a company. Then, along with these clear advertisements, it published another advertisement in the form of an article on this type of carpet without distinguishing it as an advertisement. A complaint was submitted against the newspaper to the Press Council that publishing this article creates a belief that the newspaper was presenting its opinion on this type

of carpet after it verified the information it mentioned about it, which leads to misleading the public. In fact, the article was an advertisement, and the Council considered that the complaint was acceptable, and that it was necessary to preserve the etiquette of publishing, when publishing this article, it was referred to as its advertisement.

[43] Talaat Issa, *Memoirs in Press Direction*, lectures presented to students of the Department of Journalism and Media, College of Arts, Islamic University of Gaza, 2010, [site.iugaza.edu.ps/rmazed1](http://site.iugaza.edu.ps/rmazed1), p.13.

[44] Article 31 of the Egyptian Press Law.

[45] Article 28 of Organic Law 12-05 related to information.

[46] But on the other hand, if we compare this condition with what some studies have settled on, we find that they confirm that Algerian newspapers remain in the “financial security” circle by allocating at least 50% of their pages to advertising. The proof is the experience of the French-speaking Algerian newspaper “Le Journal”, which sought to experience financial independence away from publicity, but it quickly went bankrupt within a few months of its appearance (the first issue of which was issued on October 31, 1992 and declared bankruptcy on February 2, 1993). This reinforces the conviction that the reality in Algeria confirms that advertising resources are the basic resources for any newspaper that wants to continue its journey. Everyone confirms that newspapers that do not allocate at least three pages of the newspaper for advertising, it is difficult for them to overcome the financial crises that lead to the newspaper's suspension. Therefore, we find that newspaper owners do not allow editorial officials to reprogram the advertising spaces due to the large number of media material. Such decisions are undesirable, whatever the reason. Some newspapers offer a huge number of pages to advertisers, as it may reach eleven (11) pages within the twenty-four pages of the newspaper. For more details, see: Rebah M'hamed : *La presse algérienne*, journal d'un déficit, chihab édition,

[47] Alger ; 2002 , p.103.

[48] Article 55 of Law 14-04 related to audiovisual.

[49] Mustafa Sayed Mubarak, *Advertising Dimensions and their Implications for Freedom of Journalism*, Dissertation for a PhD in Communication Sciences, College of Communication Sciences, Sudan University of Science and Technology, 2015, p. 128.

[50] In implementation of the Arab Solidarity Charter issued by the Arab Summit Conference in Casablanca on September 15, 1965.

[51] Twentieth article of the charter.

[52] Fifth Article of the Charter.

[53] Article eight of the charter.