

MEDIA GUIDE

PRACTICE AND ETHICS OF JOURNALISM FOR ADULTS



mediaguide.fi



Text: Karoliina Knuuti, Petri Kangas, Ville Koivisto, Aapo Laakso, Tuuli Oikarinen and Anna Tervahartiala, The Finnish Lifelong Learning Foundation – KVS. Yasmine Misk, Emad Alasfr and Nibal Thawabteh, Media Development Center of the Birzeit University – MDC

Translation from Finnish to English:

Editor: Osku Haapasaari
Layout: Karoliina Knuuti, The Finnish Lifelong Learning Foundation – KVS
Aura Vuorenrinne, The Finnish Lifelong Learning Foundation – KVS

This publication has been produced with the support of the Finnish Ministry of Foreign Affairs. The Ministry support does not constitute an endorsement of the contents which reflects the views only the authors, and the Ministry cannot be held responsible for any use which may be made of the information contained therein.

Contents

1.	INTRODUCTION.....	3
PART I: COMMUNICATION IS EVERYWHERE.....		7
2.	JOURNALISM.....	8
2.1.	What is journalism and why is it needed?.....	9
2.2.	How is journalism conducted?.....	10
2.3.	The specific characteristics of radio and TV journalism.....	13
2.3.1.	Expressing yourself in TV.....	14
2.4.	Data journalism and infographics.....	18
3.	VISUAL JOURNALISM.....	19
3.1.	Photojournalism.....	19
3.1.1.	Professions of visual journalism.....	20
3.1.2.	Shot sizes and composition of a photograph.....	21
3.1.3.	How far can your camera see?.....	25
3.1.4.	Meeting a subject of photography.....	27
3.2.	The basics of video expression.....	28
3.2.1.	Framings, perspectives and movements of the camera.....	28
3.2.2.	Lighting.....	29
3.2.3.	Editing.....	30
3.2.4.	Audio narration as a part of video expression.....	32
3.3.	Graphic design and illustration.....	32
4.	MEDIA ADVOCACY.....	36
4.1.	Public relations officers and journalists.....	36
4.2.	Lobbying.....	37
4.3.	Marketing communication.....	38
4.4.	Propaganda.....	39
5.	THE DIGITAL REVOLUTION AND SOCIAL MEDIA.....	41
5.1.	The citizen in social media.....	41
5.2.	Social media platforms and tools.....	42
5.3.	What is social media verification.....	47
5.4.	Revenue logic of social media.....	48
5.5.	Social media challenging traditional media.....	48
5.6.	Blogging.....	52
5.7.	Sales and marketing in social media.....	53
5.8.	Activism and campaigning on social media.....	59



PART II: MEDIA ETHICS – POWER, LEGISLATION & SELF-REGULATION.....	60
6. INTRODUCTION TO HUMAN RIGHTS.....	61
6.1. Most important human rights documents and agreements.....	62
6.2. Freedom of speech is the foundation of journalistic work.....	64
6.3. Censorship, self-censorship and the violations of freedom of speech.....	66
6.4. Discrimination, equality and the work of journalists.....	68
6.5. Human rights dilemmas.....	72
7. THE POWER OF JOURNALISM.....	75
7.1. The choice of topics.....	75
7.2. Article format.....	76
7.3. Discrimination, stereotyping and picking experts.....	79
8. THE ETHICS AND SELF-REGULATION OF JOURNALISM.....	82
8.1. Ethics of journalism.....	82
8.2. The self-regulation system of journalism.....	84
8.3. Examples of journalistic guidelines.....	85
8.3.1. Acquiring information, publishing and correcting information.....	85
8.3.2. The professional position of a journalist.....	89
8.3.3. The rights of an interviewer and an interviewee.....	91
8.3.4. Private and public.....	93
8.4. Protection of sources and exceptions.....	93
9. PHOTOJOURNALISM AS THE OBJECT OF CRITIQUE.....	95
9.1. The rights and responsibilities of a photographer.....	95
9.2. The probative value and photographic cogency.....	95
9.3. The ethical guidelines of photojournalism.....	97
10. LAW, RIGHTS AND PROBLEMS ON SOCIAL MEDIA.....	100
11.1. What is allowed in netiquette?.....	100
11.2. Access and literacy.....	101
11. GOOD PRACTICE OF MARKETING.....	103

1

Introduction

The commercial television and radio corporation NBC published a pair of images on their own Facebook page in 2013. The first photograph of the pair is taken on St. Peter's Square in Rome 2005. A couple of mobile phones can be seen here and there among the crowd. A man standing at the foreground of the image looks like he is taking a photograph with his phone. Other people using a mobile phone in the image seem absorbed in their device, heads bent. Messages of the event start to spread.

The other image is from the same situation but taken eight years later in 2013. Now, nearly every person has a mobile phone or a tablet, and the majority of these devices are most likely much more than only mobile phones: they are smart devices equipped with an internet connection. The photograph of a crowd has changed immensely in eight years. Devices form a glittering sea of light in front of St. Peter's Basilica.

About 14 hours later over 51.000 people have 'liked' the pair of images at the NBC News Facebook page and it has been re-shared over 82.000 times. The publication by a media corporation spread quickly to quite a large audience in social media through re-sharing.

This Media Guide is based on the premise that the media sphere is in a state of rapid change. The world is globalizing and networking quicker than ever. In fact, all of the 21st century has so far been the golden age of the development of affordable and accessible technology. This has led to a situation where, as manifested in the aforementioned case, people all over the world – even in the poorest countries – have access to technology and information.

At the same time, people's use of communication and technology changes at a rapid pace. The main reason for this is of course the development of social media. While

traditional mass communications focus on sending messages and not receiving them, social media creates the opportunities for interaction. People use more and more of their daily time with media, creating and modifying its contents: posting, blogging, sharing and liking – and even starting their own newspapers.

These changes without a doubt bring many improvements to the lives of ordinary people. But for the profession of journalists they bring also many challenges.

For one thing journalists are facing a need to learn new skills, so that they can benefit from new media platforms, adapt to the changing consumer habits and reach new audiences.

But the professional journalist also faces the need to compete with the amateur writers and photographers that may nowadays share their content as easy as the professionals. Established media is competing for the audiences' limited time and attention for one thing – but they also need to compete for the speed of coverage for the scoops. Often important events are surrounded by portable cameras and smartphones held by regular passers-by. As a result, images taken by amateurs will start to spread and reach the news hungry audiences through social media channels. As the news agencies are trying to compete of the attention of these audiences, the professional journalists and photographers may feel pressured to let their content out without spending the time needed for thoroughly verify facts.

As a result the increased requirement for speed adds on its part to the risk of the use of rumors and questionable sources. The competition may lead to sensationality, aggravation or advocacy group activity – all trends that we have already started witnessing during the last years.

Another tangle of challenges is caused by a change in the revenue logic due to digitalization. The fact that

people can access innumerable sources of information in the web for free has led to a decreasing amount of subscribers to the printed news and other type of paid-for content. This trend has led to economic difficulties in many a media enterprise, and as a result – in many countries – to the dismissal of journalists. These issues are addressed in the chapters 5 and 6.

Many redundant journalists are finding a living in media advocacy, often as press officers. The basics of these professions are addressed in chapters 2 and 4.

This is obviously neither a good nor a bad thing in itself. But this trend may cause blurring between impartial and partisan journalism, and the challenges it brings with it are emphasized in areas which have no long traditions of professional ethics and the code of conduct of journalism, addressed in chapter 9.

The professionals are also facing intensifying competition of credibility and plausibility. Due to redundancies, fewer journalists must often produce the same amount of news and articles – but in a bigger hurry than before. This obviously challenges the quality of their work. And to make matters worse, manifested cases of unprofessionalism risk undermining the credibility of the whole profession. The power and responsibility of journalism is addressed in chapter 8.

Due to this trend the alternative media producers may begin to seem like an increasingly plausible choice for media consumers. The availability of more compelling stories in social media channels and blogs poses a serious threat to the established news production. The utmost example of this is the appearance of the so called counter media, discussed further in chapter 6.2.

In addition, the decades-long Israeli-Palestine conflict make the work of Palestinian journalists in the area very challenging in many senses. Local journalists have to vie for attention with other citizens and officials, but also the Israeli media, international media and foreign activists. Media has always had a significant role in the conflict between Palestine and Israel.

The media society in Palestine is also developing fast. The use of social media and other digital media for

information sharing and promoting civil society has increased very rapidly during the past years. These trends are global but the challenges may be even greater, when as in the case of Palestine, there is no long tradition of commonly accepted ethical standards and guidelines for journalism. In crisis areas the professional skills of journalists are tested.

All the aforementioned trends raise a few very important questions. What does the future of journalism look like? How should the professional journalists as individuals as well as a profession face these challenges? How may the professionals “prove” that they are needed when there is always an inexhaustible number of amateur commenters and photographers present, who may beat the professionals – if not with the quality – with speed? And all this raises the obvious question: is there really something to be proved? Why if at all are the professional journalists needed, when anyone can access the platforms and share their stories online for global audiences?

Of all possible answers, in this guide we give most emphasis to enforcing professionalism of journalists and the professional journalists’ status

in the eyes of national and international audiences. The goal is that the journalists are increasingly seen as a responsible profession – a source of truths and checked facts and not opinions or propaganda.

If this would be achieved the ongoing challenges might not mean that the importance of professional journalist is decreasing – quite the contrary. Professional journalists’ ability to verify sources and find trustworthy information may be needed now more than ever to sieve the facts from the rumors and opinions that fill up the pages of different social media channels.

Building a comprehensive ethical guideline and fostering self-regulation are important steps towards this goal. We believe that when the profession commits publicly and credibly to following ethical rules such as impartiality and ethical treatment of sources, the audience shall always find reasons to choose quality over sensationalism. Inspiration may be sought from existing ethical guidelines that are discussed further in chapter 9.

This Media Guide is a package of basic knowledge about journalism written in clear language. It is concerned with the work practices, ethics, work-related rights, such as

“

The professionals are also facing intensifying competition of credibility and plausibility.

”

freedom of speech, and the power and responsibility related to the profession of journalism. The guide has been designed both for professional journalists and people from the field of communications – really all people whose profession or academic interests have to do with media.

The Media Guide has two principal parts. In part one, *Communication is everywhere*, we will go through the basics of the professions of journalist and photojournalist (chapter 2 and 3). We will also explain briefly what other kinds of professions there are in communication (chapter 4). In the last chapters of the first part we will dig deeper into the ongoing changes of digitalization and rise of the social media (see chapter 5) – and what challenges and benefits can be seen in these current trends that affect the traditional media (see chapter 6). In all of the chapters there will be both tips on how to improve one's professional skills and general knowledge aimed at strengthening understanding of media.

In part two, *Media ethics – power, legislation & self-regulation*, we will dig deeper to the media analysis. This part also serves professionals who wish to understand the responsibilities of their profession more deeply as well as anyone who is interested in improving their media analysis skills. In chapter 7 we will learn about human rights – mostly freedom of speech – and how these rights affect the work of journalists. From there, in chapter 8,

we'll move on to learning how journalism uses power in societies, and how these methods may be critically analyzed. Chapter 9 addresses the ethics of journalism and getting to know the existing self-regulation guidelines.

In this publication you will find four types of information boxes that deepen the topics, give additional information and activate the reader to ponder the topics discussed:



Food for thought boxes offer examples that activate the reader and support self-studying. They also contain questions that teachers can use as tasks or topics of classroom debates.



Tips are aimed at journalism students or professionals. They offer a set of concrete guidelines and tips that may be helpful professionally.



Read more boxes deepen the topic being handled, and offer study material for advanced students.



Glossary boxes provide vocabulary and terminology related to the topic discussed.



CIVIC SKILLS VIA MEDIA EDUCATION IN PALESTINE

The Finnish Lifelong Learning Foundation has produced this media guide as a part of a media education project funded by the Finnish Foreign Ministry and in cooperation with Media Development Center (MDC) of the Birzeit University and the University of Tampere.

The education project aims at supporting the Palestinian journalists' skills and professionalisms by supporting journalists' professional know-how and the wider understanding of the place, role and responsibility of journalists in a democracy.

The project also aims at increasing understanding of the most widely accepted ethical guidelines that we believe should be implemented in both work-life and education. It is a tiny fraction of the media development project of the Palestinian Authority. And finally – through these methods – this project aims to support equality, advancement of democracy and human rights.

The media guide has been co-produced with an interactive education platform, accessible at www.mediaguide.fi. The guide and the related forum are designed so that they encourage active participation, the presentation of own experience and learning through examples. The theories of journalism are approached through case examples.



PART I: COMMUNICATION IS EVERYWHERE



2

Journalism

Mass communication is communication which is directed at a large group of people, which is relayed through the channel of media. Journalism, public relations, advertising, marketing communications, art, entertainment and citizen communications are all parts of mass communication.

Journalism can be defined as timely, fact-based communication that offers the audience edited content in a reliable and independent fashion. The emphasis of journalism may change, but the same basic principles do apply.

Journalism is produced for several different media channels, including newspapers, magazines, radio, television, online magazines, and in some senses documentary films. Branches of journalism are, for example, politics, economy, culture, entertainment, sports and recreation.

i

THE TASKS OF JOURNALISM:

- To convey information;
- To interpret the world;
- To supervise the decision-makers on behalf of the citizens;
- To serve and assist communities;
- To entertain;
- To activate people;
- To create a sense of solidarity in society.

The most important function of journalism is to convey information. Conveying information is an important part of the democratic decision-making system, as it brings transparency into society and for its part makes sure that the made decisions go along with the people's sense of justice. To make sure that there is a chance for civil advocacy, it is important that the citizens are informed of decisions already when they are being prepared.

In other words, the journalists' mission is to oversee the work of government officials on behalf of the citizens. Press, or nowadays media in general is occasionally called the watchdog of society or the fourth estate. Based on the Montesquieu's tripartite system, the other estates in modern democracies are often referred to branches of a legislature, an executive, and a judiciary.

The watchdog refers to the fact that journalists are supposed to guard the policymakers' actions. In the recent years social media has been proposed to be the fifth estate, where the work of journalists is scrutinized. Social media is further discussed in chapters 5 and 6.

Journalism also acts as a two-way channel between the public and policymakers. On the one hand, journalism conveys information to the citizens about what is happening in society. On the other hand, journalism lets the policymakers know what kinds of effects their previous decisions have had and what kinds of decisions have been made elsewhere. Journalism also lets the policymakers know what the public expects of them.

In addition to conveying information, good journalism also interprets the world. Journalism explains things and phenomena in an easy and accessible way, describes the cause and effect-relationships of events and provides background information on issues and decisions. Journalism brings the events close to people's everyday lives and shows what kind of an impact they have on a regular citizen's life.



Journalism's functions also include the creation of a sense of solidarity in society, which can happen for example through large newsworthy events. Also, by establishing solidarity, journalism also aims to maintain peace in society.

Nowadays people's consumption of media is not consistent. Instead, people tend to collect information from different sources. That is why ever larger news events are needed to affect people collectively. Assassinations, wars and acts of terrorism feel like turning points in history largely because of their wide news coverage. Widely covered events become a part of history, and the audience following the events feel that they are experiencing a historical event.

Media has the power both to blow things out of proportion and to sweep them under the rug. The power and responsibility of media is further discussed in chapters 8 and 9.

Journalism also tries to whet people's appetite for learning new things. Journalism entertains, evokes emotion and experiences. It offers new perspectives and stories which people can relate to.

The profession of journalism is a public and social occupation. Journalists as professionals both support and sustain the credibility of the decision-making system and maintain its functions. The role of a journalist and their position in relation to the use of social power is, however, a more complicated question.

The most important values of a journalist are impartiality, independence of commercial and political interests and responsibility. Thus, even if a journalist handles social issues, s/he must not strive to be a political force. A reporter can present pointed opinions, but it has to be done separately from news work. Otherwise the

credibility of the reporter as an independent conveyor of information is undermined and the audience can easily begin to respond to everything that the journalist in question does as biased.

The journalists are to adhere to good journalistic practice, which is further discussed in chapter 9. This happens largely through self-regulation.

The societal position of a reporter is very acutely described by a textbook of Finnish journalism "Principles of journalistic work", which outlines the premises of press work:

- You are a reporter, not a star.
- You are a servant of the people, not a ruler. You are a seeker of knowledge, not its guardian. You know people, but you are not everyone's friend.
- You are there, but not seen – you are a shadow.
- You are present, but you are not the object of the piece of news, nor the one something is happening to. You are not the protagonist of news article.
- You work a profession which is mundane work. You are a professional, according to whose information the majority of us construct our worldview.

Even though journalism is very important to the functions of a democratic society, journalism as a profession is not held in a high regard.

Many reasons can be found for this: prejudices and uproar related to gossip magazine reporters and paparazzi, accusations of partiality and of brown-nosing to the policymakers have all affected people's attitudes towards journalists. Additionally, people easily criticize the work of a journalist if the perspectives or the coverage do not appeal to them for personal or ideological reasons. During recent years, this low esteem for journalists can be explained by commercialization, the focus on entertainment and the blunders brought on by the increasing workload and hurry for editorial staff.

i

JOURNALISM – THE CORE VALUES

- timeliness;
- truthfulness;
- impartiality;
- independence;
- representativeness;
- responsibility.

2.1. How is journalism conducted?

When people think of occupations of journalism, reporter and photographer surely come first to mind. In fact, especially in larger media, journalism is teamwork which is conducted by a large group of professionals.

A journalist and a photographer are employees of the editorial office who usually outnumber other kinds of employees in the office. The journalist comes up with ideas for articles and produces articles and news stories,

for which the photographer takes and often processes the photos. **An assistant** is a freelancer who works from outside the editorial office.

The multimedia journalist is a journalist who writes and modifies features for the different channels of the same media. A multimedia journalist may for example write a telegram on a piece of news, read it out loud for the radio and create an insert based on it for the television news.

The radio journalist creates journalistic audio content, such as news and interviews, for the radio. The radio presenter is a journalist who hosts radio shows. **A radio presenter** may for example conduct interviews and discuss news and current issues alone or with one or more colleagues. The radio presenter also introduces the edited content and songs played on the channel.

The television presenter hosts television shows. Unlike the radio presenter, in television the presenter's face is visible and they will usually become public figures. Other public figures besides journalists may also be used as television presenters, including actors, models, comedians and experts.

The news anchor (newscaster, newsreader) is a journalist who appears on radio, television or online television. Some newscasters read news produced by the editorial staff with the aid of a teleprompter. Others appear in news programmes more in the role of a presenter, by discussing, interviewing and interpreting. These newscasters have a considerable amount of power as explainers of news and public opinion makers.

The sub-editor and **the photo editor** are titles in the middle management of the editorial office. The sub-editor is in charge of putting together and editing features, while the photo editor's responsibility is to order and pick visual content. **The layout designer** uses layout software to create the layout for the printed paper. **AD, the art director**, is the staff member who is in charge of the visual appearance of the publication.

The producer is usually responsible for a single sector of the media, which s/he organises and coordinates. **The news/managing editor** to a large extent decides what features get written. **The department manager/editor** leads the work of one news department in large papers, such as the culture department.

The editor-in-chief is the journalist who is in charge of the whole publication. S/he makes the final decision on the views expressed in the publication. The editor-in-chief

i

JOURNALISTIC WORK PROCESS

- coming up with ideas;
- planning an article topic;
- gathering information;
- compilation and modification;
- publication;
- gathering and discussing feedback.

is also responsible for the legality of the content of the newspaper or media, and that the publication adheres to good journalistic practice. The editor-in-chief often writes the editorial, which shows the paper's outlook on a topical issue. In large papers, there might be multiple editors-in-chief, to the point where there can be a separate department, called an editorial board, to write the editorials.

2.2. Journalism genres and article types

In journalism, there are several different article types. These include news articles, telegrams, editorials, interviews, feature articles, profile features, reviews, columns, reports and letters to the editor.

A news article is the most important article type of journalism. Its purpose is to convey information in a simple form. It aims to answer the questions what, where, when, how, why and who as neutrally and objectively as possible.

The form of a news article is highly standardized. This form is regularly referred to as the downward-facing triangle structure. The most important information is located at the beginning of the news article, and from there onwards less and less important, background information is provided. The style has become so standard, that a part of a news article can be removed during the layout without it hampering the ease of understanding the article.

The most important message in a news article is called a news lead. It is a brief, concise description of the article's content.

A B C

JOURNALISTIC GLOSSARY

- Caption**
A short passage written to accompany a picture, which comments on the picture. The caption should not repeat what is seen in the photo.
- Citation**
A direct quote of what the interviewee has said. Good journalistic practice dictates that what is said by the journalist and what has been said by someone else have been clearly separated in the article or news item. For this reason, citations are often marked in a clearly discernible way, such as with citation marks.
- Fact box**
A summary which is placed next to the article in the layout. It gives the basic information of the article, such as names and most important numbers, in an easily readable format.
- Introduction**
The lead or core of the article, whose aim is to make the reader read the article to the end.
- Pull quote**
A quoted passage from the text, which is enlarged and highlighted in the layout phase. Pull quotes make the body text lighter and more visually appealing. They can also be used to highlight the most interesting parts of the text.
- Scoop**
A significant piece of news which includes new information about an important topic. A journalist or a news organisation gets a scoop when it publishes an important piece of news before others.
- Sidebar article**
A shorter article which is a part of the handling of a larger topic. It is shorter than the main article, and it provides some further information or a new perspective into the topic of the article. It may also contain description of a marginal event that took place in the context of the great event that is being processed in the main article.
- Title**
Concentrates the essential information from the article and grabs the reader's attention. There can be multiple larger and smaller titles.

i

STORY TYPES AND GENRES

Article types of journalism:

- news;
- feature;
- interview;
- editorial;
- analysis;
- column;
- review;
- factbox;
- sidebar.

Journalism genres include:

- Ambush journalism;
- Celebrity/people; journalism;
- Investigative journalism;
- Gonzo journalism;
- Citizen journalism.

Reflection: Please come up with short descriptions of the concepts above. Can you name more article types or genres?

The work begins with an idea, which has to be developed and formulated into a tight article plan, which has a set perspective and has been clearly framed.

Effective information gathering is a part of a journalist's professional skills. Possible sources of information include perceptions and experiences of the journalist her/himself and their acquaintances, officials, bulletins, news agencies, event notices, websites and forums, other media and rumors. The use of Facebook and other social media as a source of information has also increased during the recent years.

The journalist must take a critical stance towards all information s/he receives, also information provided by officials. It is worth cross-checking the information from multiple sources, even if it is already published (see also chapter 9.3.1.) Additionally, it is good to consider whether e.g. an interviewee might have an own agenda in providing material for the article. The second part of this guide discusses the responsibilities and ethics related to journalism in more depth.

After the information has been gathered, it has to be formulated into an article. Whether the medium is paper, the web or for example the radio, journalists should strive for expression which is as clear and accessible as possible. It is good to avoid complicated concepts and foreign words. If, for example, an interviewee uses specialized vocabulary related to their field, it is the journalist's task to either explain these terms in the text, or to ask the interviewee to translate their terminology into standard language. The journalist has always the right to ask "stupid questions".



TIPS FOR WRITING IN ENGLISH

A style manual or a style guide or stylebook is a reference book that designates the nature of the language used, writing standards, drafting forms, grammatical rules and the forms of writing names. The most famous of these books are the Associated Press Stylebook, the BBC News Style Guide and the Economist Style Guide.

Sources: Ahmad Zaki Othman 'Al-Sawt al-Hurr' (Free Voice) The Arab Network for Media Support website: bit.ly/1ZDUTqw



REVENUE LOGIC OF MEDIA

Revenue logic means the media corporation's way to create profits and thus to fund its functions.

The revenue logic of media corporations has traditionally been based on dual markets: a newspaper or another journalistic product is sold to the consumers and the subscribing/paying audience is sold to the advertisers. This means convincing the advertisers of all the potential people who could see or hear the advert.

The digital revolution has had an impact on the revenue logic of media. Some advertising has moved to the websites of newspaper corporations. Online advertising has been more affordable than traditional newspaper advertising, which means that the total profits of the newspaper corporations have gone down. Some corporations advertise their products directly to their customers on their own websites and channels of social media. The self-evident downside of the digital revolution for media houses is that people are less willing to pay for journalism, as it can be found online for free.

The media companies are now trying to find ways to build new, digital revenue models through which to maintain their trade. For example, paywalls have become more common during the last years. Paywalls restrict the access of users who are not logged in as subscribers to some or all of the content on a website.

Reflection: What do you think about the future of printed press in light of the spread of electronic media? How do you think the revenue logic is going to be like in ten years?

After publication editorial offices should keep an eye on feedback. In past times, feedback was primarily mailed to the office's post box or published as letters to the editor. Nowadays, feedback can be gathered straight from the web. People click, share and comment in the comments field located beneath the articles.

If an article has contained errors, the editorial office has to correct the error and/or to publish a correction. If it can be argued that the article has offended someone, after its publication a right to reply can be granted to the object of the article. Read more in chapter 9.3.1.

The work of journalists dealing with television and radio is fundamentally similar to the work of press journalists. The same principles and values of news production and conveying information are still valid.

2.3. The specific characteristics of radio and TV journalism

The difference is that instead of writing skills, a good radio journalist is required to know recording and publication technology and needs to have clear vocal expression.

A television journalist is required to have clear vocal expression, in addition to a pleasing outward aspect.

In television work, the news value is determined by the visual aspect of the topic as well as the criteria related to press work. It is usually a goal that some footage from the location itself or some relevant illustration footage is available, but often programmes have to resort to so-called talking heads or pundits.

2.3.1. Expressing yourself on TV

In the newspaper and the radio, a writer or broadcaster may use strong vocabulary such as the words love or unemployment, and the words will shape the readers' or listeners' imagination. In TV on the other hand it is difficult to visualize such words and our mental images are usurped by the images we see on the screen. However, it is not a must to show pictures of everything and everybody you talk of. You may for instance show a picture of a few people to represent a larger group of people.

The reporter may handle abstract topics by showing images of activities that are related to the topic while s/he narrates the information.

There is a wide range of symbols and icons that are popular in the media to choose from, but it is good to keep in mind that the closer the images are connected to the subject, the more impact they have on the spectator. Using very common pictures from the archives such as that of a crowd walking down the street is an easy choice but they are also excessively used thus bringing little originality to the story.

Using symbolic images works only when the pictures correspond with the subject handled. For example, a picture of joyful workers does not match with a talk on deteriorating economy. The tone and dialect of speech should also be compatible with the image.

Thus, the images must be carefully collected and selected to configure a visual metaphor and should be watchfully used.



TIPS FOR ADDRESSING AUDIENCES VERBALLY IN RADIO OR TV

- **The voice and image:** Support and embody the story/ the news without adding any ambiguity.
- **Text reading:** Clear and organised.
- **The vocabulary:** Simple and to the point.
- **The grammatical rules:** For some spectators, one mistake in this regard may cost you your reliability.
- **The pronunciation:** Correct with emphasis on phonation.
- **The speed of reporting:** The spectator can follow up with the news and understand from the first time.
- **Sound vibrations:** Compatible with the content and meaningful. For example, a funeral is not a subject for any sarcastic tone.

Source: Paul Stanley, Center for Communication, University of Miami Professional Field Guide for TV News; published by Media Development Center – Birzeit University.

Reflection: Who is your favorite correspondent and why? Do you think that looks and manners have impact on the credibility of the reporter?





GLOSSARY OF TV AND RADIO WORK

- Ambient sound**
The entirety of noise, music, sounds of nature, people and technology that surrounds us wherever we are. It can be either genuine or artificial.
- Bumper**
A pre-recorded audio element that acts as a transition from one type of content to another without dead air or uncomfortable pauses. The term is used in the radio broadcasting industry to refer to short clips of signature or theme music used to buffer transitions between programming elements.
- Cliffhanger**
A plot device which features a character in a difficult dilemma at the end of an episode, i.e. hanging on a cliff, from which the name derives from. It is mostly used in serialized fiction but it can also be used in reality TV and in radio where some interesting topic may be mentioned briefly before an advertisement break. It aims at ensuring that the audience will return to see or hear the next episode or programme.
- Commentary**
A narration technique often used in documentaries and sportscasts, where a commentator outside the shot describes or provides background information to the viewer on the events happening on screen.
- Dead air**
Silence on the radio, which can happen when the radio presenter fails to link the contents to each other producing a gap in the transmission stream or for example doesn't realize that the transmission is on and fails to start presenting. Dead air can also be due to operator or computer error.
- Insert in television production**
Image material that visualizes the topic. It can be used, for example, to smooth out cuts in an interview situation.

- **Jingle**
A short song melody, which is used in radio and television advertisements, but also in the own advertising of the radio and TV channels and programmes.
- **News insert**
A part filmed beforehand, which is featured in a television programme.
- **Podcast**
A form of digital media, usually an audio file that is created in the form of a radio show. Listening to podcasts usually requires subscribing. After subscription they can be automatically downloaded and delivered to your personal audio device or streamed online to a computer or mobile device.
- **Pundits and talking heads**
Expressions that refer to the way TV production commonly visualizes a topic by illustrating it with a close-up or a medium shot of the person speaking. Pundits can be e.g. experts, politicians, political analysts or spokespersons or journalists. They are often referred to in a trivializing manner, which is caused by their routine use.
- **Soundbite**
A snippet of audio extracted from a longer piece of audio – an interview or music – and used in conjunction with a news story. Length may vary, but in general, soundbites are not more than 15 seconds.
- **Voice over**
A production technique that superimposes a narrating voice over visual narration. Voice overs are commonly used in news and movie production. For example, the voice of an expert can be heard on the soundtrack while the shot focuses on the theme of the news. In fiction, voice overs can also feature people's thoughts.



TIPS FOR A TV JOURNALIST WORKING ON A FIELD

- Before going to the field for a live coverage, prepare some background information and go through the objectives with the anchor and the photographer. Any required prior coordination for interviews should not be left to the last minute.
- When coverage goes on, any new information should be provided in brief first, and then elaborated and explained, if time allows. It is a good idea for example to provide a summary of all information that was previously gathered.
- If a critical moment in the event appears, have a pause in talking and give way to sounds and images to relate.
- Getting extremely close to the location of the event will not bring any special popularity. Reporter is there as a transmitter of facts and not a TV star or hero. For the reliability of reporting, it is sufficient to know that a journalist is present at the location of the incident.
- The task of finding the appropriate location for photography should be left to the photographer.
- Remember always that the security and safety of the work team comes first.
- A reporter is required to transmit the event inclusively. Inclusiveness also requires paying attention to the political positions that accompany the event.
- At the scene the information is available to many people at the same time. The journalist can try to distinguish themselves from others with choice of expressions and point of views.
- Reporting is not like sitting for an exam; so a response to every question is not needed. The audience usually understands what it means to be broadcasting live and thus they are ready to forgive simple faults and slips, but we must keep in mind that this doesn't mean ambiguity or creating confusion through the live reporting.
- Not all confrontations are violent, not all rallies are massive. Thus, things should be given their actual magnitude. Avoid blowing things out of proportion.
- Reporting is teamwork. Praise and fame of a successful reporting is not for the reporter only. A fair reporter gives credit to the whole team.

2.4. Data journalism and infographics

Data journalism is a journalistic work process during which large amount of information are acquired, modified and analyzed. It produces a “data journalistic article”, which often benefits from the publication of the data used for the article. Data journalism is looking to find interesting new perspectives and news by combining large amounts of content, and analyzing and combining them.

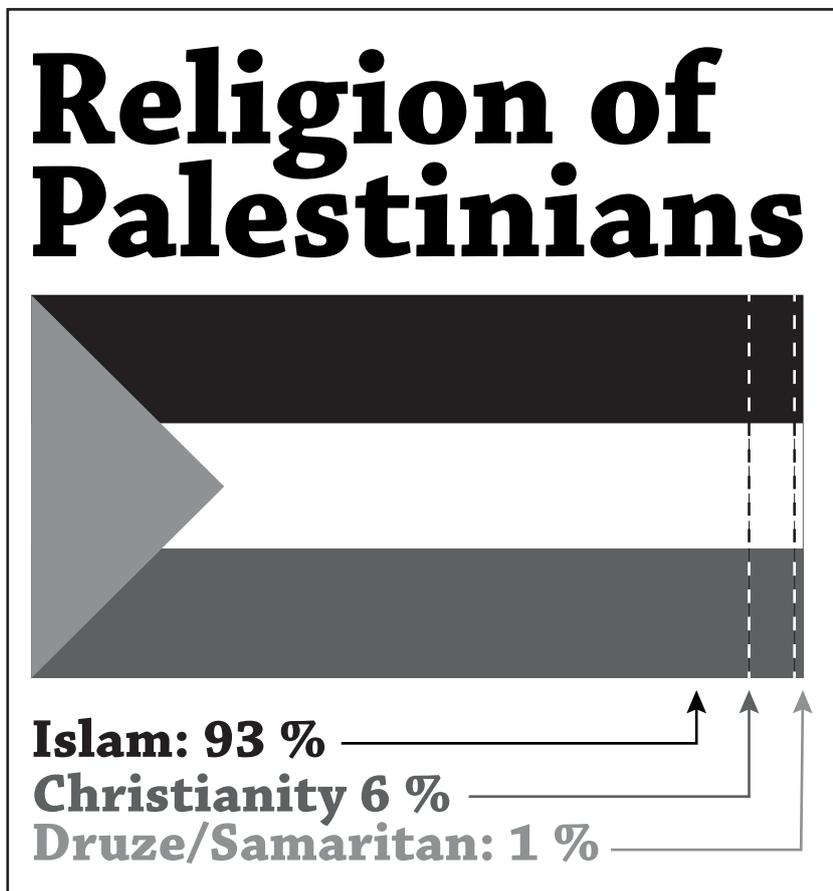
Besides being the starting point for the writing of the article, data can be a part of journalistic narration. Through visualizations, it is easy to present large amounts of information to the reader in an understandable and interesting format. Data journalism can be presented through different infographics, such as tables, percentage diagrams, maps, timelines or counters. Data can also be

demonstrated through different creative ways, such as illustrations that represent dimensions.

Interaction with readers can also be made use of while producing data: readers can be asked to fill out a questionnaire, or the information they have entered can be collected and accumulated to form new data, which will be made available to readers once it is published.

Data journalism is often a very work intensive method for journalists. Well-conducted data journalism is, however, a first-class service to the reader. At its best, data journalism also serves different special groups, such as people with dyslexia or foreign-language readers.

Data journalism’s different visual methods of expression are very popular also in the social media, which favors the visual aspect and quick glances.



An example of infographics.

3

Visual journalism

V

isual journalism is the combination of text, images and layout. The visual appearance of the paper is created with photographs, illustrations, comics, maps and other graphical solutions.

Visual journalism is thus a wider concept than photojournalism. Typography, graphic design, photojournalism, movies and the development of television and information technology have all had an influence on the development and trends of visual journalism. In one sense data journalism is visual journalism when tables, maps and graphics are used to portray it.

Multimedia means the combining of images, videos, text and other digital content, especially on web platforms. Modern online newspapers and magazines have the technical conditions to employ multimodality in journalism. Good examples of pioneers in this field include the British newspaper The Guardian, and the US-based newspaper The New York Times. These papers have experimented with the use of text, pictures, videos and infographics in a same article offering a multimedia

experience that goes beyond the possibilities of any traditional media channels.

The trend of the digital age is that articles become shorter and images become larger. Also high-quality papers are nowadays highly visual. In addition to digitalization, this is explained by the popularity of television and the personification of politics and journalism.

3.1. Photojournalism

Photojournalism is a form of journalism, whose purpose is to deliver news through images, such as photographs, videos and illustrations. Photograph is still the most important form of journalistic imagery.

Nowadays magazines are filled with pictures, but journalism has traditionally favored text over images. Text is usually associated with logic and intellect, while imagery is associated with an appeal to emotions. Traditionally, the divide into popular and quality magazines and newspapers has been clearly definable from the fact that in quality publications the pictures and their aesthetics have been in a secondary position, unlike in popular publications.

i

TYPES OF PHOTOJOURNALISM

- **A news photograph:** a photograph of a newsworthy event
- **A report photograph:** handles the topic from a wider perspective and conveys, for example, the mood of the situation to the audience.
- **A feature photograph:** for example a timeless photograph of a phenomenon or a portrait.
- **An illustration photograph:** a symbolic photograph that illustrates an abstract topic or a topic that is difficult to visualize.

In the era of the internet the appreciation for photographs and all kinds of visual content has grown. Even though a publication focuses on textual content, visual presentation of the message needs to be taken into account so that the message is delivered effectively. Successful visuality gives the impression of professionalism.

Images are thought to carry meaning as a way to direct the interest of the reader. Illustrations help the reader to orient her/himself amidst the masses of text and to recognize news topics. The purpose of the image is to help visualize what has happened that day.

A news photograph is a product of journalistic culture, and fundamentally it should aim to answer the same questions as a news text: what, where, when, why, how and who. Like a news text, a picture aims for clarity and simplicity. It portrays one single idea at a time.

For example, the cultural theorist Stuart Hall has outlined three requirements for a news photograph:

- The photograph has to have something to do with the event;
- The event has to be recent;
- Both the event and the people will have to have a news value.

A photograph included in printed media is almost always accompanied by a caption. A caption describes where the photo was taken, who are represented in it, what has happened and why the people are there. The caption should not repeat something that is clearly visible in the picture.

The photograph is in itself a journalistic product, but its message is built together with the text. The text provides the photograph with a context and the way in which it is going to be received – and vice versa.

Other forms of publication that are relevant to the photojournalist for photographic narration include various photo series like photo essays, photo reports and photo features. These forms are more liberal and photographer-centered than the traditional news photograph. The definitions between these photo essays, photo reports and photo features are fickle, and are largely dictated by the platform of publication, the layout, the amount of illustrations and the amount of text.

A photo report focuses on the photographs and the layout, the text is of secondary importance. For example, the Finnish photographer Hanna Weselius has characterized

a photo report as a series of moods that help introduce a topic to the reader. According to her, an essential part of a report is that the topic is somehow social and carries importance: “the journalist is the pre-experiencer who goes to experience something somewhere, and then shows these experiences and moods to someone, whose task is to interpret them”.

A photo report can last from hours to months, even years. Traditionally photo reports are published in magazines, but report photos have also found their way to the walls of galleries since the 1970's.

3.1.1. Professions of visual journalism

The difference between a photojournalist and a newspaper photographer can roughly be characterized as the fact that a photojournalist has a better understanding about creating journalistic outputs, and of their meanings. A photojournalist may take photographs, but s/he also orders and picks photographs from other photographers. With the process of digitalization, the move towards computers, a photojournalist's job description has undergone an overhaul. A modern photojournalist uses digital image processing programmes and other software for content production.

In addition, it is vital that a photojournalist understands the basics of designing a layout of a newspaper or a magazine. It is easier to take photographs, when it is known what can be achieved with different image sizes.

Picking images for articles is precise work, and in addition to the photographer, usually the reporter, the subeditor, the layout designer and the art director or a photojournalist participate in the process. The image, the title and the introductory paragraph should all be considered, so that they support each other. Readymade layout templates, which reduce the staff's workload, often limit the photographer's freedom of expression, because layout templates have pre-designated locations for the text and the title.

The title must not be in direct conflict with the illustration, but a small tension or a contradiction may be an effective way of getting the reader's attention. If the title reads: “A minister marched out of the plenary session”, the photograph cannot show the very same minister, sitting contently at her/his seat. A news article can quote a politician who says that the cooperation between parties is going well, while the accompanying image reveals the built-up tensions between the participants.

3.1.2. Shot sizes and composition of a photograph

Photography is a technical profession. But it can also be considered a form of visual art, and the basics of visual aesthetics thus apply.

There are several easy rules that will help to improve one's skills in photography. First of all there are eight standard shot sizes that are useful to know when framing a person (see the illustration on the next page). Learning them by heart will help in avoiding easy mistakes, such as cutting someone from the neck or knees – this will make them look odd.

Framing of a person: Standard shot sizes.



1. An **extreme close-up (ECU)** brings out a detail, for example a part of a face.



2. A **close-up (CU)** portrays the face of a person, curve of the shoulder visible. No excess space is left above the head. The top of the head can be left out.



3. A **medium close-up (MCU)** frames at the armpits or the chest. No excess space is left above the head, the person is central.



4. A **medium shot (MS)** shows half of a person, framed approximately at the navel. No excess space is left above the head.

The two most common styles of composition are the central composition and the golden ratio.

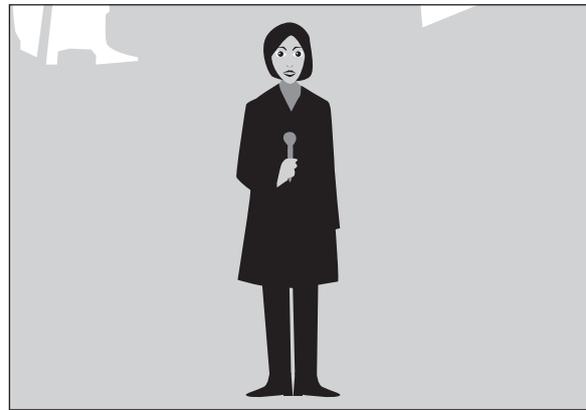
The golden ratio is based on mathematical relationships. It means dividing the image area into three sections in the horizontal direction and into three sections in the vertical direction, so that the relationship of the parts

is 8:13 or simplified 2:3. When recomposing the image, the items are placed at the points of intersection.

Central composition means placing the items at the points of intersection in the middle of the image area. This composition is particularly effective when placing a target facing the camera directly.



5. A medium long shot (MLS) portrays a person from mid-thigh up. No excess space is left above the head, arms at sides visible in their entirety.



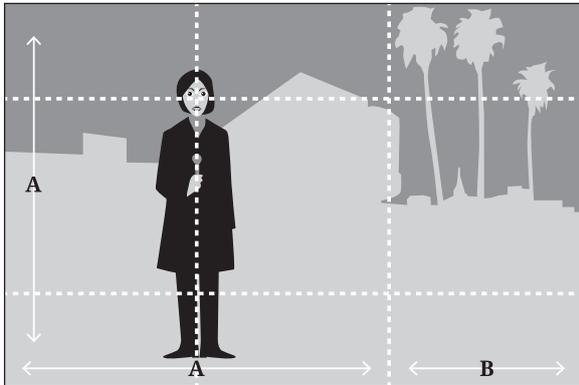
6. A long shot (LS) shows a person in full. No excess space is left above the head or below feet.



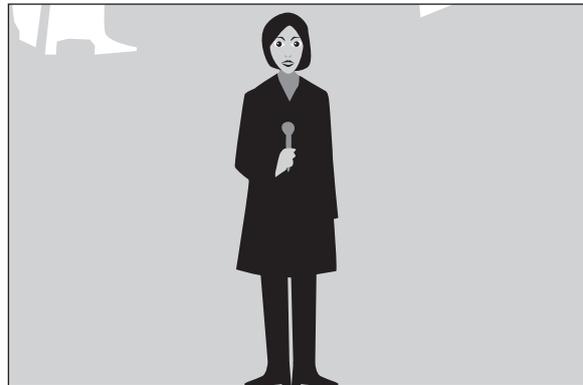
7. A very long shot (VLS) portrays a person in their surroundings. There are a lot of room both above and below.



8. An extreme long shot (ELS) is as wide a shot as possible. It shows the whole picture with the surroundings, details are not discernible.



The golden ratio.



Central composition.

Direction of gaze or movement is good to take into consideration when portraying people in the photos. If the person is facing the camera directly, central composition is a good choice; when a person being photographed isn't facing the camera straightly, they should be placed in

image area so that there is more space left towards the direction of gaze or movement.

The three most commonly used perspectives are the normal perspective, the bird's eye view and the worm's eye view.



In normal perspective the subject is photographed at eye level. When taking neutral photos or video of people, the photographer should always choose this perspective.



In bird's eye view the subject is being photographed from the top downwards. This perspective gives the impression of the subject being weak and small.



In worm's eye view the subject is being photographed from the bottom up. This gives the impression that the target is very large, but it can also give an impression of power.



TIPS FOR A PHOTOGRAPHER

- The camera is the most important tool of a photographer. It is simultaneously a tool for recording and creation, with which the photojournalist makes sense of her/his world of experience.
- Contemporary storing devices, such as mobile phone cameras, have made possible the rise of a new kind of citizen photojournalism. Mobile phones have not, however, substituted SLRs and DSLRs [(digital) single lens reflex cameras] as the most important tool of a professional photographer. With professional tools, taking pictures becomes easier even in harsh conditions.
- For some photographers, their equipment is of secondary importance: the content is what makes the difference and all cameras can take impressive photos. A successful journalistic photo may be technically less than perfect, but due to its information value it can succeed well. The photographer should, however, always strive to achieve a technical level at which the conveying of the information does not suffer.
- A photojournalist always needs certain tools when s/he is going to shoot a story. These include the camera itself and the needed objective lenses, back-up batteries and memory cards. In addition to these essentials, the camera bag should contain a flash and some spare batteries.
- Cameras are sensitive machines, and sometimes they break. It is good to take a shot or two at the office to make sure that the camera is equipped with a memory card and that everything works as it should. The photographer also has to make sure that s/he can take photos even if the camera was to break down during the trip itself. Nowadays, thanks to smartphones, a back-up camera, such as a small compact camera, is rarely needed. Should the need arise, the photo can be taken with a smartphone.
- A photojournalist has to carry note-taking equipment, to make sure the names of people who have been photographed are recorded. The journalist can interview the event's organiser while the photographer makes her/his rounds. Thus, the journalist does not necessarily know where the photographer has walked and whom s/he has met.
- There are no such things as bad conditions for taking a photograph, only the lack of preparation. Before embarking on a shooting session, the photographer has to prepare for both her/his own comfort and the forces of nature: light, wind and other natural phenomena. Furthermore, the photographer takes into account what kind of an event and situation s/he is going into, in order to not attract unnecessary attention.



3.1.3. How far can your camera see?

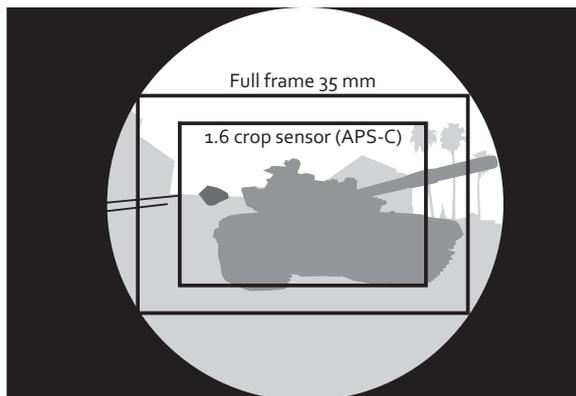
The way light refracts in a camera lens depends on the angle that the ray of light meets the lens surface at. This is affected by the size of the cell and the focal length.

The focal distance can be adjusted by using zoom or by changing lenses.

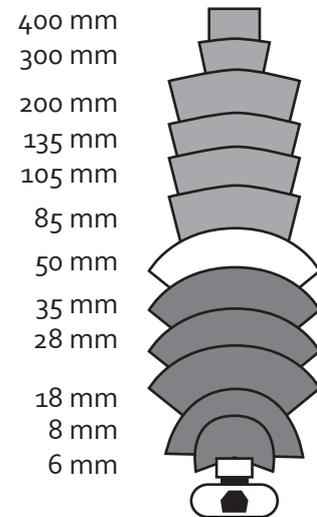
For a beginner it is important to be aware of the different types of objective lenses. There are three fundamental categories: telephoto, normal and wide-angle lenses. The focal length of the lens determines the angle of view.

Telephoto optics are long-focus lenses that are used to make distant subjects to appear magnified. Lenses with focal length longer than 85 mm are considered as telephoto when using a full-frame sensor (35 mm). Long-focus lenses with large aperture opening are used to subtract the subject from the background. Long lenses with a narrow angle are useful when the object of the photograph is far away. They make the feel of distance shorter in the image. They however flatten objects and make them look as if they are closer to each other on the depth axis than they really are.

Normal objective is conventionally regarded as many photojournalists' workhorse. Fifty-millimeter lenses



Sensor size affects the end result of the frame together with the lens. Smaller sensors have a crop factor, marked i.e. 1.6. The crop sensor affects the field of view, your depth of field and the amount of total light hitting the sensor. This means that a 50 mm lens in 1.6 crop sensor is equivalent to 80 mm lens (1.6 x 50 mm) in a full frame camera.



The focal distance.

give pictures correct perspective with little – oftentimes for portraits telephoto lenses are used for their more pleasing effect. Normal lenses thrive in documentary and street photography.

Wide-angle lenses have short focal lengths. Any lens less than 35 mm focal length are accounted as wide-angle. Extreme wide angle lenses with focal length less than 21 mm are typically used when shooting architecture but for a photojournalist they come handy in crowds, nooks and crannies. Wide angle lenses show a larger area of the event site, but by using them the image looks more distant.

All the subcategories mentioned are divided to prime and zoom objectives. Prime lenses have a fixed focal length. Primary advantages of primes are cost, weight and preferable aperture values. On the contrary, prime lenses lack the flexibility of zoom objectives: with a zoom it is easier to execute a variety of compositions and perspective changes. Using a zoom objective does not mean that photographer no longer has to change position – remember to use “leg zoom”!

Focal length means that lenses that have a so-called “normal” angle, produce a very natural looking feel of space, distance and proportions.

- A wide angle lens has a focal distance of less than 35 mm;
- A telephoto lens has a focal distance of more than 85 mm;
- The larger the focal distance is, the more prone the image is to shaking.

**A
B
C**

PHOTOGRAPHY GLOSSARY

Exposure

- **Shutter speed**
Determines the length of the cell's exposure. On slower shutter speeds it is important to know that the image can be shaken easily if the photographer does not use a tripod.
- **Aperture**
Determines how large the surface area is that admits light to the cell. The aperture affects not only the exposure of the photograph, but also has an inverse effect on its depth of field. The larger the aperture is, the narrower the depth of field is.
- **ISO sensitivity**
A numerical value that represents the film speed, or the film's or the camera sensor's sensitivity to light. A digital camera's sensor sensitivity is determined by the ISO number, which can be for example 100, 200, 400, 800 or 1600. The basic rule is that the darker it is, the larger the ISO number needs to be. By doubling the ISO value, a photographer can halve the needed shutter speed or aperture.

Black-and-white vs. colour photography

- Most photography today is colour photography. Nevertheless, black-and-white photography retains its popularity, especially in portrait photography, as it gives more room for the object's values, textures and topography.
- **White balance**
A setting used in colour photography, with which the white color in the image is technically defined. White should look white also in the photograph, and not yellow or bluish, for example. The human eye adjusts to the color of different light sources better than a camera. By adjusting white balance, a natural end result is sought: that colors in the image look approximately the same as with the naked eye.
- **A RAW image**
A lossless file format of the digital camera. Raw images are digital camera versions of the film negative. The image is saved as it is, without packaging or color correction. The information on the adjustments that the photograph was taken with is saved with the image. The adjustments can be undone and re-modified with image processing software. The file size of a RAW image is large, and it always requires post-processing.

3.1.4. Meeting a subject of photography

In many countries people are more used to photography than ever. Many carry smartphones with powerful cameras in their pockets. The cameras also get used often. For example, the Snapchat video messaging application has 500 million daily uploads, which is half of all of the billion photographs taken globally daily.

Then, why do some people get tense and bothered when a photojournalist or a photographer takes out their professional camera and asks them to stand in front of the camera? People are usually nervous both about performing in front of the photographer and the final product that will be published.

A photographer's professional skill set includes working with the subjects of photography and directing the person who is being photographed.



ART, JOURNALISM OR MONOTONIC TOIL?

All photographs are parts of visual culture. Photography has had since its invention an aspiration also for artistic expression. Likewise, throughout the history of photography it has been the topic of a heated debate whether it deserves a place in the field of art or whether it is considered merely mechanic storing of reality. This debate continues today, not only on whether a photograph can be considered art, but also on what kind of a photograph can be considered art.

The differentiation of fields in contemporary photography is based on specialization of professionals, organisation and the practices of publishing the images. It is common to sort photographs into the following categories: photojournalism, advertising photography and fine-art photography. In addition to these, also scientific documentary photography could be discussed.

Of these categories, fine-art photography is most commonly thought of as a part of the more general field of visual arts.

Photography of news events is rarely considered art, but it is not monotonic work either. In addition to conveying the piece of news, a photographer has to be able to evoke in the audience the same feelings that s/he is feeling.

The aesthetic character is also a part of an image's impact. Many well-known newspaper photographers have a recognizable style, and the work of photographers that have originally been newspaper photographers has been shown in art exhibitions.

A photographer should follow her/his field, for example by browsing magazines, by reading textbooks and by watching instructional videos on the internet. It is a strength and asset for a photojournalist if s/he is able to take influences from other photographers' work and other cultural products, such as movies, books, art, music and poetry.



TIPS FOR PHOTOGRAPHERS TAKING PORTRAITS

- Create trust between you and the subject through interaction taking place before the shoot. Often, the photographer and the subject meet for the first time during the shoot. During the shoot, the subject should be directed encouragingly and friendly, so that they are able to relax – that is unless a different sort of outcome is wanted from the shoot.
- Give the person being photographed the impression that you are present only for them. General politeness is also important.
- Ask the subject what kind of a photograph they were thinking, and whether they have prepared. Do this even if you have a clear vision of what the output of the shoot will look like.
- Carry around a pocket mirror, for example, so that the subject has the chance to check their makeup or hairdo. Reducing face shine is possible with a tissue. Small gestures like this make the person being photographed realize that the photographer wants the photo to turn out well, also from the subject's point of view. Everybody wants to look their best in a photograph.
- Avoid showing technical difficulties. Being a photographer is in one sense a customer service profession: one should not let people see if they are in a foul mood. It is better to take time with adjustments, even if you are in a hurry.

3.2. The basics of video expression

Audiovisual or “video” expression consists fundamentally of continuous photographs and the associated sound, which can be either recorded at the site or combined with the footage afterwards. This is why many guidelines that have to do with photography also apply to video photography. Some differences and special characteristics do exist, however. They most often concern the photography of movement and the combination of material, which is called editing. The basics of audiovisual journalism and TV work can be found in chapters 2.3. and 2.4.

3.2.1. Framings, perspectives and movements of the camera

Audiovisual expression requires different framings and types of shots, both close-ups and wide shots. A full-frame image shows the viewer where the event takes place. Wide shots also give the viewer an idea of how things

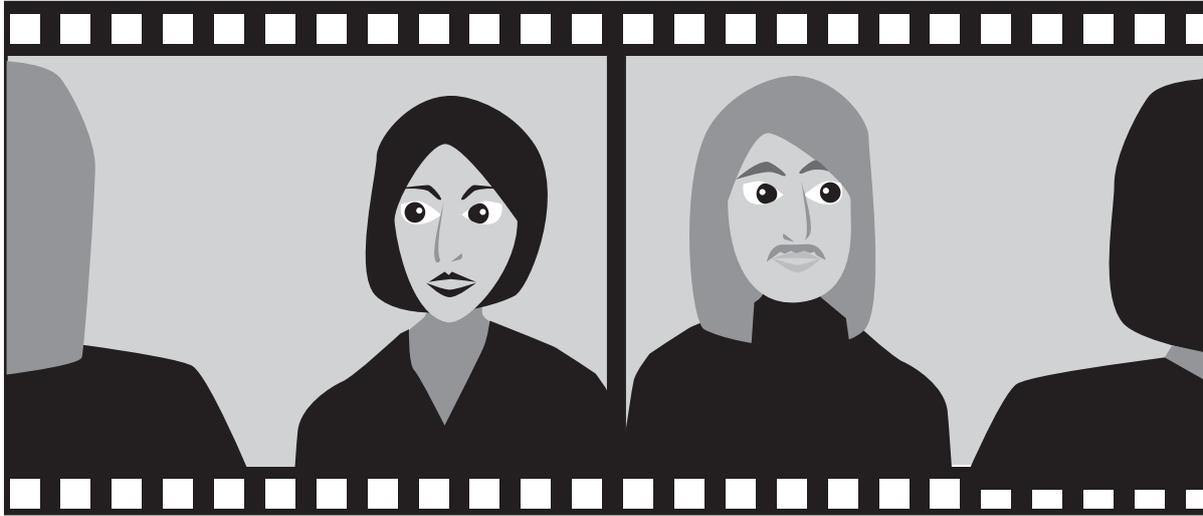
in the imaged space relate to each other and how they move. Wide shots lack the definition to show details and the expressions on people's faces. For these uses, more restricted framings are needed, such as half-frames and close-ups. Extreme close-ups can force the viewer to focus on a detail, which is important to the narrative.

In its most simple form, video footage can be shot by placing the camera on a tripod and by pressing the rec button. The produced end result is also referred as static camera shot.

Often though, to make the footage more lively, the camera is moved around. The most common maneuvers of the camera have their distinct names.

Zooming refers to the technique of changing the focal length of the camera while shooting. In some cameras this is done automatically by pushing a certain zoom button. In DSLRs zooming means changing the focal length manually by twisting the lens.





An external reverse shot.

Zooming while recording is very common in amateur home videos, but it should be avoided in professional TV photography and classical cinematography. Nevertheless zooming is nowadays used widely in pseudo documentaries and mockumentaries as well as in art cinema just because it gives the material an amateurish feel.

As lenses refract light in different ways, the camera should be moved forwards closer to the object when moving from a wide shot to a close-up. If the lens were to be changed, the end results with two different lenses might look different in the editing phase.

Panning means the movement of the camera in which the camera remains stationary but rotates around its vertical axis, in a horizontal direction, left or right.

Tilting means the vertical movement of a camera, where the camera remains stationary but rotates around its horizontal axis, upwards or downwards.

A **tracking shot** means that the camera moves while recording. In tracking shot the whole apparatus is moving and this is how it differs from the zooming. The camera may, for example, be placed on a trolley and follow a person or a car.

Usually, multiple shots of the same scene are recorded from different perspectives to provide material for editing. **The master shot** means a wide shot that covers the whole scene time-wise, and all of its events. In addition to the master shot, smaller framings are used to record details of what is happening. In the post-production phase, these shots can be added to break the monotony of the master shot.

Reverse shots follow the discussion or other interaction between people. The positions that the people stand in in the master shot should be kept constant. If the positions change, the movement should always be shown on a wider framing.

Reverse shots can be of similar size. It can be recommended, as it portrays the subjects in a neutral and equal standing. Over-the-shoulder shots are called external reverse shots. The camera is outside the ring formed by the performers. Internal reverse shots show each of the people by themselves, with just the direction of their gaze connecting them. Reverse shots are made as similar as possible: the framing, the perspective and the scale are the same. All movement, coming and going is worth being shot in reverse shot form.

Reverse shot structure is a good practice also in documentary movies and news inserts. It is easy for the editor to cut into the opposite reverse shot. This technique allows the editor to lengthen or shorten the event, remove unwanted passages and to build a whole from different shots. Various inserts can be shot in addition to reverse shots, so that time spent on the master shot can be shortened.

3.2.2. Lighting

The Three Point Lighting Technique is a standard method used in visual media such as video, film, still photography and computer-generated imagery. It is a simple but versatile system which forms the basis of most lighting.

The three lights used in this method are called **the key light, the fill light and the back light**.

You will need three lights to utilize the technique fully, but as a rule:

- If there is only one light available, it becomes the key light;
- If there are two lights, one is the key and the other is either the fill or the backlight.

The key light is the main light and it is usually placed on one side of the camera/subject, on the front right or on the front left, so that this side is well lit and the other side has some shadow. It can also be located directly in front of the subject, if it does not move a lot.

The main light should be placed above the subject facing downwards in an angle of about 45 degrees if possible, so that the eyes are shown properly.

The fill light is often symmetrically with the key light on the opposite side of the face. It is often softer and less bright than the key light. To achieve this, it can also be well below and further away or it can be softened with filters. An optimal brightness of the fill still leaves some soft shadows created by the key light that shape the person's face naturally.

The backlight lights the subject from behind or diagonally from the rear. It needs to be placed quite high, so that the light hits the hair and the shoulders. It aims to provide definition and subtle highlights around the subject's outlines and thus separate her/him from the background and provide a three-dimensional look.

3.2.3. Editing

A **continuity edit** is a common style of editing in both television and movie narration. It aims to establish a time continuum which is as unbroken as possible in the story. The pursued result looks like it simply shows things happening. The viewer can peacefully focus on the content when the events slide in and out gently and fluently across different cuts.

Continuity editing is the most used editing style, especially in Hollywood and Western commercial cinema. Therefore, it is also sometimes referred to as the Hollywood edit.

In continuity edit cuts which follow each other should always differ to a large enough degree in shot size and/or camera angle. When the object of the shot remains the same, moving to the next or the previous step in the order of shot size scale is not enough: the image simply seems to jump.

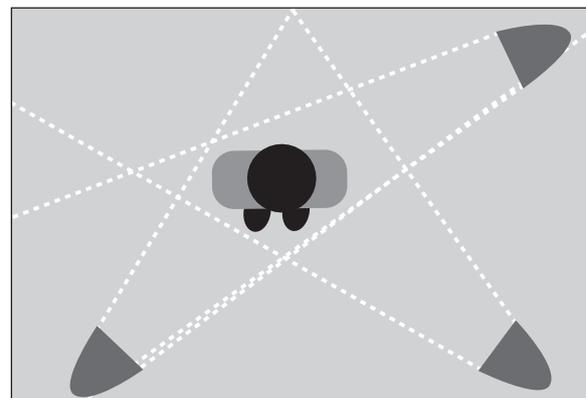
Nor is it good to cut from very wide to a close-up or the other way around because it confuses the viewer. A fitting jump is two to three steps into wider or narrower framings. This same principle applies to cutting from the same shot size and varying the camera angle just a few degrees – once again the image just seems to jump. This principle in the continuity edit can be summarized as a 30 degrees rule: no edit should join two shots whose camera viewpoints are less than 30 degrees from one another.

Additionally, in continuity edit movement should follow movement and still image still. When for example tilting or panning, a good way to do it is to start from static camera, then move the camera from one still point to the next, keep it still for a few seconds and only then stop the recording. In the editing phase this gives more possibilities of using the shot, as it can also be combined with static camera shots when used as a whole.

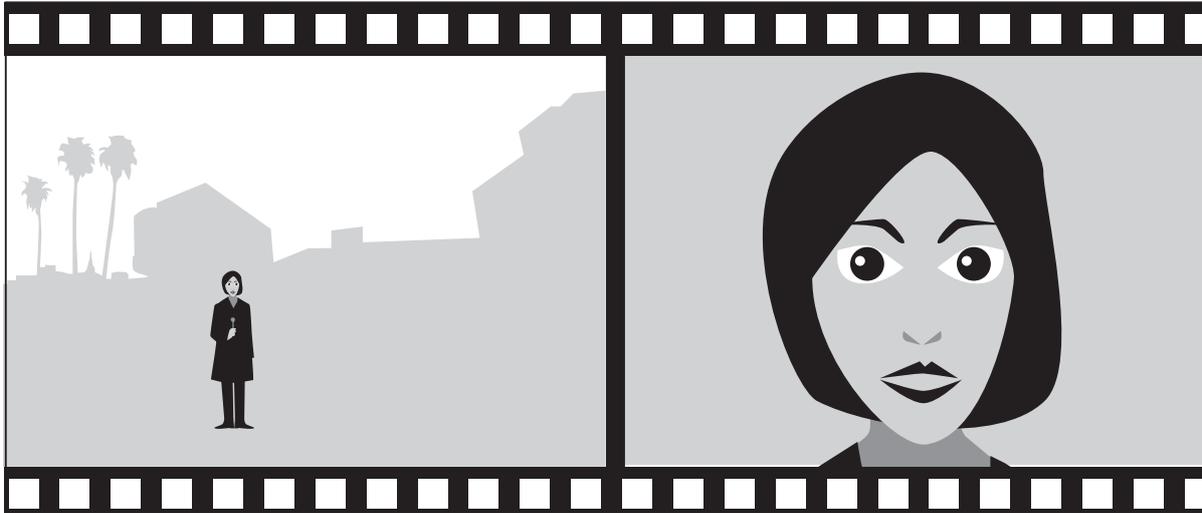
As movement should follow movement, it is also common to cut from tilting to tilting or panning and so forth.

It is good to keep in mind, that trajectories should be finished in the narrative. **Match on action technique** can preserve temporal continuity where there is motion or change in the image. A match on action is when some action occurring before the cut is picked up by the cut left by the shot immediately following.

For example, if a person is lifting a cup of coffee in order to take a sip in the first image, match on action would be to cut in the middle of the movement of the hand to more or less the same point of trajectory but from another shot size or another camera angle. But, if the person is lifting the cup in the first image, in it shouldn't be cut into an image where for example the cup is again in the table leaving the task unfinished. This would also create a jump in the image, which continuous editing aims to avoid.



The Three Point Lighting Technique.



Mistake in continuity – too big a difference in shot sizes.

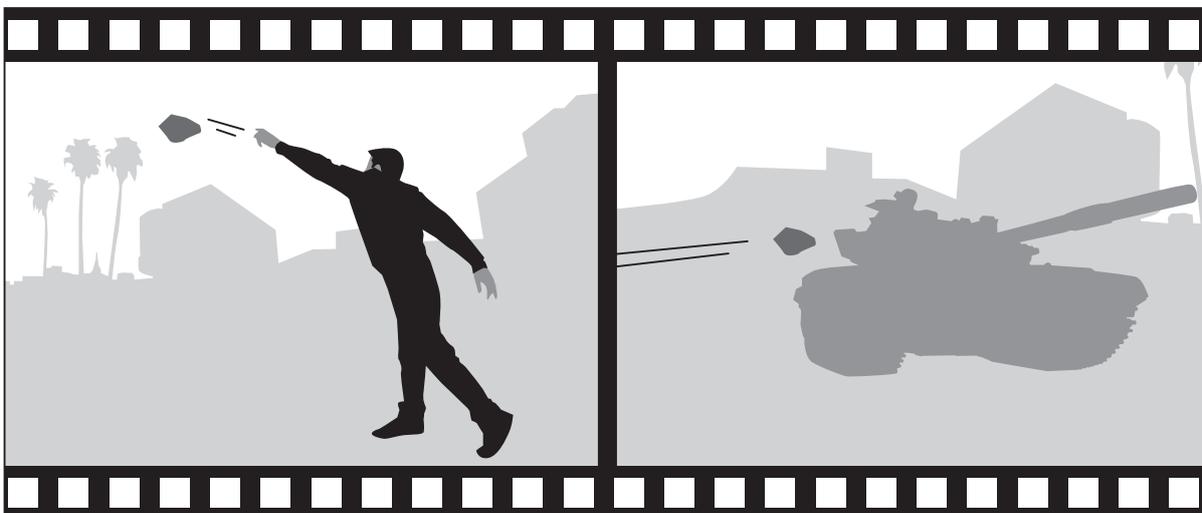
When changing the location of the camera, it is worth considering the so-called axis. This imaginary line travels through two important points that are close to the camera. When all shots in a scene are done from one side of the axis, the directions of people's gazes and object movements remain consistent. If movement is suddenly shown from the opposite side of the axis, the object seems to travel in an opposite direction than if it had been shot from the opposite side of the axis.

If a person crosses the axis, the crossing should be shown to the viewer. If the crossing is not shown, the viewer is easily confused about the orientation

of the shot, producing an end result which looks and feels illogical.

If scenes are not shot in chronological order, the continuity across shots and scenes has to be taken into account. It is good to have a person at the scene, whose task is to make notes of the details of every scene, such as the locations of objects such as water glasses and the clothing of the performers, in order for the whole to remain consistent. Usually this is done by the script supervisor.

If the continuity edit is broken at some point, the narrative is fractured, which draws the attention of the viewer to



Unsuccessful continuity: an axis mistake.

the form of the story. When this is done purposefully, it can be very effective.

A montage is an editing theory developed by the Russian Sergei Eisenstein. A montage consists of a fast series of images or shots, and the meaning and chain of events of the movie are born out of their joint effect. Other famous theorists of the montage include Lev Kuleshov, Dziga Vertov, Esfir Shub and Vsevolod Pudovkin.

Lev Kuleshov made experiments in which he researched the way people constructed stories and wholes out of the consecutive shots they saw on the silver screen. For example, the same facial expression is interpreted very differently when it is followed by a plate of food, a casket or another person.

Montage is the cinematic equivalent of a collage. Its techniques are used widely in art cinema, and video art but also in music videos and commercials.

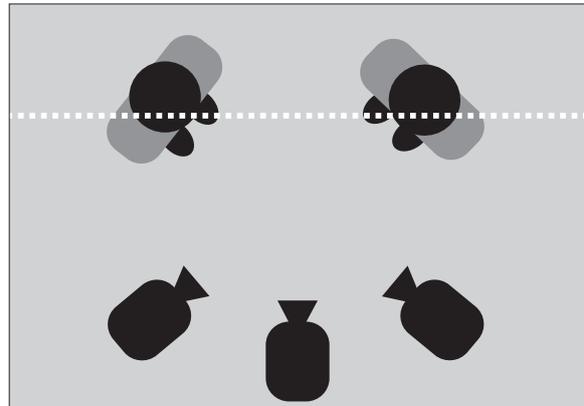
3.2.4. Audio narration as a part of video expression

Sounds have a significant, but often inconspicuous effect on the interpretation of an audiovisual story.

Audio narration consists of speech, effects, music or silence. All of these are meaningful considering the whole – and silence is hardly the least effective means of expression.

Elements of audio narration can play at the same time, alternate or be synchronized to each other or the footage. They affect the interpretation of the footage, but also the interpretation of other audio elements. Melancholic music that provides the background for speech makes the content of the speech be interpreted differently than if the speech was backed by happy or pompous music. Listening and hearing are two wholly different things. The fact that people are surrounded by sound in their daily lives results in the fact that audio narration often escapes the viewer's attention, and the meanings it produces are left unanalyzed.

Most people are not used to listening intently. Listening is a skill that can be learned. Paying attention to and analyzing what you hear is the first thing to learn if you want to understand and create audio narration.



The axis is an imaginary line that helps placing the cameras without risking problems in continuity. It is sometimes also referred to as the 180 degrees rule.

3.3. Graphic design and illustration

Graphic design is planning the visual layout: the graphic designer's responsibility is the appearance of the message. Graphic design is an art form, which is applied for example in advertising, web sites, printed products, electronic publications, movies, logos, package design, signboards and signposts. Elements of graphic design include colors, symbols, text, typography, shapes and pictures, materials, and sometimes movement. The tasks of a graphic designer can also include illustration, photography and doing graphics.

A person whose main tasks deal with the layout of flyers and other things, based on the available graphic and text material, is not a graphic designer but a layout designer. Close to the occupation of a graphic designer is the art director (AD), who in addition to graphic design, is required to have skills related to information gathering and application and commercial thinking. The art director is in charge of the visual appearance of the publication as a whole.

The tasks of a graphic designer include many choices. S/he decides the text typeface and size, title styles, the format, separation of the introductory chapters, the alignment of pictures and the location of the captions.

i

ILLUSTRATION USES POWER AND INVOKES EMOTIONS

Freedom of speech and expression apply both to written and visual expression. Political satire, which can also be produced through illustrations, is a form of critique with a long tradition.

During the recent years we have seen many disputes which have been related to what one can and cannot illustrate or make fun of in the name of freedom of speech, and where are the limits of good practices of illustration.

The Muhammad cartoon dispute started in 2005 when Denmark's largest daily paper Jyllands-Posten published twelve cartoons depicting the Prophet Muhammad. The motive of the paper was to create public discussion on freedom of speech and to test whether the limits of freedom of speech have changed in Denmark since more Muslims moved to the country.

Many Muslims both in Denmark and elsewhere became agitated over the illustrations, as it is not considered acceptable in Islamic tradition to portray the Prophet. Kurt Westergaard's illustration was considered especially offensive, as in it Muhammad carried a bomb in his turban. The illustration connects Islam and Muhammad with terrorism.

As reactions to the comic controversy, there have been boycotts of Danish products and demonstrations around the world, some of which have been violent. Some Muslim countries recalled their diplomats from Denmark.

Actors in the Western world answered to the reaction of the Islamic world by re-publishing the comics in various media in many countries, for the sake of freedom of expression. The non-governmental organisation Reporters without Borders supported the publication of the illustrations.

Previously to the attack in 2015, the newspaper stirred controversy when it covered the Muhammad cartoon dispute and showed its sup-

When it comes to printed media, the graphic designer is also in charge of other things related to the visual layout. S/he chooses the paper quality, sheet size, printing method, cover quality and the binding.

An illustrator is specialized in demonstrating written text through images. Illustrators work in various occupations of graphic communication for different media. Many illustrators make their living by illustrating books,

advertisements and magazines. Illustrators sometimes make animated movies or do lettering work. Trained illustrators know the usual graphic means of expression, the combination of text and image, typography and the opportunities that photographs provide.

There are no formal qualifications to become an illustrator, but the majority of professional illustrators today have a degree in graphic design. Many illustrators work as freelancers or

port to Jyllands Posten by publishing a series of animated cartoons of the Mohammad, including nude pictures. The newspaper's website was hacked the following year.

In January 2015 armed men assaulted the editorial office of the French satire paper **Charlie Hebdo** in Paris. The two attackers, armed with automatic weapons, killed 12 people including 8 editorial members. Charlie Hebdo is a weekly sarcastic newspaper, published in Paris. Its themes revolve around cartoons, report, altercations and jokes. The publication is well-known for politically incorrect cartoons that aim at provoking people. The paper had published caricatures of all the major religions as well as of well-known political figures from the left to the far right. In France itself, Charlie Hebdo is considered tasteless and vulgar by many.

As a consequence of the attack, comic artists and journalists around the world expressed their support for freedom of speech. In social media, the support manifested itself more widely as the slogan "Je Suis Charlie" ("I am Charlie") and the corresponding hashtag.

Support demonstrations were organised around the world. The largest of them took place on the Parisian Place de République, where over 1.5 million people gathered. The march featured heads of state, such as President of France François Hollande, Chancellor of Germany Angela Merkel, President of the Palestinians Mahmoud Abbas, Prime Minister of Israel Benjamin Netanyahu, President of Mali Ibrahim Boubacar Keita, Prime Minister of Finland Alexander Stubb, Prime Minister of Hungary Viktor Orbán, Foreign Minister of Russia Sergei Lavrov and Prime Minister of the UK David Cameron.

Reflection: Do you think that the response of the Islamic world to these disputes was useful or demagogic, and why? Do you think there should be limitations for freedom of expression when treating delicate issues such as religion, and why?

entrepreneurs. The work of an illustrator is creative work which requires an eye for visuals, craft and inventiveness.

Some illustrators or graphic designers specialize in comics. A comic is a presentation where a group of consecutive images forms a coherent story. The images may include written text in the form of captions and speech bubbles. Comics often employ humor, but it is by no means required. Comic artists or cartoonists may create long

stories and publish albums about difficult topics. Still, the most prevalent mediums of comics are newspaper strips, comic books and albums.

A caricaturist is also an occupation in the field of communication and applied arts. Caricaturists create drawings, whose main content is meant to be humorous. The work of a drawer of high-quality caricatures is also often more challenging visually.

**A
B
C**

VOCABULARY OF AUDIO NARRATION

- **A voice over**
A production technique, in which an audio narrator is superimposed to the visual narration. It is also used to lay audio translation on the original voice
- **Diegetic sound**
A concept that refers to all kinds of audio narration that relates to the narrative space of a movie. All sounds whose source is present in the movie world are diegetic: for example someone could turn on the radio and consequently the music starts playing. Non-diegetic sound is something that has been added in post-production to create an atmospheric effect, such as background music that a character does not hear.
- **Fade in**
Increasing sound volume from silence to where it can be heard.
- **Fade out**
The silencing of narration. It is commonly used to signify for example the move from one location to another.
- **A crossfade**
The combination a fade out and a fade in, for example from one shot or one audio source to another.

4

Media advocacy

Media advocacy includes all communication which has the goal of having an influence. It is a broad concept, under which things such as sending announcements, advertising, sales work, lobbying, political speeches, demonstrations or salary negotiations can be grouped. The influence can also be propagandistic, which is used for example in political and religious contexts.

Media advocacy is conducted for various reasons, but generally it aims at getting the public's attention to a person's or a company's goals. It can aim to increase public visibility and interest so that the parties whom the communicator represents can tell their own stories with their own words. It can also aim to pressure or persuade decision-makers.

Different public, private and civil institutions have a huge amount of information. In order to reach out to the public they often cooperate with the media.

4.1. Public relations officers and journalists

A public relations officer (media spokesperson, press officer) is a communications professional whose task is to communicate about the functions of the organization s/he is representing. Public relations officers are employed in companies and associations, but also events and popular figures, such as festivals and politicians, can have their own public relations officers.

A public relations officer/media spokesperson has a dual role. He/she conveys the message of his/her institution,

explains its programs, illustrates its achievements, and responds to critics and corrects any misinformation; on the other hand, he/she provides the media with needed information and communicates journalists' needs to his/her institution, thus encouraging cooperation.

The most common tasks for a public relations officer include the writing of press releases and articles, the editing of customer and personnel magazines, annual reports, flyers and other printed products or communications material and online communications. They may also for example write speeches or statements for the represented politician or expert. Public relations officers may also specialize in internal or external communications, online communications, media communications or marketing communications.

Public relation officers often organize press conferences, various visits and campaigns.

A public relation officer's job description can be very similar to a journalist's, but it can also be completely different.

The values and code that steer the work of journalists do not, however, in principle bind public relations officers the same way they do journalists. A public relations officer is not supposed to be independent in relation to the party they represent.

It is good if the media spokesperson identifies with the institution he/she represents, since defending a message that is in conflict with one's beliefs is very hard.

On the other hand, the institution should deal with its press officer as part of its strategic team and never take decisions without consulting with them. A spokesperson will not be able to improve the reputation of his insti-

“
In order to reach out to the public, companies must cooperate with the media.”



TIPS AND PROHIBITIONS FOR MEDIA SPOKESPERSONS

The basic rule is to keep professional relationships between journalists and media spokespersons based on the reciprocal need of each party for the other.

- Never lie;
- Do not disguise an incident that occurred;
- Admit a mistake/problem if any;
- Correct your errors quickly;
- Do not improvise or guess;
- Do not avoid journalists' calls.

tution if this is not reflected in the information he/she provides. Nor will s/he be able to convince the public of achievements that are non-existent, or explain the institution's policies and objectives if these are ambiguous, or if the heads of the institution are performing otherwise.

The job descriptions of a journalist and a public relations officer, like the roles of knowledge producer and the audience, have during the recent years moved closer to each other as a result of the ongoing change in media and the layoffs of journalists that have taken place because of it. The changes in media are further discussed in chapters 5 and 6.

Announcements and bulletins are some of the most important information sources for journalists. Journalists receive bundles of announcements daily, from which they can pick some potential topics for their articles.

A good press release is easy to read, written in clear language, and it already contains editable quotations and concrete facts, which help the work of a journalist taking up the case. Additionally, the press release should contain contact information for requesting further information, and guidance to the possible other locations where more information is available.

Public relations officers also call journalists and try to convince them to participate in press conferences or to publish topics based on the press release in the news.

4.2. Lobbying

Lobbying as a word comes from the place the politics is done in, the lobby of an office. Lobbying is influence

work and communication that happens behind the scenes of democracy. In lobbying, the representatives of interest groups try to influence in an unofficial manner the decision-makers who are crucial to a certain issue. Through these activities, the representatives aim to affect the decision-making process that concerns the group they represent.

Lobbyists can represent for example corporations, consulting firms, interest groups or groups of citizens. Parties that are being lobbied can be policymakers, officials, the media or people with the opposite outlook on the issue. A lobbyist strives to convince the decision-maker of the fact that the issue that they represent is important and worthwhile – sometimes even that the person being lobbied should in fact become a spokesperson for that very issue. Lobbying is first and foremost trying to convince the other person by presenting strong arguments.

Lobbying has a bad reputation. It does not though, in principle, have anything to do with corruption or bribery. On the other hand, lobbying can also influence work which is harmful and secretly supports the rights of the stronger or the richer party. This fear is reinforced by the so-called revolving door phenomenon, in which people in positions of power become lobbyists for the business life, and vice versa.

When understood in a positive sense, lobbying is the exchange of information and networking which is based on discussion, expertise and arguments.

European Union and the United States use a lobbying register, into which lobbyists enter the parties they are lobbying and the budgets they are doing it with.

4.3. Marketing communication

Marketing communications include advertising, public relations work, sponsoring, sales promotion through discounts, offers, competitions, fairs and sales work, which happens between the representative of the corporation and the customer.

Advertising is a very common form of marketing communications. Advertising is paid, target-oriented communications which is aimed at a large audience. A picture advertisement is an image or a layout, which can include text.

Advertising persuades the audience to consume, promotes sales, increases market shares and makes corporations

grow. Advertisements can be used to inform the audience of items, services, causes or people.

Advertising is done mainly through different media. Advertisements are present in newspapers and magazines, on the radio, in television, movies and the internet.

Because people do not actively seek out advertisements, advertising should catch people's attention quickly. A good advertisement usually carries only one main message, which is delivered to the target group in a new, surprising and original way. In this sense, even an irritating advertisement is better than a dull and conservative one. The attention of the audience is often sought with extreme measures. A good advertisement makes the viewer think and feel.



MEDIA COVERAGE OF THE ELECTIONS IN PALESTINE

A Presidential Decree of 2007 on the Palestinian General Elections has the force of a law and stipulates for organizing of media and public educational campaigns for the voters. The Law comprises many articles related to organizing media coverage of the elections and of the campaigns of candidates, the polling day, the day the results are announced as well as observing/oversight over the electoral process beginning with financing, the limits of spending, electoral crimes and finally the removal of all signs of campaigning.

These include:

- Article 65 on electoral programs in the official media to guarantee free, unpaid and equal opportunities for all candidates.
- Article 66 on electoral campaign restrictions to guarantee non-defamation, precluding provocation of sectarian or tribal conflicts and avoiding the use of mosques, churches or public premises for electoral campaigns.
- Article 67 on the removal of the visual signs of the electoral campaign.
- Article 68 on the sources of funding for the election campaign.
- Article 69 on the limits of election campaign spending.
- Article 70 on observing the elections and media coverage.
- Chapter 12 on electoral crimes and punishment

The Central Elections Commission approved a system for the accreditation of journalists for both the general and local elections and for the code of conduct for journalists during the coverage of the elections process.

More information: www.elections.ps/Default.aspx?alias=www.elections.ps



When planning out marketing communication activities, things that have to be taken into account include the target group (who the message is aimed at), intended impact (what is the end result), method of implementation (how the result is going to be achieved) and the assessment of impact (studying the effect).

Publishing advertisements in the media involves two parties. The advertiser associates the paper with the corporation behind the advertisement, and sometimes to its reputation troubles. From the advertiser's point of view buying media space from different magazines, newspapers and media is affected by the content, alignment, readership and image of the media in question. The advertiser is associated with these factors by publishing an advertisement in the said media. The advertisement can affect the corporation's image if the content of the media that supplied the advertising space is deemed questionable by the public. For example in Finland there is an ongoing campaign (2016) for boycotting companies that advertise in a very controversial counter media magazine MV (read more in chapter 6.2).

Media that sell advertising space are often more careful than media that finance their activities solely through subscription or support fees or taxes. For example, the media does not necessarily dare criticize corporations who buy advertising space from them. This is problematic in regards to the realization of the principles of freedom of speech and independence.

Advertising space is often expensive in large daily blanket and news publications. In smaller media, advertising can be affordable but it is good to know how to relate the price to the circulation of the publication. The target group of a small publication is often better known, better defined and more committed than that of a large news publication. This can be also used to the advertiser's advantage (see further chapter 6.3.).

States often regulate what can be advertised. The advertising of something can be forbidden altogether. Advertisements affect us and our worldview both consciously and subconsciously. For an advertisement to be effective, it has to express the meanings embedded in the dominant culture. This is how the imagery transmitted through advertisements molds our reality and our understanding of society, values and human nature.

4.4. Propaganda

Propaganda is (media) advocacy whose purpose is to have an effect on people's thoughts, emotions, attitudes and behavior.

Propaganda techniques include for example aggravation, exaggeration and keeping quiet about alternatives. Propaganda often includes partial and loaded information, sometimes outright lies.

Straightforward definition of propaganda is difficult, partly due to its bad reputation. The act of definition carries with it the risk of bias: the opinions of the opposing side are often labeled as propaganda. This is why sometimes it is hard to tell propaganda and advertising or campaigning from each other. For example, the election posters of a certain party can be considered propagandistic by their opponents. The techniques employed by advertisers and propagandists are often close to one another.

Propaganda often relates to states of emergency, such as war. In many wars and conflicts the press has participated in spreading propaganda. In a media war the purpose of official announcement machinery is to support the existence of the nation and to reinforce a positive image of the state's actions. Propaganda bolsters national culture and the meaning of a nation by creating narratives of shared experiences, historical stories and future scenarios and by sharing sorrows, triumphs and catastrophes.

i

DETERMINANTS OF COMMERCIAL PUBLICITY IN PALESTINE

The Palestinian Press and Publications Law No. 9 of 1995 prohibits making use of press material for commercial advertising or for diminishing the value of a commercial item. The Law also prohibits the media from carrying advertisements to promote medicines, pharmaceuticals and cigarettes, unless permissible by the Ministry of Health. Article 40 of the Law obliges the press to candidly and clearly distinguish between remunerated advertisements and press materials.



A B C

GLOSSARY OF MARKETING AND ADVERTISING

- Media advertising**
Advertising that is trying to reach a large audience through media. Forms of media advertising include, for example, television and radio commercials and image advertisements in printed papers.
- Advertorial**
An advertisement that is made in journalistic style, which visually and content-wise resembles a regular magazine article. For example, many women's magazines sell the rights to use the magazine's fonts, colors and other visual techniques to their advertisers.
- Direct advertising**
In direct advertising the target group has been defined more specifically. Direct advertising can be for example telemarketing, or advertising through mail.
- Sponsoring**
The funding or other financial support of events, athletes or TV programs that aims at increased sales of the sponsor's products or services, or at the increased knowledge of the brand name.
- Product placement**
The placement of a product, a service or a trademark in a movie, a series, a sportscast or an entertainment program for a fee.
- Subliminal advertising**
Close to product placement, but encompasses much more. Subliminal advertising tries to affect the receiver without them realizing the commercial ambitions behind it. In subliminal advertising the advertiser's own logos or emblems are present without them being emphasized. Subliminal advertising could include the brand of the main protagonist's car. Movies and TV shows include a lot of subliminal advertising.
- Social media marketing**
Marketing and advertising through social media channels i.e. Facebook and Instagram.
- SEO**
The acronym for *search engine optimization* which is the practice of increasing the "organic" visibility of a web page in a search engine, such as Google.

5

The digital revolution and social media

Journalism and many other functions of society have undergone a revolution since digitalization and ever wider access to internet began to spread in the 1990's.

Through the development of digital technology social media has in a comparatively short time become a part of people's daily life, both during work and leisure time.

5.1. The citizen in social media

Nowadays, social media is a category under which various and very different online services are grouped. All in all, it is difficult to precisely define social media or to draw a line on what is social media and what is not. These services do, however, have many things in common.

First of all, the core characteristic of social media is that it is social: there is a distinct sense of community and it is based on interaction between users. Users can communicate with each other, share content, comment on things published by each other, form groups or filter for specific content. Possibilities are virtually endless. Services such as Facebook include countless communal pages in addition to individual and personal user profiles. The users of these communal pages are brought together by the interest towards the topics of the pages.

Additionally, social media users can use the service for networking. On Facebook, the network consists of "friends" that the user has approved of. In addition to actual friends, these friends can include acquaintances, of whose doings

the user is interested in. On Twitter, users have a follower network to whom the messages they send are shown, and who can share content they have received.

Another characteristic that social media services have in common can be found in media technology. Like all communication methods, all social media needs a technological foundation to function. This technology spreads the sent messages, images, videos and other content from users. In practice this technological foundation is the internet, but the web itself is not enough. Like other online services, social media requires a device, with which the service can be accessed and, naturally, the existence of the services themselves.

During the dawn of the era of internet, the electronic communications network was most often connected via desktop computers. They were impractical or impossible to move around without losing connectivity to the network. From the point of view of social media this meant that the usage of the service was dependent on time and place. The computer was most likely situated at work or at school, sometimes at home. This meant that its usage was limited by the time of day. The work computer could only be used during work hours. Computer usage at home was in the early age of internet mostly limited by its connection to the television.

“
All social media services have two things in common: they are social and easily accessible with portable technology.”

One of the most important aspects of the revolution has been the development of wireless network technology. Especially mobile technology has freed social media and other online services totally from the restrictions of space and time. A mobile phone is relatively inconspicuous, easy to use and portable. The phone is wherever its user is: at home, at a party, on vacation or



at an event. The experiences and phenomena people go through transform these days nearly instantly into social media content.

Social media has become a way of sharing everyday experiences. Thoughts, videos, news, photographs or their associated comments reach nearly everyone in the user's circle of friends and acquaintances with a single push of a button.

To sum up, social media usage skills can be distributed into four groups:

1. Creative media skills: content production and planning
2. Critical knowledge: receiving and interpreting information
3. Social media skills: interaction
4. Technical and practical skills: IT skills and software knowledge

Occasionally, content shared on Twitter or Facebook spreads wider than one's own circle of acquaintances and interest groups. But how large an audience can you reach with social media content?

The Digital Insights website gathered data on social media usage during 2013 and 2014. In 2014, according to Digital Insights, 1.2 billion users visited Facebook monthly. Google's equivalent service was used by 540 million people monthly, and Twitter by 255 million monthly. Compared to the number of active users, the aforementioned services have many-fold more registered users, associations and corporations. Furthermore, these numbers are constantly growing.

As such, it is not a miracle that the pair of images mentioned in the introduction, which were published by NBC, reached an enormous amount of people in a bit more than ten hours. The potential amount of people reached was even greater. During the last week of May 2015, NBC News was followed by 2.28 million people on Twitter. On Facebook NBC News had at the same time over 5.9 million followers.

Social media services in their different forms are widely and actively used, and their usage seems to be increasing. The amount of different services and tools is increasing from one year to the next, as well as is the impact of social media in society, politics, communications, civil activism and everyday life.

5.2. Social media platforms and tools

The multiplicity of social media is more easily perceived through different classifications. The classification can be based on the sense of community, content or the linkage to time or place. Social media is, after all, a field which is in a state of constant change. New software platforms, services and applications are continuously developed, old ones transform or are replaced by new, competing options. A good example of the latter is Facebook, which was launched in 2004. These days there are hundreds of social networking services like Facebook. For example, social media can be divided into different categories in the following way:

1. Social networks

A service is called a social network when the users have the chance to reach other people through it, to network and form different groups, and to share content with other users or groups of users. Users can be related through kinship, friendship, hobby, work or for example through a religious or political conviction. Shared content may incorporate sound, text, images, videos, links, different files or the combination of all of these.

Users have the chance to interact with each other, to form groups with one another, to publish content and to share it further and comment on it. Services like this include

Facebook, Twitter, Pinterest, YouTube and Google+.

Social network has been born out of regional needs. In China, a popular service like this is called Douban, in South-Korea Cyworld, in Japan Mixi, and so on. Some networks are born straight out of a set of values. A service like this is for example Diaspora, in whose planning and implementation privacy and freedom carry a significant role.

2. Bookmark sites

With these services the user can save and organize any links leading to online services or pages. Links and link collection can be organized through different index words or classes. The user has the opportunity to share her/his link collections with others. StumbleUpon is one of the most popular bookmark services.

3. Social news sites

With the help of these services users send, read and share links to actual news sites which contain the news and

“
The usage of social media seems to be increasing.



articles. Users of the service vote either for or against a news article. News will be displayed on the page after this based on how popular they are. Reddit is an example of this kind of service.

4. Media sharing services

With the services in question users can share media with each other. Media can be images, sound or for example video. As in the case of social networks, these services often provide the chance to create an individualized user profile, under which the user compiles the media to be shared. Other users have the chance to rate and comment on shared content. Services like this include Vimeo, YouTube and Flickr.

5. Blogs and forums

Forums give users the chance to discuss with one another about a certain topic within the website. Content mainly consists of text, but a forum can in principle include anything: images, sound, links and so on. Very often content sent to a forum is overseen by an administrator. Supervision often concentrates mainly on the filtering of offensive or unlawful content.

A blog is often compared to an electronic diary. Many blogs are indeed like this. Most blogs are created to meet private people's needs. Platforms providing blog services enable organizing content by date and index words. In practice, though, different extensions expand the opportunities to create and process blog posts and their associated contents almost infinitely. One of the most popular blog platforms is WordPress.

6. Micro blogging services

A micro blog is exactly what the name implies. Through a service like this users publish short textual content which can also include links to other content on the internet. The content is published, like on Facebook, on the user's "wall" or "feed", which other users can view. Users can subscribe to content published on another user's wall. The most popular micro blog platform is Twitter.

The use of the hashtag (#) has become common on Facebook after it started on Twitter in 2007 and then on Google and Instagram. It is a word preceded by the hash sign without any space, or it can be a phrase consisting of a number of words, preceded with the



TIPS FOR ESTABLISHING AN EFFECTIVE HASHTAG?

- Select one expressive hashtag with the least number of characters and words possible and with letters that does not have Hamza or other diacritics of the Arabic alphabet.
- Check whether the hashtag that you want or that reflects what you want already exists; if so and if it was popular; use it since it will help you disseminate your publications faster.
- Determine your audiences and estimate peak times when they use their computers or gadgets and then publish what you want.

To assess the effectiveness of a hashtag:

- There are many sites where you can check the availability and popularity of a particular hashtag and which analyze keywords numerically and geographically. These sites include Statweestics, Keyhole, Trendsmap and others.

There are many ways and sites where you can follow up on the scope of interaction achieved with your targeted audiences; the most prominent are Twitterfall or Topsy which hold comparisons and provide graphs and charts related to the interaction with your publications and relevant images, videos and links on all sites.



TIPS FOR GOOD SOCIAL MEDIA COMMUNICATION

Not everything works on social media. In good social media communication readers are offered something that benefits them. These rules of thumb work both in individuals' and corporations' Facebook communication.

A good Facebook status:

- Is interesting/informative;
- Is funny or entertaining;
- Is beneficial to the reader, offers something to the reader;
- Has one image of good quality (but not necessarily many images);
- Links clearly to the referred content.

A poor Facebook status, on the other hand:

- Is very long or hard to read;
- Is obviously meant for image building or advertising;
- Has a bragging tone, aiming to evoke jealousy;
- Demands something of the reader without reciprocity.

These rules of thumb are valid also in Twitter.

Special rules for Twitter statuses:

- A good status should include the whole idea and needs to be understandable as it is without further explanation;
- Related Twitter users should be tagged with @ sign, but remember that using the tag in the beginning of the tweet makes the content private between the two users. If this is not the intention, a dot ".@" should precede the tag;
- There should be no more than three hashtags – more will make the message hard to read;
- The hashtags should be either part of the sentence or placed at the end of the tweet – even after links – to help the readability.;
- If the URL of the linked content is very long, it is good to shorten it with a URL shortener site such as, for example, bit.ly.

Reflection: Can you come up with more characteristics?



SOCIAL MEDIA GLOSSARY

- Hashtag (#)**
A content identifier used in social media services, such as Twitter and Instagram. By marking a central word with a hashtag it is possible to locate messages as a part of the online discussion on that topic. Examples of popular hashtags include #feminism and #climatechange.
- An internet meme**
A popular and quickly spreading content on the internet. A meme can be a funny image, a video or a hashtag. The original meaning of the word meme is a cultural and communicational copy: an idea, a style or a way of use that spreads in culture from one person to another.
- A viral phenomenon**
An internet phenomenon, in which some content spreads with great speed and sometimes reaches great popularity. The word viral originally refers to viruses: something spreads virally, like a virus.
- Conversion**
A term used in social media marketing. It refers to the action of the visitor to a certain website “converting” into a customer. Sales are the most well-known types of conversion. But event registrations, newsletter signups, content downloads, etc. are also conversions.
- Creative Commons (CC)**
A public copyright license that gives you the ability to use and share otherwise copyrighted material, i.e. photos, for free. Creative Commons licensed photos can have restrictions on whether an image could be used commercially, whether it can be modified, and what kind of attribution is required.
- Embedded media**
A content of digital media, i.e. YouTube video, that is displayed within another piece of content, outside of its native setting.
- Graphics Interchange Format file (GIF)**
A file format that supports both static and animated images. Gifs allow to present a short “video clip” in a condensed image format.

- **Permalink**
The URL address of an individual piece of content. Permalinks allow to reference a specific Tweet, update, or blog post instead of the feed or timeline in which you found it. You can quickly find an item's permalink by clicking on its timestamp.
- **Retweet**
A tweet that is re-shared to the followers of another user's Twitter account. It is part of the Twitter etiquette to give credit to others and not just copy someone else's ideas. The retweet does this since it appears in your timeline with the author's name and avatar allowing your followers to easily retweet or favorite the original Tweet.
- **Spam**
An unnecessary and repetitive social media content that clogs up the feeds of social media users.
- **Tag or "@"**
A keyword added to a social media post with the original purpose of categorizing related content. A tag can also refer to the act of tagging someone in a post, which creates a link to their social media profile and associates them with the content.
- **Tweet**
A microblog post in Twitter. It consists of maximum 140 characters and may include text, photos, links, hashtags and tags.
- **URL (Uniform Resource Locator)**
Locates a page or other resource on the World Wide Web.
- **User-generated content (UGC)**
Content that has been created and published online by the users of a social or collaboration platform, typically for non-commercial purposes and it is one of the defining characteristics of social media.

Source: Shortened and modified from blog.hootsuite.com/the-2015-social-media-glossary-207-essential-definitions

hash sign and hyphenated with underscores without any spaces.

The hashtag is an effective method of communication, promotion and advocacy because it joins the tweet or an Instagram or Facebook post to related conversations. It serves in increasing follow up, classification and in locating those who share common interests and concerns. It also helps in facilitating access to information and updates on a specific issue. Nowadays, the hashtag has become an effective tool to raise a particular issue, whether political, economic, social or sportive with the aim of mobilizing the public towards the issue at hand. It is even accompanying any significant news on the leading media.

5.3. What is social media channel verification?

The blue checkmark acquired by celebrities, leading journalists, media institutions and public figures as a verification of their web pages and personal accounts on Twitter, Facebook and YouTube is considered a benefit for any serious internet user. This gives credibility to

their accounts by distinguishing the real accounts from similar ones that may assume their personality.

Facebook administration offers this checkmark in two colors: the blue for institutions and public figures and the grey for corporations and enterprises. This is done after a periodic examination carried out by the regional administrations of Facebook on the accounts within their geographic mandate to find whether these accounts meet certain requirements.

Having the account tagged is a good thing for establishing a good relationship with followers and fans.

This checkmark is free and not impossible or difficult to acquire. It does not need millions of followers or even thousands or a special application. All it needs is to meet certain requirements that Facebook administration asks for, such as:

- The availability of true personal information since it is not possible to offer a checkmark for unreal personalities. Even real personalities should prove



HOW TO TEST A VERIFICATION CODE?

How can you make sure that this is actually the official page of a given person? As for some celebrities and public figures such as politicians, artists, leading journalists and large institutions, their web pages are tagged with the blue checkmark which means that the account is verified. There are also other real web pages and accounts that their owners did not obtain the checkmark so far.

Is it possible to forge this checkmark? Yes, for someone who is experienced in Photo Shop software, where he can add the checkmark on the title page. But this is easy to test by clicking the mouse over the blue mark which will show the phrase 'verified page'.

As for the unmarked accounts, you can test its reality by examining other aspects such as the number of friends or fans, their type, the number of common friends, the quality of the content and its consistency with the positions of the personality searched, besides the type of links available on the page and the sites visited.

Keep in mind that names are written in different ways, especially in English. For example, look at Nancy Ajram web page and you will find many sites but none are real but one which is her official site, although they all carry her personal profile and broadcast her songs.



their real identity through a number of steps such as downloading a copy of their identity card or passport, posting a personal photo on the web page, together with their mailing address, telephone number, home and work addresses, all in very clear format.

- Link the page to the personal account as well as any other available accounts to the website. The fact that these accounts are associated with the same person without any ambiguity is considered a positive point.
- A clean record free of notifications and warnings or bans and having a number of followers and fans are also positive points.
- Harmonization between the content published and the category under which the account falls, whether public personalities or media or commercial institutions or other.
- Perhaps, it is difficult for the Facebook administration to mark your account if it carries the same name of a famous commercial brand or of an account with the same name and that had been previously check marked. Find a distinctive and unique name for your page.

5.4. Revenue logic of social media

Channels and services of social media that are free to the user generate income by selling advertising space to advertisers. This means that the social media service customer is not the user, but the advertiser.

For example, when a person creates a profile on Facebook, s/he simultaneously gives the corporation the right to view and handle personal information and information on user behavior, such as actions and likes. It is a question of exchange, where the user provides information about themselves in exchange for the use of a free-of-charge service. Facebook is free because it sells advertisers, in an indirect way, an expansive amount of data which it gathers from the users and which enables very powerful tools for advertisement targeting.

As another example: the Google search engine shows personalized advertisements to the user, which are based on the past searches by the user.

Facebook is the pioneer of social media advertising, where other social media services, such as Instagram, get their ideas from when they develop their own advertising.

From the advertisers' point of view there are several ways to improve your Facebook reach. No-one knows exactly how Facebook algorithms work, and they also keep changing once in a while but some well-informed guesses can be made.

Generally the post reach in Facebook is a sum of Page reputation and previously gained post engagement (this is discussed further in chapter 6.3.). But as the advertiser is the true customer of Facebook, it is known that once your page gets big enough, Facebook is going to make you pay a share of your success. So it is unofficially known that the more followers you have, the smaller percentage of them are going to see your post – unless you use the paid Facebook marketing tools. These are actually quite inexpensive and effective, since Facebook has gathered so much information of its user's behavior – and the targeting tools are thus effective.

From time to time, the data collection methods of large corporations become the topic of debate. Users do, however, hand over their information for the use of the social media corporation – the handover is a part of the terms and conditions, and they cannot be relinquished afterwards with campaigns or boycotts.

Still, every once in a while it would be worth discussing for what kind of purposes do we hand over our information to the services. Would it be for example possible to limit the right of the corporations to forward private information to other actors through legislation?

5.5. Social media challenging traditional media

The revolution of media refers to an on-going change that is connected to a change in the commercial logic of editorial offices, produced by digitalization. This change presents two challenges: a changed format, and the development and spreading of social media.

By using internet, people can in principle access unlimited and often free sources of information. Newspapers are increasingly read online, which is why the circulation of the printed papers and thus the amount of money collected through advertising, are decreasing. Audiences of the television networks are splintered as streaming services are taking over. Traditional distribution channels are losing their importance and becoming unprofitable.

“
**The social
 media service
 customer is not
 the user, but
 the advertiser.**”





PROTECTION OF PRIVACY AND SOCIAL MEDIA

We go through an ever larger part of our communications and correspondence through electronic “mail services”.

When we hand in our correspondence at the postal service, we trust that the clerk delivers our letter unopened to the receiver. One might assume, that our e-mail and social media correspondence would be similarly private between the sender and the receiver.

Due to disclosures made by 2010s’ most important informer Edward Snowden, we know that this is not the case.

In 2013 Snowden, who had worked for a subcontractor of NSA, leaked documents to the press which revealed the widespread espionage that the United States intelligence service was practicing. In the name of national security, information had been gathered about large groups of people both in the United States and elsewhere in the world. The majority of the people were not under the suspicion of any kind of crime.

The documents that Snowden leaked showed that NSA used surveillance software with the help of its “partnerships”, large US-based telecommunications and internet corporations. Some of these partnerships had been formed already decades ago. Others are more recently established, after the events of 9/11, during the war against terrorism.

The PRISM-software, used for espionage, is the largest ever espionage system that has come to light in the US. Of current common services some information had been provided by Google, Facebook, Skype, Hotmail, Yahoo! and YouTube, among others. The cloud storage service Dropbox was joining the PRISM-programme during the time it leaked. The group was missing Twitter, at least for the moment.

The leak started a wide discussion of the digital rights of citizens and the protection of privacy on the internet.

Reflection: What kinds of ways to improve protection of privacy are there in the international world?



In many a media corporation decrease in revenues has led into cutbacks in the work force. Remaining reporters are forced to produce multichannel news coverage with smaller resources.

At the same time, content produced by other than professional journalists, such as blogs etc., challenge the role of media corporations as the citizens' channel for acquiring information. Recent years' development has also had an impact on the conception of agenda setting theories (see chapter 8.1.). Traditionally, media has been perceived as mass communications that directs messages chosen by professionals and media corporations to large audiences.

The dominant position of the established media as the definer of the agenda is shifting, giving more and more space to citizen journalism. In the new media the ones responsible for creating content for news and messages are in principle the users themselves: including adults, teenagers, peace activists or – a most extreme example – terrorists.

It has been suggested that to stand up to the challenges of the digital era, the media should evolve into a more dialogic direction. Rather than having a passive group of recipients, the media is nowadays greeted by an active audience. In this way the digital era is changing the traditional conception of the professional identity of the reporters.

Despite the new technology, users are exposed to a plethora of information online. Instead of professional reporters acting as the gatekeepers of information, new concepts such as online gatekeeping and network gatekeeping have started to appear. According to the theory, media

corporations, instead of controlling the production of messages, are controlling what the audience is exposed to: what does it hear or see. Search engines, for example, are significantly influencing this by manipulating the order of the search results.

Digitalization has also increased the interest in editorial offices when it comes to counting clicks. Originally, this concern over clicks is due to the logic of digital advertising. This is not the first time, however, when the media is undergoing a change. Every time a new form of media becomes more common, it challenges the way the existing media corporations work and earn.

There are two types of visions for the future of journalism. The positive vision of these two involves an idea of developing the already diverse media publicity into something that is more strongly based on dialogue and interaction. Discussions taking place on social media can at their best promote democracy, enhance the supervision of journalistic work, support multivocality and offer access to information and arenas of discussion also to those living in the periphery.

According to the negative vision, on the contrary to the expectations of the late 1990's the traditional media has not democratized, its news production has not spread out, nor are citizens nowadays better informed. The ownership of the media, by contrast, has concentrated, resources have decreased, products have standardized and been made more entertainment-focused, and their quality has decreased. Hoping to gain the most clicks, populists and shocking news have replaced in-depth and slow analysis. News, and in particular news headlines,

i

TRENDS IN DIGITAL ERA

- **News personalization** is a phenomenon that is part of a wider trend of news tabloidization, entertainment and commercialization. It refers to the fact that news of broader social issues are more and more transmitted through stories of individual human experience. At the same time the division between public and private life have become blurred.
- **Tabloidization** is a frequently used term employed by journalists, media critics and academics to characterize a recent trend in the mass media. It refers to the fact that journalism is shifting its focus away from politics and foreign affairs towards entertainment and celebrities.



CITIZEN JOURNALISM CHALLENGES THE PROFESSION OF JOURNALIST

About 700 thousand Palestinians have recently joined the press profession. They are carpenters, bakers, physicians, engineers and workers.

They are citizen journalists who are getting ahead of the traditional professionals whether in writing or in audiovisuals. They also many times precede news professionals in transmitting the news of an event.

Even prominent TV stations and newspapers might prefer their low quality pictures because they have been shot at the center of the events. Sometimes they are the only available pictures. Even inaccurate information is sometimes preferable because it comes so fast and responds to the keenness of spectators for quick information.

And they care less for slogans regarding the rules, principles and ethics of the profession. And why would they care?

Social media has dropped all rules and conditions of the profession. The tool for documentation is available and the channels for transmission are open for all and for free. Holding to classical patterns of journalism is no more feasible. Eloquent pen, crystal clear picture and accurate information will not pass the test of speedy scoops; while any ordinary person with a smartphone who happens to be at the place of the event in the right time will prove successful.

How should the professional journalists react to this?

There are few solutions left for the journalists to maintain their job, one of which is directing those neo-journalists to serve the public by grouping them in one channel and granting them the right to publish with minimal supervision in order to organize the process and guarantee minimum standards of credibility. One of the most successful experiments in this regards is 'Pal Press – Zello' (zello.com/channels/k/cdnZq). It even excelled the model of 'Nabd' App which gathered the media outlets in one channel but not the journalists as such.

Another solution is to resort to the press story. This cannot be produced by an ordinary person because it is based on in-depth research, energetic sequential filming, dramatic plot, human touch. It is also based on providing the visual and sensory delight of living an event in its beginnings and developments where the sample of news provided by bakers, millers, engineers and workers falls short of doing this.

Source: Modified excerpts from an article *Journalists are in trouble* published on Shasha News network, by journalist Abdel-Hafeez Ja'awan, correspondent of Al-Arabia TV in Palestine.



have become more sensational. Under commercial pressure and the concentration of ownership, autonomy of journalists has decreased (see also chapter 8).

Sometimes it might also be difficult to make a distinction between advertising and actual journalistic content. The use of all kinds of commercial content formats, such as advertorials, has increased in newspapers. For example, in Finland the positions towards these issues have been re-assessed recently by the Council for Mass Media in Finland.

5.6. Blogging

The most common definition for a blog is an online diary that can be kept by one or more writers. Thus, blogs often consist of blog entries published in chronological order. These entries feature topics that are either linked closely to the writer's life or attract her/his interest.

There are unlimited amount of themes and styles of writing in blogosphere, i.e. among the blogs online. A blog can for example feature text and/or images, but it can also be built, for instance, solely on cartoons. Nowadays also so called video blogs, i.e. vlogs, are popular. They can be published for example on user's own YouTube channel.

The most popular blogging platforms include WordPress, Blogger and Tumblr.

The most common types of blogs include for example blogs of politicians, humorous blogs, art and movie blogs, event blogs such as festival or wedding blogs, travel blogs, and interior design and fashion blogs. Often blogs offer information behind the scenes: for instance a politician can open up about the rationale behind her/his decisions or comments; a company can share information on its new products, or a moviemaker can share details on the filming process.

Since the media revolution, blogs have also offered people a chance of slow and analytical writing about topics that are no longer covered in the traditional media. Popular bloggers who cover topics in narrow, specialized fields can attract readers from all over the world. Even many journalists, alongside their day jobs, have their personal blogs, in which they are allowed to bring forth their personal opinions more freely. For

potential authors blogging offers an opportunity to publish their work easier.

The success of various fashion and interior design blogs has changed the relationship between advertising and journalism. The most famous lifestyle bloggers might receive notable financial benefits in the form of gifts. These gifts come from the deals between the bloggers and the manufactures; when complimenting a product, the blogger offers coverage for the manufacturer, practically for free. If the blogger does not mention the origin of the product, it might be a case of subliminal advertising.

For example in Finland blogs are not normally under the regulations of the Council for Mass Media, unless the blog is attached to an edited publication. Thus, bloggers are not bound by the guidelines of journalism.

“
If the blogger does not mention the origin of the product, it might be a case of subliminal advertising.

Blogging, like social media in general, is interactional, and blogs often feature a possibility for leaving comments. Bloggers must establish a readership for their blog without the help of a status of massive media corporations. A blogger can attract readers by networking and discussing with other bloggers, by sharing updates in other social media channels, or by signing up the blog for different kinds of indices and listings.

On the international scale, the amount of blogs on the internet is enormous. According to the statistics of WordPress, in 2013 there were over 152 million blogs in the world. Solely the users of WordPress are responsible for publishing 53.6 million new updates and 53.8 million comments monthly.

WordPress also listed some other facts based on their studies concerning blogs:

- Many people read blogs more often than once a day;
- Blogs are mostly read in the mornings. Usually reading of blogs starts around 7 AM and reaches its peak around 10 AM;
- Companies that update their blogs 20 times a month (around 4–5 times a week) will gain 5 times more visitors to their websites than those who update their blogs less than 4 times a month;
- Companies that update their blogs regularly will get 4 times more visitors than those who do not have a blog;
- Blogs affect customers' purchase decisions;





COUNTER MEDIA

“Counter media” (or “alternative media”; “misinformation media”) is a term that describes the kind of media, usually operating on the internet, which publishes information that is not in line with the so called “mainstream media” or “established media”.

Counter media often operates in a way that lends the style and the format from established journalism. In doing so it also shares the credibility journalism enjoys in the society - to some readers at least.

Nevertheless counter media tends to publish very biased information whose reliability may be questionable, and the responsibility of fact-checking and source-criticism is transferred to the reader him/herself. The counter media do not follow the journalist’s guidelines.

Part of the popularity of the counter media can be explained by the fact that the readers can find the kind of information that the established media may refrain from publishing. These may include topical issues that the established media actually refrain from reporting for ethical or political reasons - and this is often what the counter media activists would like us to think. People seeking this kind of content have the tendency to search and believe the kind of information that strengthen their worldviews and belief.

The term “counter media” itself is a new one that is not yet fixed in vocabulary - the phenomenon is getting more widespread and commonly accepted terms to describe it are being discussed.

Reflection: Do you think there should be some licences or permits to start a newspaper? What benefits or disadvantages would this have?

- The most direct benefit of blogging for corporations is that the corporation will gain visibility in results presented by search engines. For a company, a blog can provide a platform for customer magazines and communication between interest groups, either openly or on an intranet.

5.7. Sales and marketing in social media

Digitalization and social media have also changed the field of advertising and marketing. Marketing is always about creating and maintaining customer relations, and social media is no exception to this.

Self-service, peer production and indirect revenue models are emphasized in the digital economy. Customer expectations in terms of services and communication provided by companies have changed tremendously.

From the viewpoint of business, phenomena created by digital revolution include increase in speed and more common online shopping, which has also accelerated the internationalization of markets and decreased dependence on location. Competition coming from outside the national borders and fields of business forces individual companies to enhance their operations or even to change their business models.

In addition, customer service has become more electronic. On one hand, in many companies robots have replaced customer service staff who answer the phones, but on the other hand, new technologies offer possibilities for better and faster customer service. An example of the latter is Twitter, which has grown popular tool of customer service during the recent years. When feedback is public, it is also more effective in terms of speed and impact. Also different kinds of electronic arenas offer a possibility for peer assessment and feedback that can spread surprisingly fast. Even the brand of an individual company or newspaper is defined nowadays more and more through digital user experience.

Then how should one practice marketing on social media? At first, one must create presence on social media. Social media is used for marketing by participating in the activities for which social media exists. Companies can also share content, build networks and participate in discussions through social media.

An example of such presence can be the company's Facebook page. When choosing an appropriate platform, one must first consider what content is to be published and who or what are to be reached: on Twitter one can share news, with Instagram people can be reached on their leisure time, and on Facebook



CONTROL OF SOCIAL MEDIA

Because social media is by nature social and interactive, it cannot be controlled the way the traditional printed media is. Places where one can leave comments also make it possible to give negative feedback, and some content might also be shared with an intention of ridiculing someone.

The act of moderating is a way of controlling commenting on one's own electronic networks, but it cannot prevent others from sharing one's content and commenting elsewhere.

This is not, however, an argument against acting on social media, quite the contrary. By producing content themselves organizations can control at least a part of its coverage on the internet. Famous blogs will feature higher on search results than individual criticism.

A troll is a bully operating on the internet whose purpose is to mislead discussions taking place on forums (cf. chapter 11.1.) As there are always trolls present on the internet, one must not be frightened by a small amount of negative feedback.

Clear instructions for commenting and clearly formed justifications for removing or leaving certain comments unpublished will prevent speculations on censorship.

Reflection: Can you think of some positive examples of good social media presence (companies/organizations etc)? How should a company/organization react if given negative feedback on social media? From your point of view, what kind of content should be moderated, if any at all, in social media platforms?



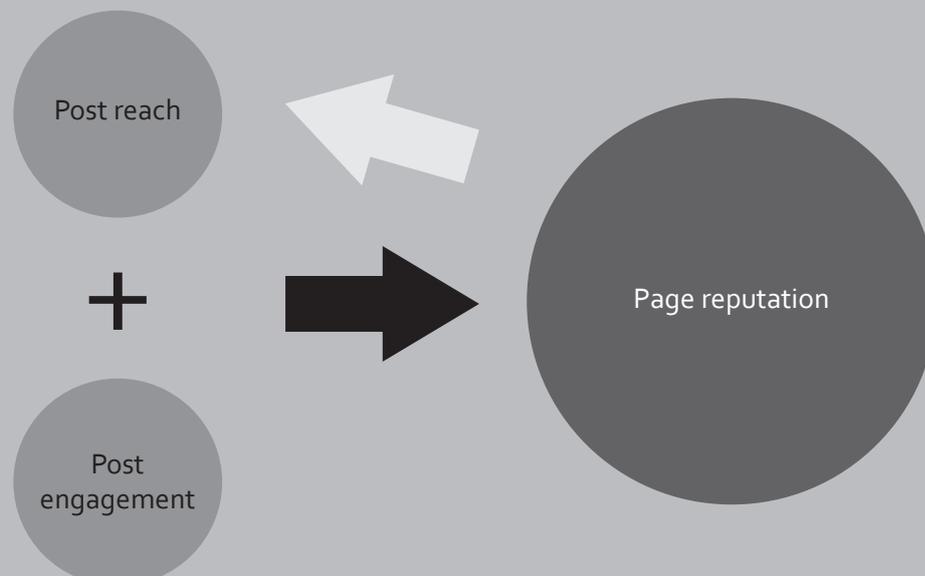
FACEBOOK REACH

A social media service customer is not the user, but the advertiser. When a person creates a profile and starts using Facebook, s/he simultaneously starts giving the corporation right to collect and handle information of the user. To put it simply, advertisers are sold information about the users.

From the advertiser's point of view the most important thing to measure when marketing on facebook is the Facebook reach.

Facebook reach is a numerical value that describes the number of unique people who have seen content from your Facebook page. Reach is not the same as impressions, which is the total number of times your content is viewed (including multiple views from the same user). Facebook provides two different reach metrics: total reach and post reach.

Total reach is the number of unique people who have seen any content associated with your page during the last 7 days. This includes people who view your posts, people who visit your page after searching for it, and people who see ads that are associated with your page. Total reach only counts people once, no matter how many posts they have viewed in the past 7 days.



Post reach is the number of unique people who have seen a particular Facebook post in their news feed. Generally the post reach in Facebook is a sum of Page reputation and previously gained post engagement.

These two categories can be broken down further into organic and paid reach.

Organic reach is free reach. It refers to the number of unique people who saw your content without your having to pay for it. The vast majority of organic reach occurs when Facebook's algorithm places your posts in the news feeds of your fans.

The trend is that organic reach is getting harder and harder to gain. Facebook company itself states this is because of two main reasons: increased competition (the overall amount of posts in Facebook is increasing) and the news feed algorithm that is aiming to show people content that is most relevant to them. This includes showing high-quality content and cleaning up spam.

It has been also speculated that once you get popular, Facebook wants you to start paying for your reach – and declines the organic reach. Paid reach is a result of use of Facebook marketing tools. It refers to the number of unique people who saw your content because you paid for promoted posts or display ads.

Either way posting high quality content that people will share and like is helping to gain organic reach in the future and the other way round.

All in all, in Facebook quality comes before quantity.

Sources: Hootsuite Enterprise

(blog.hootsuite.com/the-2015-social-media-glossary-207-essential-definitions),

Facebook (www.facebook.com/business/news/Organic-Reach-on-Facebook)

people can be invited to events and so on. There are lots of statistics available on users of different social media services.

The major difference between marketing using traditional media and marketing on social media is speed. On social media companies and communities are expected to reply

to a customer's question on the same day. For this reason, it is necessary to estimate the sufficiency of resources beforehand. There is no point to create presence on social media if one does not plan to participate and take action. Just "going" there or "being" there is not enough. Therefore, despite maybe benefitting the most from utilizing various different services; quantity does not override quality.

i

ONLINE COMMERCE

Electronic commerce means selling and buying products or services on the internet. It is a rapidly growing business.

The most well-known forms of e-commerce are for example mobile and online shopping, transferring funds electronically, controlling delivery chains, internet marketing, electronic data transfers and controlling supply systems.

Online shops are utilized for instance in retail for gathering and using demographic data with the help of social media, and for marketing products via email to old and also to potential new customers by sending out e.g. newsletters. These functions can be aimed directly at customers or at other companies.

Online shopping is a rapidly growing business with huge potential. At its best, it extends the borders of commerce and customer groups beyond national borders, even to remote locations. Online shopping has become more common in a relatively short period of time, for example in the field of book sales, clothing sales and electronics sales, buying tickets and various electronic software, using online banking, and transferring and storing data. One form of e-commerce is also online newspapers, as nowadays people can access online almost any newspaper in the world, regardless of their zones of distribution.

Streaming services are also one of the fastest growing forms of e-commerce. Streaming means transferring data i.e. content that is present online. Once the user's request for data transfer has been received, multimedia content created by service provider will be presented to the subscriber. As the user is consuming the content on her/his device, the actual downloading process is happening on the background.

The material for streaming can come from a ready-made file or it can be created in real time for example from a live concert or web camera.

Streaming is a newer form of service compared to a traditional form of data transfer, in which the entire file must be downloaded before it can be opened.



After creating presence on social media, one starts to share content. Sharing interesting content on social media is a modern equivalent of advertising: good content may get customers hooked and engage them. Online, the visibility of content is not based on paid coverage, which makes it possible to use various contents and different formats in marketing communication. YouTube and Vimeo, for example, are good for sharing videos, Facebook for sharing blog entries, videos and photos and for creating events, Twitter for publishing offers and news, and SlideShare for presenting articles and presentations.

Social media is also commercial media and thus it is possible, for example, to buy advertising space on Facebook, Twitter and YouTube. Marketing on social media can include prepaid advertising and so-called free “advertising” that is based on voluntarily sharing content on one’s own profile.

Facebook advertising is the forerunner of new ways of advertising online. It has already changed the foundations of online advertising since it is not targeted based on pages viewed, but rather on the information given out by the user her-/himself. Following the footsteps of Facebook, also Twitter and Instagram have begun to develop their advertising. On these services it is also possible to use hashtags (#), for example for promoting products and events.

Social media also makes it possible to target communication effectively to carefully narrowed target groups. This also costs only a fraction of what it would cost if the ads were released in the mass media (see more in chapter 6.3).

One can also discuss with customers on social media. Social media makes it easier, for example, for customers to share and recommend products with each other. It also makes it easier to follow the coverage of a company, and for companies to interact with the customers. The solving of customers’ problems can also, in addition to the actual staff of the company, be assisted by other customers on social media.

Additionally, one of the diverse possibilities created by social media is so-called crowdsourcing, which means that problem solving and the production model are divided and the know-how of the people is utilized for a certain task. Problem solving is being handed over to an undefined group of people, usually through open invite published on the internet. This enables both professionals and amateurs to take part in the process, with or without money being involved, in fact most often without. Crowdsourcing can be utilized by companies but also for example by editorial staff.

It is also possible to automatize content sharing on social media. It is not, however, how one reaches the best aspects of social media. The feedback received from

i

EARLY STAGES OF ACTIVISM ON SOCIAL MEDIA

In 1990 the software company Lotus and a credit investigation company Equifax planned on publishing a product which was to include data about private persons. This database, to be published as a CD, included the names, addresses and information on purchase behavior of 120 million North-Americans.

Very soon people were alerted. The content of the database spurred people into thinking whether these companies were violating their rights to privacy. Before long, concern changed into action but it was channeled differently. People sought ways of reaching Lotus and prevent them from publishing the data. Emails and forums soon became channels of communication through which eventually around 30 000 people united their forces against the company.

This had an impact. Equifax and Lotus decided in 1991 that the CD containing customer data would not be published.



sharing content and related discussions can be utilized only by having an active presence.

Websites and social media sites form an architecture in which everyone plays her/his role. Social media sites act as extensions and places for creating customer contacts, and also for partially dealing with these contacts. Through these sites customers are also directed to visit websites.

Being active on social media makes companies more easily reachable since customers can come across content also elsewhere than solely on the websites. Many different content formats also increase the amount of results when using the search engines.

5.8. Activism and campaigning on social media

Activism on the internet has a long history. Before the era of social media, the medium for citizen activism and campaigning was communicating via emails and on various online forums.

Today campaigning and activism is easier than in 1990's and it has become part of our daily lives. Through social media it is possible to reach a large group of people nearly in real time. People have discovered social media and are following topics and events of interest through it. Social media has also become a way to get organized.

However, activism taking place on social media has also its flip side. Information overload that people come across is so vast and versatile that individual campaigns often get lost in abundance.

Digital activism has also given birth to other fairly negative concepts such as slacktivism, clicktivism and hacktivism.

Slacktivism is a combination of the words slacker and activism, which means lazy activism. The word is a derogative term for “feel good” activism. What is typical for slacktivism is that it only has minor practical implications as its purpose is solely to make a person feel good about her-/himself as an active citizen. An example of

Slacktivism can include sharing a campaign photo on Facebook or signing a petition online.

Clicktivism, i.e. clicking activism, can be seen a form of slacktivism. But Oxford Dictionary defines clicktivism as “the use of social media and other online methods to promote a cause.” Social media enables a fast and easy way to support a cause, value or campaign. People construct and influence their image by liking, sharing and commenting.

Hacktivism, on the other hand, means combining hacking and activism. It has been used for example in revealing malpractice and in online boycotting.

Even though both slacktivism and clicktivism are dismissive and abusive words, the phenomena behind them are just about to reach their full potential. Digital media is used more and more in supporting a change within society.

For example, in organizing events during the Arab spring social media already played a large role – #OccupyWallStreet functioned primarily on social media.

“
**People have
 discovered social
 media and are
 following topics
 and events of
 interest through it.**
 ”

In addition, if number of shares and petitions online grow large enough, it may have implications also on chances of influencing matters in a democratic society.

For example, Amnesty International has published a guidebook of its own, Social Media Activism, with the help of which anyone can start a campaign for supporting human rights and increasing awareness on

human rights violations. The guidebook also gives advice on how to execute campaigning so that it could reach as much people as effectively as possible.

Avaaz.org has focused on offering tools for creating public petitions, which can be initiated by anyone. In practice, during the recent years Avaaz.org has become a network of online activists offering not only tools but also help and support to the activists.

Activism in itself can of course be bad or good in nature. Hate speech campaigns, hacking and spreading private information, and uncritical propagandism of an individual for a cause are examples of negative sides of activism.



PART II: MEDIA ETHICS – POWER, LEGISLATION & SELF-REGULATION



6

Introduction to human rights

“All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.”

Article 1, Universal Declaration of Human Rights, United Nations (UN), 1948

The starting point for human rights is based on morals: human rights state that the human value is associated with humanity. The purpose of human rights is to live a life worthy of a human.

Characteristics of human rights include universality, inalienability and fundamentality.

Universality means that human rights belong to all people in the world, based on the fact that they are human. They apply to everyone regardless of age, ethnic origin, religion, sexual orientation, nationality, culture, gender, race, disability or any other characteristic.

Inalienability refers to the fact that human rights are acquired at birth and no-one can relinquish them, for example sell themselves to slavery, even if they wanted to.

Fundamentality means that only very important rights are included in human rights, such as the freedom of speech, the right to life and the right to not to be tortured.

When human rights are not adhered to, it is a question of a human rights violation.

Even though human rights are universal, the realization and promotion of them is practically in the charge of nation states.

Media is in a central position regarding the realization of human rights. In an ideal situation media acts as the eyes and ears, reporting human rights violations and triumphs. According to the non-profit organization Reporters without borders, a free and aware media is a tool, which prevents the transformation of human rights violations into a part of everyday life.

Despite these ideals, media does not only witness and report violations. It can also promote such violations. Media is often harnessed as a propaganda machine which creates imagery which advances the agenda of the oppressors or the ruling class. A good recent example is the photo and video propaganda of the Islamic State ISIL (or “Daesh”), which spreads images of violence and human rights violations. This is how it aims to create an atmosphere which provokes the supposed opposing parties to excessive measures and fear-tinged responses. In cases like this, it is the role of the professional journalist to try to recognize the motives behind violence-infused communications and to report them in a way which does not encourage the escalation of the conflict.



6.1. Most important human rights documents and agreements

The most important human rights document is the UN Universal Declaration of Human Rights, which was created after the Second World War in 1948. Officially, the declaration is a morally binding mission statement by governments. It has, however, become legally binding based on international common law.

The Universal Declaration includes an introduction and 30 articles. It covers rights extensively from the rights to

life and freedom from slavery to the right to education, freedom of religion and thought, adequate standard of living and the right to apply for and enjoy asylum.

In the eyes of the international community every country is primarily in charge of the fact that human rights are respected within its borders. The obligation also applies to foreigners staying in the country.

However, the state that is a party to suspected human rights violations can be taken to an international court of human rights. Additionally, states or individuals who are guilty of severe human rights violations, such as war

i

HUMAN RIGHTS AGREEMENTS IN THE PALESTINIAN TERRITORIES

Palestinian independence has not yet been recognized everywhere, and it is not a full member of the United Nations. As such, it is not by itself a party to any of the UN human rights agreements. Palestine has, however, achieved the position of observer state in the UN.

Israel has signed most of the human rights agreements. The agreements apply indirectly to Palestine due to the Israeli occupation.

For example, according to the Amnesty International annual report human rights violations are a part of daily life both on the occupied territories and in Israel. Palestinians both on the West Bank and in Gaza enjoy imperfect freedoms of speech, movement, assembly and additionally suffer from arbitrary detentions and imprisonments. According to the report, the torture and beatings of arrested people are still widespread problems. The death penalty stands, as well, and civilians are tried in unjust military courts.

Women and girls face discrimination both in practice and in legislation. The protection of women against gender-based violence is also imperfect.

The mobility of journalists is restricted.

From the viewpoint of supervising human rights the current situation is problematic. If Israel and Palestine are one state, the human rights violations of Israel against the Palestinians are glaring. If we look at them as two states, the other, Palestine, is not a party to any agreement, and its citizens cannot appeal about the violations in any court. Additionally, in this case it can be noticed that the sovereignty of the state is constantly violated.

i

FREEDOM OF MOVEMENT IN THE PALESTINIAN TERRITORIES

Based on the reports by the International Federation of Journalists Palestinian journalists are not able to travel freely in Israel.

The Israeli authorities limit journalists' movement between the West Bank and East Jerusalem, between the West Bank or Gaza Strip and Israeli territories, and even within the West Bank, at the 505 military inspection points. Both Palestinian press cards and International Federation of Journalists (IFJ) membership cards held by Palestinians are rejected, while these cards are recognized when held by Israeli journalists.

The International Federation of Journalists has launched campaigns and expressed its discontent over the current situation during past fifteen years to persuade the Israeli authorities to recognize press cards issued in occupied Palestine.

Source: www.ifj-arabic.org/page-ifj-325.html

crimes or genocide, can be taken to an international criminal court. This happened for example in the case of the Rwandan genocide.

Most important human rights agreements are the International Covenant on Civil and Political Rights (ICCPR) and the International Covenant on Economic, Social and Cultural Rights (ICESCR). The preparation of the covenants was initiated right after the creation of the Universal Declaration, and they were approved in a UN General Assembly in 1966.

The Universal Declaration and these two covenants form the foundation of the UN human rights system. They are occasionally referred to as the International Bill of Rights.

Other well-known agreements include the International Convention on the Elimination of All Forms of Racial Discrimination (CERD, 1965) and the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW, 1979).

People often talk of three "generations" of human rights.: civil and political rights, economic, social and cultural rights and collective, or the so-called solidarity rights (see the box on next page).

This division has been also widely criticized, as it is seen to foreground the freedom rights that are most important to the Western world. When making such divisions it is good to remember that the foundation of all rights lies in the declaration, and the declaration itself does not differentiate between the importances of these individual rights.

Even though the Universal Declaration of Human Rights has become a globally known and accepted resolution, it has also been widely criticized. First of all, the universality of rights has been questioned, based on the ethnocentrism embedded in it. Human rights have been seen as a value export from the West to other regions of the world.

The cold war era conflict between the stresses on freedom rights and ICESCR rights shows that human rights are not free of ideology. Still, the right to life, right to live without being tortured, equality, right to security, right to adequate standard of living, the rights to peace and freedom are values, which can be justifiably argued as being universal.

Second common reason for criticism has been the reported cases where human rights violations committed by a certain state have been presented publicly and in



politics as a justification for intervening in another country's domestic politics or even for the occupation of said country. The occupation might have in these cases been falsely discussed as a "humanitarian intervention". For example, the Iraq War has been controversial in this regard.

The use of human rights rhetoric has been figured more widely since the September 11 terrorist attacks and the so-called war against terrorism. However, during the occupation of Iraq for example severe human rights violations, such as torture, have been reported on both sides participating in the war. The people of Iraq have not been "saved" and the amount of human rights violations within its borders has not been reduced.

When human rights violations are reported, the ethical code of the media is important. The end must not justify the means. Journalism has to aim to offer objective, accurate, truthful and balanced informa-

tion to the general public. The role of media is to be a witness, not a court of law. Advocacy – even for rightful causes – should be left for others. Opinions and comments always have to be differentiated from journalistic content.

6.2. Freedom of speech is the foundation of journalistic work

Freedom of speech means the right to publicly express one's opinions. It also includes the right to seek and receive information without intervention from others. Freedom of speech is the requirement for securing many other central rights. Together with the freedom of peaceful assembly and association it is one of the cornerstones of a democratic society.

Free communication is also a condition for effective democracy as the "right to acquire and spread infor-

i

THREE GENERATIONS OF HUMAN RIGHTS

1. Civil and political rights

Civil and political rights are based on securing a certain sphere of freedoms for an individual in relation to public power, and the enabling of political participation. These rights are often about the freedom to something, which is why they are often referred to as freedom rights.

2. Economic, social and cultural rights

It is characteristic to economic, social and cultural rights that the rights are not realized simply by the public powers not interfering on an individual's rights. These rights are, to sum up, about the right to something. In the case of these rights the question is about the prerequisites of a person's true well-being, the realization of which also requires resources from the society.

3. Collective, or the so-called solidarity rights

The foundation of solidarity rights is the principle formulated in the UN charter about the autonomy of people. Additionally, they go off the premise of the 28th article of the declaration of human rights, according to which everyone has the right to the kind of societal and international order, under which the rights and duties outlined in the declaration can be fully realized. There are no binding contracts on these third generation human rights. During the last decades, for example, the right to development and the right to a clean environment have been strongly featured at the world conferences.



mation through all media” is only realized if media is free and independent.

Free press is a central enabler and exhibitor of freedom of speech. Freedom of speech is a very important right for journalists, whose work is based on the opportunity to present strongly critical views for example of politicians and other decision-makers.

Journalists must, however, in their work adhere to good journalistic conduct, which is further discussed in chapter 9. This happens mainly through self-regulation. In general, self-regulation is instruction which is more strict and accurate than international laws. Things that are not condemned by the international courts can still be non-ethical.

Freedom of speech occasionally clashes with the protection of people’s privacy. The instructions relating

to these conflicts vary. To guarantee the realization of freedom of speech politicians can be criticized in harsher words by the media than private people, who have not, by choosing their profession, placed themselves in a position of public power and thus as an object of criticism.

In other words, the freedom of speech enjoyed by journalists is more extensive when the object of criticism is a politician, than when criticizing “normal” people.

Freedom of speech is not a value that upholds itself. Freedom of speech is tested and reinforced daily both in journalistic work and in the lives of the general public. The freedom to receive information and to challenge the status quo by expressing criticism towards the ruling class is a fundamental right and the foundation of a functioning democracy.



PICKS FROM THE PALESTINIAN BASIC LAW

Article 10

“Basic human rights and liberties shall be protected and respected. The Palestinian National Authority shall work without delay to become a party to regional and international declarations and covenants that protect human rights”.

Article 14

“An accused person is considered innocent until proven guilty in a court of law that guarantees the accused the right to a defense. Any person accused in a criminal case shall be represented by a lawyer”.

Article 19

“Freedom of opinion may not be prejudiced. Every person shall have the right to express his opinion and to circulate it orally, in writing or in any form of expression or art, with due consideration to the provisions of the law”.

Article 32

“Any violation of any personal freedom, of the sanctity of the private life of human beings, or of any of the rights or liberties that have been guaranteed by law or by this Basic Law shall be considered a crime. Criminal and civil cases resulting from such violations may not be subject to any statute of limitations. The National Authority shall guarantee a fair remedy to those who suffer from such damage”.

i

INTERNATIONAL LEGISLATION ON THE FREEDOM OF SPEECH

Article 19

"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

Article 20

1. "Everyone has the right to freedom of peaceful assembly and association."
2. "No one may be compelled to belong to an association."

Article 27

1. "Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits."
2. "Everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author."

Universal Declaration of Human Rights

Article 19

1. "Everyone shall have the right to hold opinions without interference."
2. "Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of his choice."
3. "The exercise of the rights provided for in paragraph 2 of this article carries with it special duties and responsibilities. It may therefore be subject to certain restrictions, but these shall only be such as are provided by law and are necessary: 1) For respect of the rights or reputations of others; 2) For the protection of national security or of public order (ordre public), or of public health or morals."

International Covenant on Civil and Political Rights

6.3. Censorship, self-censorship and the violations of freedom of speech

Even though freedom of speech and expression is based on human rights agreements, in practice freedom of speech is limited everywhere.

Censorship means a preliminary check by the officials, and prohibiting censorship is one of the core contents of freedom of speech. The purpose of censorship is to

change or stifle acts, thoughts or publications, which are seen as repulsive, harmful, politically unwanted or for example contrary to the interests of the state officials.

Censorship can be divided into preliminary censorship and post-publication, punitive censorship. Preliminary censorship is the check of vocal, literary or visual presentations, the passing of which is a condition for the public presentation and circulation of the publication. Punitive censorships sums up all the negative consequences that the journalist may face when reporting on a certain topic.





PALESTINIAN NATIONAL LEGISLATION ON FREEDOM OF EXPRESSION

The Palestinian Press and Publications Law No. 9 of 1995, Article 4
Freedom of expression includes:

1. "Informing citizens of facts, ideas, trends and information from local, Arab, Islamic and international sources;
2. Allow citizens to publish their opinions;
3. Freedom of the press also includes the search for information, news and statistics of interest to the public from different sources and their analysis, circulation, dissemination and commentary within the boundaries of the law;
4. The right of the printed press, news agency, editor and journalist to keep sources of information and news confidential unless the court decides otherwise to protect national security or stop a crime or serve justice;
5. The right of citizens, political parties, social and cultural institutions and trade unions to express their opinion, thought and achievements in areas of their activities through publications.

Reflection: What sort of thoughts does this law raise? Is it comprehensive? What do you think about the section "unless the court decides otherwise to protect national security or stop a crime or serve justice"? What could be a legitimate situation for such a ruling by the court to your opinion?

Making the work of journalists harder is one of censorship's means. The international organization Reporters without Borders published a guide for journalists in 2009. According to it, over 170 journalists globally have been imprisoned for expressing the "wrong" opinions. As an example of the state of freedom of speech in the world, the organization's report states that during the last 15 years over 800 journalists have lost their lives while doing their work.

Reporters without borders publishes yearly also the World Press Freedom Index. The index is a list of 180 countries in which the national freedom of press has been researched and analyzed through a questionnaire and local correspondents.

The index is a points-based system, where every country receives a comparison score between 0 and 100. The score is calculated by separately assessing the multivocality and diversity of values within the media, independence of the media, self-censorship, legislation, openness,

transparency and the media infrastructure. Additionally, the score takes into account the violence that journalists have been subjected to, which is counted as the numbers of deaths, imprisonments, detainments and the number of journalists that have had to leave for exile.

For example, in 2016 the index places Palestine at 132nd and Israel at the 101st position. Even though in many cases it is not a question of direct censorship, self-censorship is a common phenomenon in these regions, and the self-regulation instruction of journalist is lacking. The top positions were occupied by the Nordic countries Finland, Norway and Denmark. In general, press freedom was worse globally than the previous year, for the second year in a row.

Even though as a continent Europe is still in the lead, the rights of journalists are far from ideal also in Europe. Reports have paid attention to, for example, the insufficient protection that the law provides in France for the sources of journalists.



In the leading country, Finland, the index paid attention to the centralization of media ownership, which is an internationally common trend of development. Television corporations, radio stations, papers etc. have grouped into large media conglomerates, where many different media function under the same roof.

Limiting the press does not only affect professional journalists, but also the public, who cannot receive critical and independent knowledge through newspapers, radio or television. The internet, which enjoys the constantly growing interest of journalists and regular users is increasingly the object of espionage and surveillance.

All in all, the press freedom index has during the recent years been affected most markedly by the conflicts and wars in Syria and Ukraine and their neighboring countries. Limiting freedom of speech is also often a tool of political power. During the recent years there has been a global trend which shows that the needs of national security are interpreted too extensively. This has been seen as something that limits the citizens' right to receive information. The phenomenon makes the work of journalists difficult, especially those journalists, who aim to reveal malpractice or violations of constitutional rights by officials.

One of the countries whose position has most significantly dropped is the United States, whose standing has fallen from 20th place to 49th in five years. The fall is largely caused by the efforts made by the US government to track people who have leaked politically sensitive information. In self-censorship journalists limit their actions themselves. An example of self-censorship would be the reservation to express thoughts which can be considered

touchy by the government, or of which the journalists could get into trouble. A wider definition of self-censorship is limiting one's own actions or statements to avoid offending or irritating others without the fear of violence or government intervention.

For example, Palestinian journalists are under stress from three directions. They are influenced by the Israeli occupation forces, the Palestinian government and Hamas. The media landscape is greatly politicized both in Israel and in Palestine and the group or political party identification of journalists is a very common problem. According to the report, one of the greatest challenges to journalists working in Palestine both in Gaza and in the West Bank is self-censorship. Even though the threat of violence is not severe, social pressure, taboos and low wages make the work of journalists harder. Issues like politics, religion, domestic violence or neglecting children are seldom reported in an investigative manner, even if the talk on the street is free. This is how self-censorship is a question that relates to culture and the society's customs.

6.4. Discrimination, equality and the work of journalists

Discrimination means the unequal treatment or unequal positioning of people without an acceptable reason.

The creation of a hostile, derogatory or humiliating atmosphere, or the order or advice to discriminate are forms of discrimination as well. The ban on discrimination includes the ban on countermeasures: no harmful consequences should be caused by acting to secure one's rights or by complaining about rights violations.



ARE THERE LIMITS FOR FREEDOM OF EXPRESSION?

Article 19. of the Universal declaration of human rights states the following: "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

Reflection: Can you come up with situations where freedom of opinion or expression should be limited? Do you, for example, find it problematic if extremist groups are allowed to run web pages or satellite stations or licensed newspapers to publish their opinion and express themselves and their rights?

i

EXAMPLES OF CENSORSHIP AND SELF-CENSORSHIP OF JOURNALISTS IN PALESTINE

1. **Israeli (military) censorship**
Palestinian journalists have no free access to Israel, nor will they be granted a press card. Their work is prevented for example by confiscating their material, or by destroying the editorial equipment. Journalists can be arrested without specifying a reason.
2. a) **Palestinian Authority censorship** in West Bank (censorship by the self-government body) which prevents journalists from accessing information sources, arrests and threatens them.
b) **Hamas censorship** in Gaza is a degree more extreme. The life of the journalist can be in danger, if the articles are contrary to Hamas' take.
3. **Editorial censorship**
The managing editor or the editor-in-chief intervenes on an article for non-journalistic reasons. This can result in shelving of the article or demands for re-editing the article. This often has to do with financial pressures from advertisers or threats from officials to close down the functions of the media office.
4. **Financial censorship**
Advertisements are pulled back due to a too critical tone of writing or advertisers campaign against the sales of newsstand copies.
5. **Self-censorship**
This type of censorship is connected to losing face, where journalists are bound as guarantors of an own state for the Palestinians. For this reason it is not suitable for journalists to publish articles on corruption, (for the absence of a law that gives access to information or the fear of losing foreign financial aid) or the lack of governmental democracy (peace process and the dream of an independent state is endangered).
6. **Social censorship and self-censorship**
This type of censorship can include family, kin and local issues that are kept silent about in addition to religious taboos. Such things can include sexual minorities, teenage pregnancies, instances of rape and abuse. As a consequence of handling such issues, local journalists might receive death threats or they might be shut out from their kin or the local community.

Source: Tapio Kujala: *Media War in the Middle East – The Cross-Pressures of Journalism in the Israeli – Palestinian Conflict.*



INTERNATIONAL LEGISLATION ON DISCRIMINATION

Article 2

"Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status."

Universal Declaration of Human Rights

Article 4

"In time of public emergency which threatens the life of the nation and the existence of which is officially proclaimed, the States Parties to the present Covenant may take measures derogating from their obligations under the present Covenant to the extent strictly required by the exigencies of the situation, provided that such measures are not inconsistent with their other obligations under international law and do not involve discrimination solely on the ground of race, colour, sex, language, religion or social origin."

International Covenant on Civil and Political Rights

"The human dignity of every individual must be respected. The ethnic origin, nationality, sex, sexual orientation, convictions or other similar personal characteristics may not be presented in an inappropriate or disparaging manner."

Guidelines for journalists 26, the Council for Mass Media in Finland



"THE OTHER FACTOR"

Agreements ban direct discrimination on the following grounds:

Gender, language, religion, race, skin color, political or other opinion, ethnic, national or social background, minority membership, property, wealth, decent, medical condition, disability, sexual orientation, political or professional activity. Additionally, there is always a mention of "Other position, factor".

Reflection: What could be such other position or factor?





TIPS FOR AVOIDING DISCRIMINATORY LANGUAGE WHEN WRITING ABOUT WOMEN

The neutralization of the rhetoric language to become more balanced and less discriminatory against women requires the following:

- Avoid aesthetic and sympathetic descriptions of women. Instead, women must be presented as an independent citizen not as affiliation to a family or a marital status. Focus should be on the role and responsibilities of a woman as related to the topic of the news story.
- In interviews avoid asking women the frequently repeated question how she keeps a balance between her domestic tasks while occupying a public position. It is a way in which journalists remind women that they need to meet the expectations of their society as wives and mothers and family caretakers. Standards differ for men as they are not asked about parenting or family responsibilities.
- Avoid portrayal of authority/power with male personal characteristics as the constant reference to masculine features of authority will limit the prospects of women employment at this level. This implies that a woman should reflect behaviors that are associated with masculine traits to be a decision maker as if this is the only way to participate in or exercise authority.
- Focus on the substance instead of appearance. The media reports on women in politics tend to focus on details like her dress, diet, wardrobe and other aspects relevant to her appearance. This is a scornful approach that underestimates the value and the credibility of women in public jobs.
- Contest of the prevalent media rhetoric. Most of the stereotype images and traditional practices are casual and not intended. However, this is deeply rooted in the cultural and popular heritage of traditions and customs. Nevertheless these practices should be contested.
- Avoid the use of descriptions that are compatible with the traditional stereotype image of women such as saying: a mother of six children unless it is in context, or the wife of someone, or any descriptions that belittle or underestimate women, even indirectly such as saying a male nurse and female doctor. This implies a sort of astonishment for this role as if you are saying it is strange for a man to be a nurse and a woman to be a doctor.





DISCRIMINATION OF WOMEN IN MEDIA

Reflection: Try the following game: count the occurrence of times the names of women officials appear on the first page of local newspapers and compare these to the number of men's names, or calculate how many times do journalists pay attention to the opinion of women when they prepare their reports.

What sort of findings did you get: who is given the floor most often in the media?

Wholly separate human rights agreements have been created at the UN to counter common forms of discrimination. These include the International Convention on the Elimination of All Forms of Racial Discrimination (CERD, 1965), the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW, 1979), Convention on the Rights of the Child (CRC, 1989), and the Convention on the Rights of Persons with Disabilities (2008).

Discrimination and gender equality are questions which affect the whole journalistic work process. The distribution of work, picking topics, perspectives, illustrations and interviewees are all parts of a journalist's work in which equality issues come up.

Journalists often boast how it is they who give a voice to those who would not otherwise be heard. Multivocality is indeed an important goal in the field of media, but in practice it is realized poorly.

Media have a great responsibility in the realization of equality. This is why equality has to be kept in mind when topics and interviewees are being picked and the distribution of work within the editorial office is considered. People consume media regardless of their gender, religion and ethnic group identity, so all groups also have to have the access to produce journalistic content for the media – regardless of the topic.

6.5. Human rights dilemmas

To enjoy human rights, one also has the duty to respect the human rights of others. When two human rights contradict each other, it is a question of a human rights dilemma. Human rights dilemmas and their resolutions is a part of the work of human rights courts.

Even though freedom of speech is the backbone of a democratic society, it can be restricted for certain, weighty reasons. There are references to these obligations and situations for example in the 29th article of the Universal Declaration of Human Rights and in the 19th article, 3rd section of the International Covenant on Civil and Political Rights.

The most common reasons that make governments restrict freedom of speech have to do with defamations, obscenities, pornography, inciting hatred, copyright violation, protection of privacy and the maintaining of general security and order.

Examples of basic and human rights, that can conflict and cause dilemmas:

- Freedom of speech versus the protection of privacy and family life, and the protection against defamation;
- Freedom of speech versus hate speech;
- The right to private property versus the right to a



- clean environment;
- The right to private property versus the right to an adequate standard of living;
- The right for freedom of movement and the right to enjoy asylum versus the sovereignty of nations;
- The right to life versus death sentence (permitted, but regulated).

Media often defend the freedom of speech and the freedom of assembly actively, thus advancing human rights. When emphasized in the media, these rights become better known and more widely discussed. However, journalism should avoid painting a picture of a world that can be interpreted so that individuals and states only have rights and freedoms but barely any duties. The rights do entail responsibility.

For example, the rights of refugees are often discussed falsely in the media: the media may refer to “asylum seekers that have arrived in the country in an unlawful manner” or even “illegal refugees”. This is an oxymoron as the right to seek asylum is set out in the international law and thus should not be treated as illegal, regardless the manner the person flees from the country of origin.

Also, unemployed people may be made to feel guilty and accessibility considered a privilege.

The tasks of media include the interpretation of things for the audience. Media thus has the duty to explain complicated issues, such as human rights dilemmas. Human rights issues should be reported by taking into account different rights and perspectives.

i

DETERMINANTS OF ABUSING REPUTATION IN THE BRITISH LAW

In British law, a statement may be considered disgraceful against a person’s reputation if it leads to any of the following:

- Expose the person to hatred, ridicule or contempt.
- Result in desertion or in being neglected.
- Demean and humiliate him/her in the community.
- Cause the person harm in his/her work or profession or business.

Journalists may not defend dishonoring a reputation on the pretext that their station or newspaper was only repeating a statement that has been previously published somewhere else. Likewise, it’s is not an acceptable defense for publication to argue that you are only quoting another person even if enclosed the quote in quotation marks.

Reflection: Is it right to obtain information from public personalities by illegal means such as spying, eavesdropping and impersonation?



INTERNATIONAL LEGISLATION ON HUMAN RIGHTS

Article 12

No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honor and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Article 29

1. Everyone has duties to the community in which alone the free and full development of his personality is possible.
2. In the exercise of his rights and freedoms, everyone shall be subject only to such limitations as are determined by law solely for the purpose of securing due recognition and respect for the rights and freedoms of others and of meeting the just requirements of morality, public order and the general welfare in a democratic society.
3. These rights and freedoms may in no case be exercised contrary to the purposes and principles of the United Nations.

Universal Declaration of Human Rights

Article 19

3. The exercise of the rights provided for in paragraph 2 of this article carries with it special duties and responsibilities. It may therefore be subject to certain restrictions, but these shall only be such as are provided by law and are necessary:

1. For respect of the rights or reputations of others;
2. For the protection of national security or of public order (ordre public), or of public health or morals.

Article 20

1. Any propaganda for war shall be prohibited by law.
2. Any advocacy of national, racial or religious hatred that constitutes incitement to discrimination, hostility or violence shall be prohibited by law.

International Covenant on Civil and Political Rights



7

The power of journalism

The journalist's occupation is a societal occupation: it is a part of the construction of society. A journalist works with and within power relations that are a part of all societies.

The work involves the use of many kinds of societal power, some of which may be difficult to perceive.

It is easy to notice that an incisively aggravating columnist aims to convince the audience of their cause. Even though a column is an example of a journalistic piece of work in which opinions are welcome and easy to spot, all forms of journalism are susceptible to bias. Neither news articles nor statistical information whose form seems at first neutral and independent are free from opinions.

As journalism involves use of power, journalism also involves responsibilities. It is very important for both the audience and journalists themselves to keep in mind that no article or news piece is produced in a vacuum.

News production is not intention and bias free. A person, or an editorial office consisting of people, has made choices. Should the editorial office be honest and adhere to the ethical code of the profession, the article can be good and impartial. However, not even good intentions guarantee an end result free of unintentional mistakes.

The first step to critical reading of journalism is to understand that if an article has been published, it does not make it true.

7.1. The choice of topics affect our way of thinking

"It [the press] may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about."
Bernard Cohen, 1963

Agenda setting theory is a theory of influence which, in its simple form, states that media sustains themes or agendas that bind the audience's interest. It is rare that the media - if and when it covers the news neutrally and objectively - can directly alter the opinion of people,



QUESTIONS TO HELP WITH CRITICAL READING OF JOURNALISM

- Who has made the article/news story?
- How has the article been made?
- Who is the article targeted at?
- Why has it been compiled? Why is it compiled as it is?
- What is its angle?
- Who does it represent?
- How does it appeal to the receiver?
- What kind of reactions does the article encourage the reader to make?

even though it continuously influences what people are thinking about. The media uses societal power by bringing items to the agenda.

One important concept related to this is coverage. Coverage means the public space granted to a party by the media. An example of coverage would be the interview of an influence-maker, writing a review on a restaurant or an art piece, or writing an article about the cause driven by a certain political party. Coverage can be either negative or positive in tone, but it still counts by making the audiences aware of something or someone. As a saying goes, sometimes any publicity is better than no publicity at all. That is why it can be said that media uses societal power by offering coverage to different people or topics.

Even though media in principle strive for impartiality, editorial offices also have their own agendas that influence what is highlighted in the mass media.

First of all, behind every media is a person, who has her/his own personal stance to societal issues. Secondly, editorial office managers can have their own interests, or interests related to their position. Often the policy of the media is influenced by the political or financial goals of its owners. A media that sells advertising space often thinks twice before criticizing the actions of its customer companies, or any parties closely related to them. This is problematic from the perspective of the realization of the principles of freedom of speech and impartiality (read more chapter 2 and 10).

The press has an important role as a part of democracy. That is why it is problematic if media continuously fails to highlight certain themes.

Newsworthiness relates to different factors that influence whether a topic makes it to the news or not. Space in a print paper is always limited, but also writing online news uses up the work hours of reporters. Factors that influence newsworthiness are the general news situation, media publicity, varying needs of different media, target group thinking and follow-ups on a topic.

The more important a piece of news is the more dramatic an impact it will have on the lives of a group of people. Additionally, newsworthiness is always linked to a certain time and a certain place. For example, the private lives of public figures are only newsworthy

when they are in contradiction to the public image created by them, or the values that they promote. For example, the public has the right to receive knowledge from suspected malpractice committed by the decision-makers.

News criteria refers to the principles, through which the newsworthiness of phenomena is assessed in editorial offices.

News criteria include, among others

- significance
- expected level of interest
- surprise factor
- forcefulness
- timeliness
- geographical proximity
- negativity
- famous or influential person
- potential for personification
- unambiguity, ease of definition

Megaphone effect is a term used mainly by media academics and often discussed in relation to news cri-

teria and newsworthiness. It refers to a situation where a certain news topic is becoming newsworthy just because it has been discussed in other media. When a piece of news has become a heated topic of discussion, other media want their share of the readers' expressed interest, and they start to echo and multiply the same news item.

Nowadays the megaphone effect arises often because of social media circu-

lation of a topic.

“
**Sometimes
any publicity
is better than
no publicity
at all.**”

7.2. Article format crams the world into pre-shaped molds

A news article is the most common and standardized of all journalistic story concepts. It includes the smallest amount of the writer's own opinions or comments, or that is how it ideally should be. A news article also, however, is always written by someone.

Many questions of power and responsibility are related to news production. It aims at intensifying and simplifying knowledge, whose background only seldom can easily be explained. Presenting the world as news creates simplified, negative and conflict-centered knowledge, especially about geographically remote locations. For example, the news coverage of international news

i

WOMEN IN PALESTINE MEDIA

Women comprise about half the population of the world. However, their presence in the news at the worldwide level is only around 24 %.

For example, the presence of women in economic reports was only 2 %, while the percentage of women's presence in the news was 14 % in 1995 and amounted to 16 % in 2010. Women's presence in stories related to politics and the government recorded a percentage of 10 %.

In the West Bank and the Gaza Strip, women constitute 49,2 % of the total population, while their participation as speakers in news broadcasts by Palestine TV during the period 14–27 May 2010 was 15,5 % only.

In addition to these quantitative indicators, there are other aspects relevant to the content and nature of coverage and the resulting social impact. However, measuring this impact needs a critical and examining look into the type of editorial processing of media content. In this respect, the following features can be monitored: the stereotype image of women that confines her role to child-bearing and taking care of children still persists; the exploitation of the image of women as a victim in order to gain political sympathy; the use of women's body to promote consumer commodities; dealing women with belittlement; handling women's rights as if it is a grant or dealing with women's successes in astonishment, doubt and disapproval.

Reflection: Why do you think there are so few women working as in journalism in Palestine? Why should there be more women in the profession? Does it matter really? Do you think that there is a difference between the work of female and male journalists?

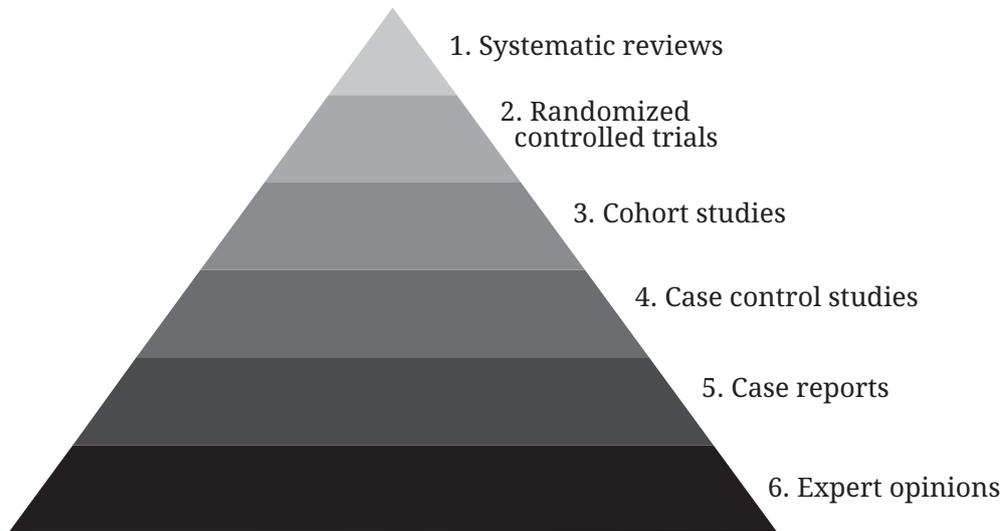
agencies on Africa becomes the topic of discussion every now and then because of the one-dimensional picture, of famine, poverty and war etc., that it paints of the continent. The picture is increasingly incorrect as seven of the world's ten fastest growing economies are from Sub-Saharan Africa.

The second form of power is the storification of journalism. It refers to a wide phenomenon of portraying things and events as stories in journalism. The purpose of journalism is also to entertain and to commit the audiences as readers to the journal. That's why journalists try to portray things and phenomena in such a form that the readers and viewers become hooked.

When information is made into a story, journalism creates causalities and makes people good or bad, heroes or villains. Additionally, for example women's magazines have a tendency to portrait the lives of people they interview in an unreasonably interesting and favorable fashion. Everyone knows the story format: "she overcome her difficulties with her political career", "he lived through a hard divorce".

All in all, when journalistic stories are produced and consumed, it is good to keep in mind that reality is rarely a black-and-white heroic tale which advances smoothly and with a purpose.

Statistics and Gallup polls can at the first glance seem like a reliable and objective way to convey information. The



In medical research the hierarchy of proof goes as illustrated. In the top of the pyramid is the most reliable form of data (systematic reviews), while on the bottom is the most unreliable information (expert opinions). When a journalist is evaluating the quality of information, a big number of expert reviews corresponds to one systematic review. In other words, to reach a reliable case the journalist doing a research on a case either needs a big amount of expert opinions or just one systematic review.

worn saying “lies, damn lies and statistics”, encapsulates something essential about statistics and averages. When a newspaper conducts a questionnaire that receives answers from the readers, and the results are published sensationally as “the will of the people”, journalistic power is at work.

Already the phrasing of the question carries great importance. For example, when asked whether the respondents support the idea of higher taxes, the answer is usually ‘no’. However, when they are asked whether the level of health care and other services should be maintained even with taxpayers’ money, the answer is more often ‘yes’.

Additionally, the result is influenced by who is being asked. For example newspapers have different readerships that are often politically profiled. The result of questionnaires that measure the political outlook of readers must thus never be used to make conclusions about the whole public.

Even if the questionnaire would be extensive, reliability is undermined by the fact that not all people will fill out the questionnaire. It is not accurately known, why some people respond more actively than others. Generally men reply more rarely than women, and young people more seldom than old people.

The varying types of conclusion that can be drawn from statistics can be considered the third form of power use.

For example, averages do not show how widely the results were dispersed, or the extremities. If half of the population earns \$10,000 per month and half \$100 per month, the average earnings are \$5,050 per month. As the average rarely paints a truthful picture, journalists are encouraged to also look at the median value of statistical information. The median is a value that represents the number that is in the middle when the results are put in order.

Gallup polls can be conducted also in a discriminatory manner and so that they create a false feeling that some things can be influenced, even though this is not true. For example the Finnish afternoon paper *Ilta-Sanomat* had a Gallup poll done in July 2015, which inquired whether having a demonstration should require permission. Demonstrating is part of the right to peaceful assembly and it is secured by human rights agreements and the Finnish constitution. To ask such a question in a public Gallup is misleading, as the question is basically asking whether the fundamental rights of the citizens should be limited. Posing such a question gives the impression, that constitutions can be changed quickly and without lengthy democratic processes.

Gallup polls and statistics also legitimize themselves. When it makes the news that the majority of the population is against immigration, for example, saying such opinions out loud becomes more acceptable.

The journalist often has to handle topics in her/his field of work which s/he is not familiar with beforehand. In situations like this s/he often has to trust experts in the field, such as the scientific community or officials.

In media, the impartiality of articles is often strived for by bringing two people or groups that represent the opposing views into a juxtaposition. This is justified for example when presenting the arguments in topical political debate.

However, when facts and scientific information is being handled, the form may mislead the reader. All sources are not equal, and not all research is of the same high standard. Even though there might exist contrary research results on a certain statement, the scientific community may be unified to support one of the positions. It might be possible, for example, that out of 100 studies only one or two have produced the opposite result: a result like this should belong in the error margin, not as the second party in an impartial debate. Impartiality like this is structural, but not in fact truthful.

Misleading juxtapositions have been seen for example in the case of news reporting that handles climate change. The international scientific community has been for years practically unanimous about the fact that climate change is real and it is primarily caused by humans. Still, climate sceptics are heard and provided coverage in the name of impartiality.

It is good for a journalist to know basic information about how to find and recognize proven facts (see the picture with triangle).

7.3. Discrimination, stereotyping and picking experts

How are experts commonly picked and why? Who gets to speak and who is spoken about?

The theory that belongs to the field of cognitive psychology states that all people make sense of the world through stereotypes. If this would not happen, the human brain would be filled with a disarray of knowledge fragments. Without a capability to organize things automatically in stereotypes it would be hard to put together connections and orders of importance.

One part of reporters' and the media's use of everyday power is that they compile an agenda and pick the words and angles from which the world is discussed. Journalism does not work in a vacuum; it is for its part the product of its cultural and social environment. It easily keeps repeating the same stereotypes, which dominate in the surrounding society. Also the prejudices and stereotypes that individual journalists hold influence the content of journalism.

Additionally, as in the case of other people, also in the case of reporters attention and learning are biased. Research has been able to show that a person notices and learns easiest of things that reinforce their preconceptions about the world. This is called the confirmation bias. Reporters, while doing their work, become convinced more easily about knowledge that supports their own values and worldviews than knowledge that questions them.

For example, when picking experts, power relations established by journalism do exist. During the recent years, especially feminists have questioned these power relations.

According to the international non-profit organization World Association for Christian Communication's (WACC) 2010 Global Media Monitoring Project (GMMP) 76 percent of news actors were male and only 24 percent female. When investigating topics, which featured a female interviewee or other actor, GMMP noticed, that compared to the portrayal of men, women were more commonly portrayed as victims or based on their position in the family. Certain groups of women, such as poor older women or those belonging to ethnic minorities were even less visible than others. Female reporters were also more commonly made to report mellow topics, such as family, lifestyle, fashion or art. When it came to the reporting of leadership positions, women were an exception.

Most important political and financial positions are still held by men, so a journalist who wishes to enhance equality, meets difficulties in trying to find a woman to give an expert opinion. Additionally, in a hurry people generally pick the expert that is already known to the media. This is influenced positively by people's subconscious and culturally defined values.

“
**All sources
are not equal,
and not all
research is of
the same high
standard.**”

Characteristics that portray expertise are a low voice, quick-wittedness and confidence – all characteristics that have been traditionally considered male. If experts are picked on these grounds without critical reflection, it reinforces the male-dominated patriarchal societal order. That is, those people get to speak who already have the most influence. As a result of this, white men, politicians and economists fill the pages of newspapers.

This is how media, which faithfully reflects reality, on its part maintains the gender divide. Prejudices, stereotypes and unbalanced reporting establish the power relations between groups and generate fruitful soil for the growth of discriminatory attitudes and practices.

Media molds our views not only about gender roles, but also about people from other cultures. Presenting content which is openly racist is not permitted. The media

has been criticized, however, of portraying the role of immigrants and different minorities in an otherwise negative light.

For example, immigrants are often discussed in the media in a problem-centered way and through the mouths of officials. In conflict cases the origin or the ethnic background of the perpetrator only makes the news if they are not a part of the majority population. This, at its worst, creates an illusion that there would be more perpetrators from certain groups. Disturbances which immigrants are a party to are often dismissed as situations of racial conflict, and not for example as civil advocacy or general malaise.

Minorities may also be portrayed in the media as an exotic curiosity. The sole representatives of a certain minority can also be made to talk for their whole group. Thus the



CONGRATULATIONS ON AN ALL-MALE PANEL!

Did you ever look around at a meeting or a lecture room and wondered where all the women were?

Finnish researcher of nuclear weapons policy and Doctor of Social Sciences Saara Särmä comments on the theme in her humoristic Tumblr blog, which has received a lot of international attention.

The blog, started by Särmä in 2015, brings together pictures of male panels, "manels". Manels are expert panels, all the participants of which are male, whether the topic is politics, technology or women's rights. The website is titled sarcastically: Congrats, you have an all male panel! Congratulations indeed, again there are no women participating. The photographs feature a superimposed picture of David Hasselhoff giving a thumbs up. Särmä also publishes pictures of all-white panels.

The popularity of Särmä's blog is based on the fact that it is able to handle a serious issue through humor. Discussions in the public eye are still mainly held by men.

But can a blog have an effect also on the phenomenon underlying the humor, and how?

Read more: allmalepanels.tumblr.com

worldview and opinion of a private person becomes the standard associated with a group.

All in all, minorities are most often the objects of news articles, not active and equal actors such as decision-makers, journalists or experts in their own field. The best way to prevent discrimination in the media would be to have minority representatives as producers of media.

One form of distortion is normativity, the presumption about a norm or the natural state of things or people. Normativity is action or thought according to norms, rules and regulations. Norms are presuppositions about what people are like and what they should be like. They are also rules that are not said out loud.

The stronger a norm is, the more difficult it is to perceive. In general, norms become visible when someone breaks them. Norms regulate perceptions of religion, skin color, language, livelihood, nationality or sociality.

Social norms and stereotypes are created in speech and actions. When producing and circulating information, journalism also spreads a worldview. Journalism does not merely reflect reality, it creates reality.

The only way for a journalist to prevent the influence of stereotypes and partiality on the quality of their journalism is to become conscious of their own presuppositions and to always observe their own knowledge and outputs with a critical eye.



8

The ethics & self-regulation of journalism

Ethics can be shortly defined as the reasoning behind human action and morals. When moral refers to the practical value choices a human makes, ethics refers to the principles behind them. The ethics of journalism have many aspects:

law, instructions, professional norms, good manners and politeness guidelines.

The work of a journalist is controlled in the end by national and international laws. Usually in free democracies the ethical code of journalism is stronger than the local law: everything that is legal is not necessarily good practice. International law, international agreements and the domestic law are thus not the only systems that regulate the work of a journalist.

The ethical code of journalism, as put forward in this guide, is supported by the ethical guidelines of Western journalism. The ethics of journalism are, however, based on universal values and ethical principles. Such universal values include respecting humanity, truthfulness, freedom from violence and solidarity between people.

8.1. Ethics of journalism

According to the basic division there are two kinds of ethics: duty-based ethics and consequentialist ethics. In the case of journalism duty-based ethics stresses the importance of truth, while consequential ethics focuses on societal good. If a journalist thinks that it is most important that a story is true and that the facts are right, s/he follows duty-based ethics. On the other hand, a journalist may think the effects of a cause are the most

important aspect and in result follow consequentialist ethics. Does the article offend someone? What kind of effects does the publication of the article have? Can the publication of a certain do more harm than good even if the facts used were correct?

The ethical code of journalism is much the same as the ethical code of science. As with science, also in journalism it is important to be objective, critical, autonomous and progressive. Objectivity and criticality describe the relationship with knowledge. Autonomy should be achieved at least towards funders and owners and the state. The ethical code of progressivity refers to the principle that science and journalism should create new information.

“
Objectivity and criticality describe the relationship with knowledge.”

If the foundations of journalism ethics are tracked far enough, one finds that various international agreements and declarations, such as UN Universal Declaration of Human Rights and regulations of international law. The UNESCO declaration regarding mass

media (1978) and the Paris Declaration (1983), which were backed by numerous journalist associations, define the ethical guidelines more accurately in questions related to media and journalism. They are based on the basic principles of international law, democracy and independence.

It is easiest to handle ethics through duties and freedoms. The most important freedom that journalists use is freedom of speech, which is also defined in legislation. Additionally, the journalist is responsible to the following parties:

- The society, the general public;
- The customers, the supporters and the subscribers;
- The employer, the corporation;
- Colleagues, the professional community;
- The self, conscience.





WHAT DO YOU NEED SELF-REGULATION FOR, WHEN THERE ARE LAWS?

Organization for Security and Co-operation in Europe (OSCE) has listed arguments for self-regulation:

- Self-regulation benefits journalists. It adds to readers' trust towards the media, as media is supervising its own mistakes. Readers have the opportunity to critically assess whether the media fulfils the guidelines laid down by the ethical codes. This is particularly welcome in new democracies, most of which are also new to an independent press. At the same time it protects the right of journalists to be independent and to be judged for professional mistakes not by those in power but by their colleagues.
- Self-regulation benefits readers. They can complain about articles for free – a legal process would be costly. The resolution of disputes is quicker than in court, and the mistakes are acknowledged publicly by the press.
- Self-regulation adds to the independence of media, as the offenses journalists commit are punished by their colleagues, not state officials. When it comes to correcting factual errors or violations of personal rights by the press, satisfaction over the judgments of self-regulatory bodies lessens pressure on the judiciary system to sanction journalists.
- Self-regulation lessens the power of the state over media: when media has the responsibility to adhere to good journalistic practice for the sake of itself, the state does not need to interfere in the media's activities so energetically. Self-regulation thus secures the independence and quality of journalism. Self-regulation is not a question of self-censorship, but on the contrary of the endeavor to secure conditions that are beneficial to the realization of freedom of speech.
- Self-regulation benefits democracy. Democracy is about a shared culture of disputing in a rational and fair manner. Governments, even if freely elected, are participants in the political contest and therefore are not best-suited to enforce rationality and fairness. Media self-regulation is an effort to impose democracy's political culture, independent of political forces. It also advances the transition from a government-owned, state-controlled press to one owned and controlled by civil society.

Source: www.osce.org/fom/31497?download=true

The compilation of thirty sets of journalist ethics publications made by Tiina Laitila in 1991, shows that journalists think they are primarily responsible to their audience and the sources and objects of their information. Their employer and the state are much more seldom mentioned in the ethical rulebooks.

8.2. The self-regulation system of journalism

In their everyday work, the journalists are mostly guided by self-regulation. Self-regulation refers to the ethical instructions of the professional journalistic community. The self-regulation system with its guidelines is independent from the state and legislation, aiming to secure the truthfulness and accuracy of journalism as well as the rights of reporters and interviewees, to name a few examples.

The self-regulation system of media is an attempt by the editorial office professionals to create, adhere to and oversee voluntary editing instructions and to open the learning process that relates to them to the public. The system makes the press independent: media carries its responsibility of the quality of public discussion but still maintain perfect editorial independence.

The principles of self-regulation have been written down in the ethical codes of journalism. An ethical code is often a set of guidelines more accurate than the law. It defines the reader's, the journalist's, and the interviewee's rights. It also defines the basic principles guiding journalistic work, such as truthfulness and objectivity. Ethical codes are also nation-specific because of differences in cultures and legislations. For example, in Finland practically all media have agreed to adhere to the Finnish Journalist Union's Instructions for a Journalist. Also the Palestinian Journalists Syndicate (PJS) has published their ethical instructions on their website.

An individual media corporation can also have their own ethical guidelines. Well known examples include guides from BBC and Associated Press (AP). Additionally different mediums can have their own codes: for example, separate ones for the press, television and online media. Basic principles remain the same, however, despite the country and the medium.

Some other professional communities also have their own ethical instructions. The ethical code of journalists can be compared to the physician's Hippocratic Oath: new physicians are required to swear to uphold specific ethical standards.



SELF-REGULATION IS DIFFERENT FROM SELF-CENSORSHIP

According to the European Court for Human Rights (ECHR), human rights include the "freedom to shock, disturb and offend".

Self-regulation does not include guidelines on political content or content in general. Self-regulation is not censorship, not even self-censorship. It is about establishing minimum principles on ethics, accuracy, personal rights and so on, while fully preserving editorial freedom on what to report and what opinions to express. They do not address what to report and what opinions to publish.

Self-regulation helps the media respond to legitimate complaints, and correct mistakes in a trial-and-error way.

Self-regulation is a pledge by quality-conscious media professionals to maintain a dialogue with the public. A complaint mechanism is set up to deal with justified concerns in a rational and autonomous way.

Source: www.osce.org/fom/31497?download=true

It is essential that journalists have themselves created an ethical code, and it is not dictated by the owner of the media or the state. If the government intervenes in the writing of the guidelines, the whole idea of self-regulation falls apart. It is also important, that the code is updated when needed. For example, the quick development of online journalism has made necessary the modification of codes to meet today's standards.

It is worth remembering that the existence of professional ethics does not by itself guarantee high quality and independent journalism. The professional community can also misuse the ethical instructions and reinforce their own position with it. Even questionable practices can be easily justified by the ethical code. This is why professional ethics should also remain the object of critical observation made by independent parties such as a public council for mass media.

8.3. Examples of journalistic guidelines

Due to cultural and legislative differences, it is not an easy task to create global instructions for journalists. Ethical guidelines vary from country to country. Media creates stories across the world and consumers of media seek out information not only from national but also from international media. In spite of the movement of audiences, all publications are guided by their own, often national guidelines.

There are also global guidelines, such as the aforementioned Paris declaration. Also the international journalist association, International Federation of Journalists (IFJ), has a 9-item ethical rulebook. It is, however, quite broad as the rules are a compromise between journalist associations from around the world.

Main values include truth, independence and minimizing harm. For example, one of the guidelines says: "Respect for truth and for the right of the public to truth is the first duty of the journalist". Guideline number four states "the journalist shall use only fair methods to obtain news, photographs and documents".

The instructions immediately bring forward questions: How to define truth? What about the methods to obtain information, which ones are fair and which unfair?

To give more accurate guidelines one has to focus on the instructions of a certain country. This is why this chapter offers the selection of those basic principles that are the most common in European countries. More accurate examples of instructions that are used in this guidebook are mainly from the Finnish journalist's guidelines. There are also examples from international, national and in-house guidelines. In the end, surprisingly, despite cultural and political differences, the rules from different countries have a lot in common.

In this guide the themes of a journalist have been grouped in the following manner:

1. Acquiring information, publishing and correcting information
2. The professional position of a journalist
3. The rights of an interviewer and an interviewee
4. Private and public

8.3.1. Acquiring information, publishing and correcting information

One of the most common ethical guidelines of a journalist is truthfulness. The first guideline by IFJ states: "Respect for truth and for the right of the public to truth is the first duty of the journalist".

“
**Main values
 include truth,
 independence
 and minimizing
 harm.**

It is the journalist's duty to sift out truth from behind assumptions and rumors. A journalist must not leave unpublished or otherwise keep secret information that is crucial to the news, even if they would water down a juicy article, or take the edge away from a story. In many cases, a news topic that at a glance seems meaningful,

interesting and surprising flattens out to be boring and ordinary, or even turns out to be downright wrong when it is dwelled upon in more depth. This feels frustrating, but it is an essential part of journalistic work. Despite the temptation, the journalist must not make news out of information that has proven to be false, even if they would serve a good cause and even if the reporter would know that s/he would not get caught.

A second important value is honesty, which is most often realized through using only direct methods in gathering and presenting information. It is recommended that a journalist announces their occupation while conducting their work, and remain otherwise open in their work as well.





GUIDELINES FOR SEEKING AND PUBLISHING INFORMATION

"No story is fair if it omits facts of major importance or significance. Fairness includes completeness.

No story is fair if it includes essentially irrelevant information at the expense of significant facts. Fairness includes relevance.

No story is fair if it consciously or unconsciously misleads or even deceives the reader. Fairness includes honesty – leveling with the reader.

No story is fair if reporters hide their biases or emotions behind such subtly pejorative words as "refused," "despite," "quietly," "admit" and "massive." Fairness requires straightforwardness ahead of flashiness."

The Washington Post Standards and Ethics

"The journalist must aim to provide truthful information. Information should be obtained openly. The journalist is encouraged to make known his/her profession during the course of an assignment. If matters that are in the public interest cannot be otherwise investigated, the journalist may carry out interviews and obtain information by means that depart from standard practice.

Information sources must be approached critically. This is particularly important in controversial issues, since the source of the information may be intended for personal gain or to damage others.

A news item may be published on the basis of limited information. Reports on subjects and events should be supplemented once new information becomes available. News events should be pursued to the end.

The public must be able to distinguish facts from opinions and fictitious material. Similarly, photographic and sound material must not be used in a misleading manner.

Essentially incorrect information must be corrected without delay and so as to reach, to the highest extent possible, the attention of those who have had access to the incorrect information. The correction must be published on the editorial website of the media in question, as well as in the publication or broadcast in which the incorrect information was originally given.

The degree of attention brought to the correction must correspond to the seriousness of the error. If there are multiple factual errors in an article, or if the incorrect information might result in significant damage, the editors must publish a new article in which the incorrect information is identified and corrected."

Guidelines for journalists, the Council for Mass Media in Finland





TIPS FOR REPORTING TERRORIST ATTACKS IN AN ETHICAL MANNER

Acts of terror should be reported accurately and responsibly. Special care must be taken with the wording, which should avoid praise for violent acts and eliminate terms that contain emotional or value judgments.

The term “terrorism” is interpreted in various, sometimes opposite ways. Journalists should try to avoid the term without attribution. They should let other people characterize while they report the facts.

Detailed descriptions of what happened, avoiding terms such as “freedom warriors” or “terrorists”, raise credibility among the audience. The journalist’s goal remains the same as in reporting any story: to let readers make their own judgements.

Source: www.osce.org/fom/31497?download=true

It is possible, however, to deviate from this if there would be no other way to find out significant information. For example, it would be hard to get information regarding a closed community if a reporter had no access to survey the actions of it. If a journalist sees that something is happening within the community which should be publicized, s/he can keep her/his occupation a secret. The Washington Post’s instructions regarding this matter are strict: “reporters should make every effort to remain in the audience, to stay off the stage, to report the news, not to make the news. In gathering news, reporters will not misrepresent their identity. They will not identify themselves as police officers, physicians or anything other than journalists.”

A lively discussion was raised in Finland in 2012 when a journalist from the country’s biggest newspaper, Helsingin Sanomat, infiltrated the camp of a Christian society which organized courses that aim at changing one’s sexual orientation from homosexual to heterosexual, or to become “harmonious” as the organisation called it. The newspaper justified its actions by stating that without infiltration it would not have been possible to find out what actually happens during the courses: previously journalists had not gained access to the camps.

A journalist also has to differentiate between facts and opinions. The reader should be able to tell which texts express a personal opinion, and which strive for objective

conveying of information. According to the Austrian code: “Readers shall be left in no doubt as to whether a newspaper item is a factual report, the reproduction of the views of a third party or third parties, or a comment.” The same applies to the use of illustrations and sound. Also within a singular article it should be clear which part is the journalist’s own description of the event, and what is said by the interviewee. In practice this is often done by using quotation marks to signify the interviewee’s utterances.

The difference between truth and opinion also applies to advertising. The division between announcements and edited content should be clear. This differentiation has been made more difficult for example by the emergence of advertorials.

Staying critical is an important value that guides a journalist’s work and that acts on many levels. First of all, sources of information should be scrutinized with a critical eye. The Finnish guidelines for journalists highlight that “[being critical] is most important in controversial topics, as the source of information may have a will to benefit or to harm”. Many kinds of parties contact editorial offices, and journalists should always stay alert as to why. Does the person contacting the press want positive publicity for themselves or their company, negative publicity for someone else, or publicity for a cause, that they think for some other reason is important?

The article should primarily benefit its reader and the society, not the object of the article.

In addition to a single source of information, a part of the instructions highlights the critical mindset in a broader way. According to guidelines of the international news agency Associated Press' (AP): "A newspaper should provide constructive criticism for all groups in society". The paper, the TV channel or the radio station should thus remain critical in relation to what it covers, so that the entirety of their offerings would convey a

critical image of the society. The US-based Society of Professional Journalists (SJP) stresses especially the criticism towards decision-makers.

Additionally, according to the guidelines a journalist should "give a voice to the voiceless" and to "seek sources whose voices we seldom hear". Journalists should therefore pay attention to what parties get to provide their voices. SJP's instructions thus take a stand on the common phenomenon, where it is easier to get your voice heard through media the more societal power you hold.



TIPS FOR RESPONSIBLE REPORTING

Sometimes hot events and eagerness of the public for news gives a dishonest journalist a possibility to pass fabrications. In general, where there is rapid need for information, the need is greater for the verification of truthfulness and accuracy of information and pictures. It is the duty of other journalists to detect and correct misinformation. Therefore, resist the temptation of rapid publishing, be patient and verify.

The code of conduct of the Palestinian Journalists Syndicate (PJS) stipulates the following with regard to the obligations of professional journalists towards the public:

- Pay attention to issues of public opinion interest through providing accurate and verified information and by focusing on marginalized areas and groups;
- Do not publish names of victims before verifying their identities or before their families are informed;
- Do not publish photos of victims in a way that hurts the feelings of their relatives or the public in general;
- Respect the privacy of citizens, including legal entities, except in issues related to public opinion;
- Do not disrupt the judiciary and abide by not publishing names or photos of the accused before a court judgment is issued;
- Avoid defamation or incitement of violence and hatred against anyone or any party or institution on the grounds of sex, race, religion or political affiliation;
- Protect children from media materials that negatively affect their psychological development;
- Avoid publishing pornography or inappropriate speech or sarcasm;
- Commit to the use of quotation marks when you quote someone.

Reflection: What do you think this guideline refers to with "inappropriate speech"?

A journalist should be critical also of themselves. A journalist has to pay attention to how her/his own values and experiences affect the work. Even though a news article would be seemingly impartial, and the reporter would let the voices of opposing parties be heard, the strong opinion of the journalist can influence the tone of the article. One alternative to remain critical of oneself is to publish a comment or a column alongside the article, where the opinions of the reporter are laid bare.

Nearly all ethical code publications of journalists stress the accuracy and validity of published information, and the checking of these things. Even though work is in practice often characterized by hurry, it must not be the reason why facts remain unchecked. A journalist and at least the editor of the publication are responsible for the correctness of the information they have presented. All information has to be checked thoroughly also when it has previously been published elsewhere. In the case of errors, journalists have to correct them without delay.

In online publications, it is not enough to remove the false information or to delete the article. The audience has to be informed of the error and the fact that it has been corrected.

The principle of openness also applies to correcting errors. It is good to tell the audience in a straightforward way, what kinds of practices and principles the media has regarding errors and corrections.

The source of the information used should be told to the audience. Only when this is done, does the audience have an opportunity to assess the trustworthiness of the sources. Facts that have already been published have to be checked as carefully as the new ones. The fact that a piece of information has been published in a paper does not make it correct. This is how journalists avoid circulating mistakes made by others.

8.3.2. The professional position of a journalist

According to IFJ's rules, journalists should decline a bribe that is offered in any form, whether it has to do with publication or preventing publication. Forbidding bribery is thus accepted worldwide by journalist associations.

The wider realization of independence is more reliant on culture. Often media is bound to something either financially or politically. IFJ rules do not mention, for example, independence from the state government. According to the Finnish guidelines, resolutions regarding the content have to be done on journalistic grounds. The decisions regarding publication, article topics and perspectives, should, in other words, be made within the journalist body. Conversely, the journalist body should make the decision themselves not to publish a story. All forms of pressuring and attempts at restraining have to be turned down.

“

Affiliations should be open to the reader regardless of whether the ownership has affected the tone or content of the story.

”

Complete independence is impossible: media is always owned by somebody, and the ownership of media is ever more centralized these days. A media corporation can own both a chain of movie theatres and a newspaper. If the newspaper publishes a story on the chain of movie theatres, ownership relations may affect how critically the journalist handles in-house issues.

Affiliations should be open to the reader regardless of whether the ownership has affected the tone or content of the story. That is why for example the Finnish guidelines for

journalists state that “while handling issues that are significant to the media in question, the corporation or its ownership, a journalist should make the context clear to the reader, listener and the viewer.” In practice this can be done for example by adding a note to the end of the article that the corporation mentioned in the article belongs to the same conglomerate as the newspaper.

Receiving bribes can also be seen more extensively: the reporter should not try to make a personal benefit of their occupation or to misuse their position. S/he must not handle issues which include an opportunity for personal gain, nor receive benefits which can undermine independence.

The freedom to express and comment is a natural counterpart to the previous chapter's rule that outside influence and pressuring should be turned down. Perfect freedom of expression is impossible to achieve under pressure from an outside party. Freedom of expression is not only about the right to express, but even more importantly about people's right to know.

In some cases the journalist has the right to decline to work. Cases like this include news that have to do with





GUIDELINES FOR JOURNALISTIC PROFESSIONALISM

“A journalist is primarily responsible to the readers, listeners and viewers, who have the right to know what is happening in society. Decisions concerning the content of media must be made in accordance with journalistic principles. The power to make such decisions must not under any circumstances be surrendered to any party outside the editorial office. The journalist has the right and obligation to resist pressure or persuasion that attempts to steer, prevent or limit communications.

The journalist must not misuse his/her position. The journalist may not deal with issues that may lead to potential personal gain nor demand or receive benefits that might compromise his/her personal independence or professional ethics. The journalist is entitled to refuse assignments that conflict with the law, his/her personal convictions or good journalistic practice.

When handling issues that concern the journalist’s own media, the media concern or its owners, the journalist should make the context of the news item clear to readers, listeners and viewers.

It is crucial to observe good professional practice when using the work of others. Sources must be mentioned when information has been published by other parties.”

Guidelines for journalists, the Council for Mass Media in Finland

“This newspaper is pledged to avoid conflict of interest or the appearance of conflict of interest, wherever and whenever possible. We have adopted stringent policies on these issues, conscious that they may be more restrictive than is customary in the world of private business. In particular:

We pay our own way. We accept no gifts from news sources. We accept no free trips. We neither seek nor accept preferential treatment that might be rendered because of the positions we hold. Exceptions to the no-gift rule are few and obvious – invitations to meals, for example. Free admissions to any event that is not free to the public are prohibited. The only exception is for seats not sold to the public, as in a press box. Whenever possible, arrangements will be made to pay for such seats.”

The Washington Post Standards and Ethics



their close relatives. When a journalist reports for example the political actions of their kin, it is easy to see why their credibility might be undermined. The audience may assume the journalist is being partial, even if this was not the case. The journalist cannot likewise be obligated to break the law. Occasionally a journalist's methods of information gathering can be seen as a grey area by the law, but such assignments require voluntariness.

A journalist has to respect the copyright law and practices of their country. At their most blatant, copyright violations are copying an article from somewhere else, which is something that should be avoided at all costs.

8.3.3. The rights of an interviewer and an interviewee

The relationship between the interviewer and the interviewee is confidential. One of the principles of good journalism is that the interviewee can have complete faith

in the fact that the interviewer will not thwart what s/he is saying by leaving essential parts out, or by putting word in her/his mouth. The interviewee has the right to know, in which context and for what publication s/he is being interviewed for, and to know whether what s/he says is meant to be published, or whether it will be used as the background material for a story.

Interviewees have the right to their quotations and their opinions. According to good journalistic practice, the interviewee is entitled to read the quotations that are attributed to them before publication and possibly suggest corrections to them. All this takes place if the publication schedule permits.

This may sometimes lead to conflicts between the journalist and the interviewee. Occasionally a situation might arise, where an interviewed politician receives information after an interview according to which the interview s/he gave can lead to putting her-/himself in a bad light.

i

EXAMPLES OF GUIDELINES FOR THE INTERVIEWS

Interviewees have the right to know in advance the context in which their statements will be used. They must also be told if the interview will be used in multiple mediums. The interviewee must always be told whether the conversation is intended for publication or will be used exclusively as background material.

It is worthwhile consenting to interviewee's requests to read their statements prior to publication, if the editorial deadline permits. This right only concerns the personal statements of the interviewee, and the final journalistic decision cannot be surrendered to any party outside the editorial office.

The interviewee's refusal to allow the publishing of his/her statement must be complied with only if the circumstances following the interview have changed so significantly that the publication of the interview could be viewed as unjust.

If the intention is to present information about the activities of a clearly identifiable person, company or organisation in a manner that would present them in a very negative light, the object of the criticism must be granted the right of reply on the issue in question. If it is not possible to simultaneously hear the views of the parties involved, it may be necessary to give the party who has received the very negative publicity the opportunity to be heard afterwards. If this is not done, good journalistic practice calls for the publication of the comment of the criticised party.

The Council for Mass Media in Finland



DO PUBLIC FIGURES HAVE A RIGHT TO PRIVACY?

The code of conduct of journalist's states that right to privacy for public figures, like ministers, are narrower than for "laypeople". If a politician is suspected of a crime, the societal significance of the issue is more important than protection of the politician's privacy. But the right still exists. So, for example the ministers also have a right for privacy.

For example the Minister's health and medical history is a personal matter as long as there is no severe reason to suspect that it might affect his performance.

Also, for example right to privacy protects the minister's personal money spending habits. This means that the public does not have a right to know for example how much he/she spends on a family member's wedding party. But this does not include cases, where there is suspicion of corruption, like for instance evidence that he made use of public money to finance the party.

In Finland tax records are public. This helps the responsible journalist to track the money flows of important decision makers, but it also makes misusing of the information possible.

Reflection: Can you think of examples of cases that contest a public person's right to privacy? Should a politician's choices in his/her private life/family life be completely separated from his/her public life?

In a situation like this the interviewee naturally tries to prevent the publication of the article. In principle, s/he does not have the right to this, unless the situation has very significantly changed since the interview.

When handling very sensitive topics, the reporter should record the interviews, so that the interviewee cannot afterwards pull back what they have said, or to blame the journalist of misrepresenting something. When important politicians or figures of the corporate world are being interviewed, present might also be the public relations officer of the corporation or the politician, an attorney or another representative that records or writes down how the interview goes. The representative may also interrupt or forbid the interviewee from answering, if they are about to say something, which could hurt their public image.

In the end, the power over alterations and publishing remains with the journalist. An interviewee cannot prohibit the publication of a story. It is good to hold on

to common sense: if the interviewee afterwards denies the publication of what s/he said, it is worth considering whether the utterance has such societal significance, that it should be published despite the prohibition.

The interviewee also has the right to comment on the piece of news afterwards, if s/he perceives it as erroneous or offensive. If the interviewee or the object of the article experiences that an already published article is offensive towards them, they are entitled to the publication of a reply. If the article contains factual mistakes, the paper has to publish a correction of the erroneous information.

The right to a reply does not however apply to all news. It does not apply to regular culture criticism, political, financial or societal assessment or other such presentation of opinion. In the end, the offensiveness of an article is determined by the editor-in-chief of the publication, who has the power to grant right to replies.



8.3.4. Private and public

What is a journalist permitted to publish, and in what manner? What must s/he publish and what cannot under any circumstances be published? The reporter must respect the sources and objects of their information, and their privacy.

The rule of thumb is that the more the object of the article has received publicity in the past out of their own free will, and the greater their societal power, the less privacy they have to be granted. If a politician is suspected of a crime, the societal significance of the issue is more important than protection of the politician's privacy. In this case, it is justifiable that the topic is made into a story. Instead, if a "regular" person is suspected of the same crime, due to the protection of privacy it is not justified to publish the name of the perpetrator. The harm that would be caused to the individual by the story would be greater than the reader's right to know the perpetrator's name.

Media often has accurate instructions about the publishing of criminals' names. In the Finnish media, the rule of thumb is that the name of a person who has been sentenced can be published, if the sentence is greater than two years of unconditional imprisonment. Publishing names has to always be considered on a case-by-case basis to not cause harm to the victims of the crime. For example, the names of people who have been sentenced of sexual offence towards minors or domestic violence are often left unpublished, so that the identity of the victims is not revealed without their will.

The ethical guidelines of the American Society of Professional Journalists proclaims as follows: "Show compassion for those who may be affected by news coverage. Use heightened sensitivity when dealing with juveniles, victims of sex crimes, and sources or subjects who are inexperienced [in dealing with media] or unable to give consent [for the publishing of the information]. Consider cultural differences in approach and treatment." The society's guidelines also state that it is not always ethical to publish information that is legally available.

Universal principles of equality and non-discrimination also apply to journalism. A journalist must take care of the fact that equality is realized through refraining from discriminating against anyone based on race, ethnic origin, religion, gender, social class, profession, disability or other personal characteristic.

8.4. Protection of sources and exceptions

It has been said that the protection of sources is one of the strongest data acquisition methods for a journalist. The sentence sums up nicely the position of sources in journalism.

Protection of sources makes it possible that citizens can bring to light information through media about malpractice committed by policymakers and officials without fear of repercussions or retaliation.

A classic example is the Watergate scandal, which led to the resignation of the US president Richard Nixon. Eavesdropping practiced by republicans would not have been exposed without an anonymous source.

The journalist has the right and duty to keep the identity of a person who supplied confidential information a secret. The journalist must never reveal their confidential sources, not

even under pressure. Attempts at such pressuring should also be fended off. Achieving the confidence of the sources demands the journalist's time and energy, but it can be lost in the blink of an eye. The journalists who reveal their sources do not only lose their reputation, but they also undermine the trust of the whole professional community.

To ensure that socially important sources of information can trust that they can retain their anonymity in the future, journalists have to together and alone defend the position of the protection of sources. Protection of sources is the security and right of the source, not the

“
**The journalist
 must never
 reveal their
 confidential
 sources, not
 even under
 pressure.**

i

AVOIDING HARM

Freedom of publication is restricted by a set of regulations to avoid unnecessary harming of others.

For example, one particular example is whether publishing the name of a perpetrator should be allowed always or not. There are two major objections for this.

First is that the victims' rights should always be taken into consideration. It can be argued that the public has the right to know the name of a murderer or a rapist in their neighborhood. But revealing the names in delicate cases must be considered in terms of whether there is a risk of causing harm to the victim and her/his family, thus victimizing them twice. For this reason, publishing the name of the perpetrator in a case of incest is considered extreme example of this: it should not be done since it might pinpoint the victim easily.

Another example: The public may have the right to know the name of the thief who stole the safe of the school canteen. But revealing the thief's name in newspapers will limit his chances for rehabilitation and reintegration into society. It may be asked whether public shaming just to satisfy the curiosity of others is a proportionate sanction of rather petty offence such as this - especially if the offender is minor.

Reflection: Can you come up with more examples of situations where information should not be made public in order to avoid harm?

journalist. Much like working as a journalist, also acting as a news source and getting revealed is life-threatening in many countries.

If the publication of societally important information causes very unfavorable publicity, the editorial office should outline to the audience how the dependability of the anonymous source and the information acquired from it has been ensured.

In some specifically defined situations a court of law may order a journalist to reveal their sources. For example, in

Finland a court may order the journalist to reveal their sources when handling a case where the most severe sentence is at least six years of imprisonment, or if it suspected that handing over information has violated the obligation to maintain secrecy. In Sweden the protection is even stronger: the law prohibits officials from even trying to find out journalists' sources.

The more democratic a society is, the more revelations concerning authorities are tolerated without trying to pressure the journalists to reveal their sources. In authoritarian societies protection of sources is often weaker.

9

Photojournalism as the object of critique

In addition to journalistic and artistic thinking, photojournalists are required to understand their role as builders of society and formers of opinions. It is important that the photographer knows what is worth photographing, and what s/he is allowed to photograph. In addition to personal moral codes, many countries have laws that protect both photographers and their subjects.

9.1. The rights and responsibilities of a photographer

Milieus can be divided into three categories: public, semi-public and private environments. In general in public environments, you are allowed to take photographs. Public space is something to which everyone has free access: train stations, airports, parks, streets, libraries, malls and hospital lobbies are included.

Semi-public spaces include e.g. offices and factories, and photographing in them is forbidden, if it can infringe on the privacy of the subjects. Domestic peace protects private areas designated for housing, such as apartments, yards and hotel rooms. It is forbidden to photograph a person staying in a space protected by domestic peace without their permit. Generally, one also needs a permit from the parents to photograph a child.

While travelling, you have to find out the conventions related to photography in the target country.

Photographers are also bound by good journalistic practice and the guidelines for a journalist. Thus, the photographer also has to respect human dignity, avoid bringing up characteristics such as ethnic origin, nationality, gender, sexual orientation, conviction in an inappropriate or derogatory fashion. Additionally, the

photographer must not publish sensitive things related to private life without the consent of the subject or exceptional societal significance. The photographer also has to have tact when dealing with death, disease and the photography of accident and crime victims.

The cornerstone of the business of some media brands might be the testing of the limits of good journalistic practice. It is important to take care that the employer or the customer carries the responsibility for the published photos. In the end, however, the ethical responsibility lies with the photographer. Only s/he knows what the camera memory card contains, and s/he decides what is handed over.

9.2. The probative value and photographic cogency

A photograph has an effect in journalism which is referred to with the concepts of authentication and photographic cogency.

Photography was invented in early 19th century Europe. The era favored positivism, which highlighted objectivity. Photography was seen, in the spirit of positivism, to make possible the objective or even scientific storing of information and proof.

Trust in power of photojournalism as evidence originates from the early times of photography. A photograph is still thought of as an objective record of an event, and it cements trust in the content of the text. After all, the photograph does “act as evidence” to the fact that the reporter (the photographer) was there.

Cogency has been the topic of heated discussion ever since photography was invented. With the use of digital technology, the discussion has become even more topical. There were many ways to manipulate even analogic photographs. With digital technology, manipulation is



ETHICAL REPORTING ON DEATH CASES

When reporting the conflict between Israel and Palestine some media outlets have failed to take into account the feelings of the families of conflict fatalities.

This is manifested in a habit of publishing pictures of bodies and/or announcing their names before their families are informed. There have been occasions where the relatives have been asked to identify the bodies of their children on air.

Another example of bad practice has been the intrusion of the privacy of victims' families in times of grieving. Some correspondents of satellite and radio stations - especially the politicized channels that aim at igniting an uprising - seek to convince the families to suppress their feelings and hide their grief. They might even push them to fake happiness and show signs of joy, like ululations for a "martyr", as well as to express readiness for more sacrifices.

These practices are inhumane, immoral and unprofessional by any means - not to mention the certainly negative and possibly long-lasting effects to the relatives' psychological health.

The scene of funeral marches transmitted by the media has been equally repellent and unprofessional. The media is not responsible for the organization of a funeral march or the nature of the event. Yet details like taking the body out of mortuary refrigerator, revealing the body parts, focusing on the wounds, how the body is tossed on an open stretcher rather than a closed coffin and how people rush hysterically to bury the victim should not be published.

The PJS code of conduct stipulates under the Article on commitments towards the public that names of victims must not be published prior to ensuring that their families were informed, and that pictures of victims' bodies must not be posted in a way that hurts the feelings of their families or the public at large, and that children must be protected from being exposed to media materials that adversely affects their psychological development. It offers a good minimum level against unnecessarily grotesque imagery.

Such an image is often transmitted abroad in good will. While it may get compassion in eastern communities that are conservative, religious, or traditional, it has an adverse impact in western societies. The biggest international news agencies generally regulate against publishing photos of dead bodies at all, and thus will not buy or share the photos taken from the fatalities of Israeli-Palestinian conflict either.

Reflection: What would be achieved by publishing violent pictures? Who or what does it serve? What other tactics of reporting such events could you come up with?



HOW TO VERIFY A PHOTOGRAPH?

There are several methods how a journalist may verify the origin of a certain photograph. Here are the simplest and the least costly:

- Store the photo on your computer or copy its link.
- Download the photo or copy its link in the Google search (Google photo/ image search).
- Click on the similar photo and examine the results.
- The larger the number of photos are imply that it is an old image.
- Search for the largest in size. Mostly the largest picture is the original. Make use of Google translate when needed.
- If the results were alike, look into dates of publication. The oldest image is the original.
- Examine the accompanying news or description if they match with the image you are verifying.
- If you were confused, find out who is the person who downloaded the photo and address him directly to examine if he was the one who took the shot or if he is re-publishing it.
- If you intend to use the photo, examine the property rights for its circulation or ask the owner for permission and how would he like his name mentioned.
- Do not keep the verification for yourself. Share results with others to contribute to the fight against rumors and inaccuracies.

easy and almost impossible to notice. Nearly all photographers process their images one way or another.

Like Lewis W. Hine remarked at the start of the 20th century: “While photographs may not lie, liars may photograph.”

9.3. The ethical guidelines of photojournalism

How to differentiate between enhancing a photograph, which is allowed, and manipulation that aims to distort the truth? There is no clear answer to this. Different image processing practices are used in different fields of photography, even in different sections of the same paper. The ethics of photojournalism influence the guidelines: how realistic or truthful is the image of reality that will be presented.

The strictest authenticity requirements of all photograph types apply to news photographs. In practice, only

technical improvement of the photograph is permitted: nothing may be added nor removed from the picture.

Primarily, the use of photographs is regulated by journalists’ guidelines, in addition to which media houses might have their own norms. However, in many guidelines there is only a small mention about image processing, if even that. As examples of the Nordic guidelines, the Finnish ones state that “in addition imagery or sounds must not be used in a misleading fashion”, and the Swedish ones that “the documentary character of photographs must be supervised. One has to pay attention that photographs and images are truthful, and that they are not used in a misleading way” and that “Combination photographs or other digital image processing must not be used in a way that can mislead the reader. In the case of a combination photograph or an image that has otherwise been retouched, there needs to be a mention of image processing”. The Norwegian guidelines are quite similar to the Swedish ones. Icelandic and Danish instructions do not discuss image processing at all, however.

Adnan Hajj, a freelance photographer working for the international news agency Reuters, caused uproar in 2006 when he was caught having added a smoke cloud onto his photographs which handled the bombings of Lebanon. Reuters fired the photographer as a result of the controversy, and compiled in 2007, roughly six months after the incident, a wholesome guideline package on image processing for their photographers.

The Reuters instructions are crystallized before everything else in the thought that only slight framing, resizing and basic adjustments are allowed. It is not allowed to add anything to or remove anything from photographs. Harsh color adjustments, exposure adjustment and blurring are forbidden.

Reuters prohibits, for example:

- The adding and removal of elements;
- The use of a cloning or healing tool on anything else than removing small imperfections;
- The use of an airbrush and a paintbrush;
- Sharpening only a part of the image;
- Excessive lightening or darkening;
- Excessive modification of color tones;
- Using the auto levels tool on Photoshop;
- Blurring;
- Use of the eraser tool;
- Quick masks for selections, such as depth of field;
- Automatic camera settings, in-camera saturation styles.

In magazines image processing is more relaxed. In processing for a magazine the mindset is often that things that do not permanently belong to a person, such as skin problems, can be removed. Sometimes portraits are improved significantly. A person may be made to appear more slim, wrinkles, skin problems, cellulite, varicose veins and other “imperfections” may be removed radically.

As one extremity in image processing are advertising photographs, which do not in practice adhere to the conventions of journalism. Every now and then heated discussion arises on the unrealistic imagery created by advertising photographs, and the beauty norms arising from them.

New techniques of image processing are not a bad thing as such, but tools that are useful and that make

visual production faster. As a common rule, it can be said that if image processing has been used for something else than improving the image’s capability to reflect reality, it can be considered an effort to mislead the viewer.

Image processing is not, as of yet, an automation: someone in the editorial office makes the decision to process or not to process a photograph. Every now and then, it is worth thinking about these decision-making processes. Social media has also changed photojournalist’s field of action. Another great and simultaneous change has been the fact that different cheap and light cameras have become more common.

The position of social media as the fifth estate is reinforced by the image where a scene of an accident is surrounded from all sides by a plethora of mobile phone cameras, which together form a whole which has the power of evidence and which consists of a mass of photographs pointing in every direction. The photographs from citizens may either reinforce or question the credibility of a professional photographer’s images.

Additionally, there is something good in the accelerating pace of news production. Manipulation takes time, and there may not be a chance to do it in a

hurry. Additionally, the fact that video photography has become more common makes the manipulation of visual journalism more difficult. The removal of imperfections that is nearly automatized in still photography are difficult and time-consuming processes in video editing.

Manipulation through image processing software is by no means the only contrary factor to the power of evidence that photographs can go through. Photographs can also be “processed” with lighting, exposure, framing and the non-conventional framing of the subject. The photograph, detached from the situation itself, starts always to represent the whole reality, even though outside the frame things would be different.

Numerous examples could be named here, which the newspapers are also full of. For example, lighting which creates a strong contrast may create a menacing atmosphere. Repeated unrepresentative photographs of politicians have an effect on the person’s public image. The few audience members of a concert may be squeezed

“
**It is not
allowed to
add anything
to or remove
anything from
photographs.**





Kevin Carter's Pulitzer Prize winning photograph of a Sudanese child and a vulture.

into a tight frat to create an image of an arena that is packed with enthusiastic fans.

Corresponding squeezing of masses of people has become a continuous feature in media, even though it might be difficult to prove afterwards. For example, the photography from riots and demonstrations often work this way. Even if in reality the riot would be very local and at a distance of 50 meters people would go about their daily business on the market in an everyday fashion, the photographs may carry a presupposition of a state of emergency which grips the whole city.

The effect is made stronger by the fact that recycled imagery from international news start to represent the whole reality to their audience. If, for example, we repeatedly encounter imagery in the media which portrays African guerilla groups armed with Kalashnikovs conquering villages, our image of the whole continent may turn war-like. Ideas have true meanings: the can for example increase racism and decrease the will to help. At the least, they narrow people's worldview.

With framing, subjects can be detached from their environment. Most famous example of the framing of a photograph is newspaper photographer Kevin Carter's

1994 photograph of a starving toddler in the Sudan famine, stalked by a vulture.

The photograph, which won the Pulitzer Prize, caused a massive uproar about the responsibility of a photographer. The photograph was read as the final truth about the situation, and enraged citizens demanded the photographer to answer why he would not help the child, but stalk her/him like another vulture, this time with a camera.

The story goes, that the photograph was in fact the result of an accurate framing. The vulture was in fact about 10 meters from the child, whose mother walked in front of her/him. There was a lot of other people around as well. This kinds of things are not told by a single photograph, to the benefit or harm of the photographer.

The event took a tragic turn when Carter, who had seen horrors and had been shocked by the uproar finally committed suicide in 1995.

It is good to return to the photo when thinking about the mission of a photographer as a journalist. Is it truly so, that the photograph that shocked the world should not have been taken at all, so that the hands of the photographer would have been free to help one child?

10

Law, rights & problems on social media

Communication and discussion on the internet does not generally happen face-to-face, and sometimes people can even hide their identity under pseudonyms. The consequence of this has been that the online discussion and feedback forums have become a so-called Wild West, free of journalistic filtering. In such a situation, it is impossible to avoid excesses. From time to time threatening and bullying messages are brought to light by the media. What kind of rules apply online? Can nearly anything be said without anyone being held accountable for it?

10.1. What is allowed in netiquette?

Even though it is practically impossible to make sure that everyone is playing by the common rules, it is good to keep in mind what kinds of issues that are based on legislation and ethics should be taken into consideration.

The basic rule of internet communication is, though, that the same rules apply as elsewhere. The same laws also apply. For example, stealing and harming someone's work, identity or possessions are as illegal online as elsewhere. One can also be held accountable for violating copyrights, online as well as offline. Many services online, such as YouTube, are international. Violating copyrights will lead to deleting material at the least but at its worst, it can lead to criminal charges.

On one hand, the same laws concerning, for example, defamation and inciting ethnic or racial hatred apply online. On the other hand, freedom of speech, manifested for example in laws and international treaties, is

mainly designed to protect one's right to express oneself and her/his opinions.

In addition to legislation, netiquette includes many ethical questions. First of all, once material is uploaded on the internet, it is likely to stay there forever. Given this, when publishing information or pictures that concern others, one must be extra careful. Even family members and friends are protected by the laws against privacy and defamation. What is even harder is to set limits on rights to publish photos of one's own children. At what age does the decision on publishing photos online move on from parents to the children themselves?

During the recent years the issue of cyberbullying has become the topic of discussion. Cyberbullying can include e.g.

- Messages that are ridiculing or threatening by nature, which can be published also on the 'wall' of the person who is being bullied;
- Spreading rumors or personal information;
- Manipulating and distributing photos;
- Using someone's name without authorization;
- Barring someone's access to a group or a discussion;
- Establishing groups with an intention of disparagement;
- Tricking people into giving one their passwords;
- Slander on a blog or other publication.

Trolling is also a form of cyberbullying. A troll is an internet slang word which refers to a person who intentionally misleads discussions online, e.g. on forums or in comment threads. The main intention of a troll is to annoy people, cause conflicts and provoke people online. This might happen in the form of slandering or leaving inappropriate comments, or just by writing unnecessary messages so that in the end, following the rational discussion comes nearly impossible.



Because trolls are seeking for an emotional response and provocation, the best way of dealing with a troll is to ignore it completely. There's no point to debating with a troll.

Part of the etiquette also includes acknowledging that clicking is power. Nearly all media websites count the number of visitors e.g. by counting clicks. Sometimes even decisions on publishing content are made based on clicks.

Many positive things have been achieved by liking and sharing. However, it is good to remember that a click also reinforces the negative phenomenon. A click is basically anonymous: it does not tell whether you liked the content or not. It only tells the hard facts that a certain amount of people became interested enough to click it. For this reason, the only way of preventing an unpleasant, inappropriate or bullying-spreading content from being shared and spread online is to resist one's own desire and curiosity to click on it, and simply leave it be.

For example, videos shared online by extremist militant group ISIS have generated this type of discussion. In these videos ISIS kills their hostages, among which were also well-known reporters. The sole purpose of these brutal videos is to cause fear, terror and utter shock. This is their way of creating conflicts. The more people clicked on these videos, the more effective their campaigning has been.

In the editorial offices decisions whether to publish these images are carefully considered every day, and there is a large group of people involved in the decision making process.

10.2. Access and literacy

The world is networking fast and more and more people are using the internet than ever. In 2014 about 42% of the entire world's population was using the internet.

There are, however tremendous differences in number of users across different groups of people. This creates problems in terms of equality and development since a big amount of information exchange and important services happens online. As access and literacy between

people varies, for some reaching certain services becomes more difficult.

Among others, global geographical differences can cause disparity. For example in 2014 in North America the internet was used by no fewer than 86.9% of the population, in Europe by about 70% and in the Middle East by less than 50%, whereas in Africa the figure goes down to 27.5%.

Small-scale regional differences are also related to this. The difference between countryside and cities can be large even within national borders. This also explains at least some of the disparity between continents. In Africa urbanization has only started fairly recently.

“
“It is simple: if you don't wish the content to become popular, do not click it.”
 ”

Financial differences might account for even more of the disparity. In order to function, the internet requires infrastructure and many devices that are unavailable to those living in the poorest areas. Financial differences might also explain some of the difference in the figures within a country.

The major factor restricting access can also be the poor human rights, or more specifically freedom of speech, situation of the nation. In many countries that are somewhat totalitarian the citizens' access to the internet is both restricted and monitored. For example, in China many of the most popular social media services, such as Facebook and YouTube, are blocked entirely by using a firewall.

Since digitalization and use of the internet are relatively new phenomena, age is a very significant factor. The term digital native refers to those who have grown up using digital technology and hence, are using different devices and services quite fluently. Even today's middle-aged can face challenges when trying to keep up with all the new features. The elderly are facing the toughest challenges, in the developed countries in particular. Many highly important services, such as banking, health care, tax-paying etc. have been moved completely into online environments. A person who is not comfortable with using technology might find it very difficult to handle all their daily errands. What makes matters even worse is the possible deterioration of sight, hearing and memory, which makes it even more difficult to navigate in the services.





SAFETY, HEALTH AND WELL-BEING

Some negative aspects of the internet can be easily avoided with simple mnemonics.

- Viruses and malwares – One must have anti-virus software and a firewall installed on the computer. If you cannot be completely sure who publishes the particular software, do not install it.
- Password protection – A good password includes upper and lower case letters, numbers or characters. Do not use any of your identifiers in the passwords. Change passwords from time to time.
- Never hand out passwords, credit card information or personal information via email.
- If you come across an unbelievably great offer on the internet, such as a sudden inheritance, do not believe it.
- Take backups of all the files on your computer. For this, use preferably both an external hard drive and a cloud service.

11

Good practice of marketing

Like journalism, advertising and marketing are regulated by the principles of good practice, which are often defined in legal text. Advertisements modify the value foundation of society and might make unwanted operations models accepted, even pursued.

The main idea behind marketing is to generate interest and drive sales. Many advertisements might be over the top and may show a larger than life picture of the actual product. The law therefore makes it mandatory to show the “real picture” to the audience or consumers. That’s why most extreme advertisements come with disclaimers and warnings, so that the consumer knows that the stunts, actions performed in the advertisement are done by trained professionals and should not be attempted at home. Also, the law dictates that the superlative images used in certain advertising campaigns are clearly demarcated and the audience knows that they are for representational purposes only.

In general the same ethical principles that govern media apply to marketing and are safeguarded by the legal framework in different countries.

Often the use of violence and discrimination can be forbidden in advertising. There are specific regulations relating to advertising that is aimed at children.

An advertisement has to be recognizable as an advertisement despite the way it is presented and its format. The consumer has the right to know when they are subjected to commercial persuasion. The requirement that advertising has to be recognizable applies to all channels and forms, also social media.

When assessing the infringement of good practice of advertising attention has to be paid to the marketing media. In outdoor advertising, public space is used, and one cannot avoid encountering advertising. This is why an advertisement on an exterior or shop window or in public transportation has to be considered more deeply.

Discriminating advertising means how a group of people is subordinated, degraded or insulted in advertising on the basis of gender, sexuality, religion, race or disability. Advertising must not reinforce discriminatory attitudes present in society.

In principle, using violence for effect in advertising is contrary to good practice. Humor does not make violence more justified, while it can make it seem less condemnable.

A threatening or frightening advertisement may be contrary to good practice especially when it includes elements that especially frighten children.

This is the case, when the advertisement can reach children even if it is not aimed at children. Under-age people should not encounter advertisements that contain sexual impulses inappropriate to their age group or level of development, for example.

Despite this, an advertisement is not necessarily contrary to good practice, even if many people think that it is vulgar or that it rouses unfavorable images.

Following good practice of advertising also has implications for the societal responsibility of the corporation. A Corporation should respect common values and what it wants to communicate about its own values.

“

The consumer has the right to know when they are subjected to commercial persuasion.





HEADLINE POSTERS AND PLACARDS

Placards and headline posters are the advertising posters of afternoon papers. Their objective is to sell the paper by punchy headlines and eye-catching images.

Aggravation is a part of media publishing, especially in headline posters. The headlines display only one attention-raising point, even on complicated topics. Instances of violence, conflicts, revelations and opposites are common positions in headline posters.

From time to time, public discussion is raised on the ethics of headline posters. One reason for this is that the content of articles is not necessarily equivalent to the message printed on the posters. According to the good practice of journalism, the title should be supported by the content. The aggravations of the title posters can also be problematic in the light of the principle of truthfulness. See also chapter 9 to learn more on this topic.

Another common reason for critique is that the posters are often in plain view on the streets and at store counters, which makes children as well the subject of their messages.

The good practice of marketing states that children should not encounter advertisements which include inappropriate impulses in relation to their age group and level of development.

Reflection: Who is responsible of the ethics of placards? The journalist or who? What could journalist do themselves to avoid unethical headlines or placards?



Bibliography

This publication is based on and inspired by various printed and digital sources.
Here is a list of them – you may find them useful for further reading.

Ahmad Zaki Othman 'Al-Sawt al-Hurr' (Free Voice) The Arab Network for Media Support website,
bit.ly/1ZDUTqw

Amnesty International, Human Rights Reports,
www.amnestyusa.org/research/reports

AP Statement of Ethical Principles,
www.apme.com/?page=EthicsStatement

Center for Journalism Ethics: Global media ethics
ethics.journalism.wisc.edu/resources/global-media-ethics

Council for Mass Media in Finland,
www.journalistiliitto.fi/in-english

Elokuvantaju – Online study material for film studies,
elokuvantaju.aalto.fi

EthicNet – collection of codes of journalism ethics in Europe,
ethicnet.uta.fi/finland/guidelines_for_journalists

Facebook Enterprise, official website blog,
www.facebook.com/business/news/Organic-Reach-on-Facebook

Haraszi, Miklós (2008): The media self-regulation guidebook,
www.osce.org/fom/31497?download=true

Hootsuite Enterprise, official website blog,
blog.hootsuite.com/the-2015-social-media-glossary-207-essential-definitions

International Federation of Journalists, IFJ,
www.ifj.org

Ihmisoikeudet.net, Online study material on human rights,
www.ihmisoikeudet.net

Jaakkola, Maarit: Hyvä journalismi: Käytännön opas kirjoittajalle. Kansanvalistusseura (2013).

Kujala, Tapio: Media War in the Middle East – The Cross-Pressures of Journalism in the Israeli-Palestinian Conflict. Tampere University Press, Tampere 2012.

Kunelius, Risto: Viestinnän vallassa – Johdatusta joukkoviestinnän kysymyksiin, WSOY 2003, 5.–7. painos 2009.

Lehtinen, Aki Petteri: Journalismin uusi objektiivisuus (2013),
etiikka.fi/media/journalismin-uusi-objektiivisuus

Nordenstreng, Kaarle & Lehtonen, Jaakko: Hyvän ja pahan kierrätystä. Viestinnän etiikan perusteita, in Kivikuru & Kunelius (toim.), Viestinnän jäljillä. WSOY 1998, 253–272,
www.uta.fi/cmt/opiskelu/opinto-opasjaopetusohjelma/viestinnan%20etiikan%20perusteet%202012

Nordenstreng, Kaarle (2012): Kansainvälinen oikeus ja etiikka journalismissa,
www.uta.fi/cmt/opiskelu/opinto-opasjaopetusohjelma/Kansainvalinen%20oikeus%20ja%20etiikka%2010_10.pdf

Mäntylä, Jorma: Journalistin etiikka, Gaudeamus 2008.

Organization for Security and Co-Operation in Europe (OECE): The Media Self-regulation Guidebook,
www.osce.org/fom/31497?download=true

SPJ Code of Ethics,
www.spj.org/ethicscode.asp

Stanley, Paul. Center for Communication, University of Miami Professional Field Guide for TV News; published by Media Development Center – Birzeit University.

TE-toimiston Ammattinetti (Online database of profession counseling produced by Work and Economic Development Office of Finland),
www.ammattinetti.fi

Yle, Finland: Mediakompassi,
yle.fi/vintti/yle.fi/mediakompassi/mediakompassi

Äänipää: Online study material for audio analysis,
www.aanipaa.tamk.fi/lahto_1.htm

2015 World Press Freedom Index,
index.rsf.org/#/



Media literacy and critical thinking are basic civic skills of the digital era.

This Media Guide introduces the reader to the media and journalism in the digital era. It works as a generic journalism toolkit with tips from the professionals.

The Guide provides critical knowledge and basic skills in writing for media, visual and digital journalism, social media and media advocacy. It also gives understanding on the ethical guidelines, laws and rights that regulate journalistic work and international media practice.

The Media Guide draws on concrete examples from Finland, the leader in press freedom index, as well as other Western and Middle Eastern countries.

This publication was produced as part of the project **Civic skills via media education in Palestine** implemented by The Finnish Lifelong Learning Foundation in partnership with the Media Development Center / Birzeit University between 2015 and 2017.

The Media Guide is available online in English and Arabic: mediaguide.fi.