

Ethiopian Media Council  
Code of ethics of journalism  
(Inclusive online Journalism)

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**Ethiopian Media Council**

# Code of ethics of journalism

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## Introduction

The Ethiopian Media Council is an institution recognized by the Ethiopian Media Policy and Press law No. 1238/13 to implement the mutual control system of the media in the country and maintain the code of conduct of journalists.

One of the main tasks of the Ethiopian Media Council is to promote high professional standards among journalists. In addition to promoting and protecting the freedom and responsibility of the media, in order to carry out this task, the council will work hard to implement the rules of conduct for journalists and the media.

Therefore, Article 29 of the Constitution of the Federal Democratic Republic of Ethiopia affirms the right of the press and freedom of expression;

Acknowledging the role of a free, independent and diverse mass media with high ethical standards and professionalism in strengthening the democratic process according to Media law No. 1238/2013;

While different media organizations and journalists' associations may have their own codes of conduct, recognizing the importance of establishing a unified system of code of conduct to be used at the national level;

The media that are signatories of the Ethiopian Media Council, this regulation has been issued to guide the activities of journalists, internet/digital media institutions and professional associations of journalists.

## **Interpretation**

According to this Code of Conduct, a "person subject to this Code of Conduct" means a journalist, media professional, correspondent of foreign journalist or media organization.

All references to the male gender in the rule include the female gender.

### **1/ Accuracy and fairness**

1.1/ A journalist subject to this regulation must submit a fair report. When reporting on matters of public interest, a report must provide accurate and unbiased information.

1.2/ When the journalist presents the information to the public, he should include all aspects of the story as much as possible in the report.

1.3/ Comments should be distinguished from persons mentioned in an inappropriate context. Attempts to separate the comments should be clearly presented to the audience.

1.4/ A journalist or media institution that is subject to this regulation shall not publish or broadcast a story that is far from factual accuracy and unfairness.

1.5/ A person who is subject to this regulation must be free from bias, and must clearly identify the difference between opinion, speculative report and fact in the report.

1.6/ Titles should reflect the published or broadcast content as far as possible; Journalists should refrain from using headlines that are exaggerated and do not match the content.

1.7/ Headings containing allegations in statements must identify the accuser or source or at least put them in quotation marks.

1.8/ People, companies or organizations that have been publicly accused or criticized or mentioned in a negative context in a statement must be made to respond or give comments. The participant should be informed that if the response is not received in time, it will be provided as soon as it is received.

1.9/ A journalist who is subject to this regulation must treat all news references with respect when reporting in disaster areas. In particular, he should show compassion to those who have been harmed by crime or disaster.

1.10/ A journalist who is subject to this regulation must communicate the information to the public without bias and without prejudice, understanding the diversity of the society. In addition, different statements, opinions and opposing views should be treated in context.

1.11/ A journalist who is subject to this regulation can provide a professional analysis or report based on information. The analysis should not include personal opinion.

## **2/ Freedom**

2.1/ Journalists must protect their independence from any parties who want to influence or control the news content.

2.2/ A journalist who is subject to this regulation:

(a) to gather and report news without fear and intimidation and to resist undue influence from any external forces. They should, Influence from advertisers, from sources, from storytellers. It includes individuals and special interest groups.

(b) from those seeking to monetize news content, or from those seeking political influence or improperly gathering news, increases resistance to those who spread and seek to intimidate.

(c) Limiting news content to editorial discretion and resisting outside influence.

(d) Resist any personal interest or peer pressure that undermines journalistic duty and public service.

(e) understand that the organization sponsoring the news has no opportunity to determine, limit or control the content in any way.

(f) The interests of the owner or management of the media institution should not be allowed to unduly influence the news report and content.

(h) Media institutions and journalists have the freedom to support or oppose a party with their headlines, but they should clearly show that they are neutral in their news, opinions, programs and advertising.

(I) Journalists must protect the freedom of the media in all their activities.

(J) Journalists must protect the dignity of the profession.

### **3/ Professional integrity**

3.1/ Journalists must present news honestly and transparently, avoiding preconceived conflicts of interest. They respect the dignity and knowledge of the audience and the news subjects.

A person governed by this regulation shall:

(a) Identifies sources as far as possible. Confidential sources are understood to be used to collect or transmit important information when it is clearly in the public interest or when the person giving the information could be harmed.

(b) clearly identify personal thoughts and opinions.

(c) use technological tools with knowledge and caution, avoiding techniques that distort reality or create sensationalism.

(d) Covert newsgathering techniques, including hidden cameras or microphones, should not be used, but if there is no other way to obtain stories of interest to the

public, they may be used after the techniques used to collect the information have been disclosed to the audience.

3.2/ A person subject to this regulation shall:

- (a) extracting information in a report from highly leveraged news sources.
- (b) solicit or accept gifts, favors or compensation from persons seeking to influence news coverage.
- (c) Should not engage in activities that may harm their status or independence.
- (d) However, it is possible to use government documents available by law for a fee.
- (e) Media organizations and journalists may compensate those who provide input such as photos or videos, and hire experts to provide professional analysis and commentary for analysis directly related to their work.

#### **4/ Accountability**

A person subject to this law recognizes that he is responsible for his actions to the public, his profession and his conscience; So he should do the following:

- (a) actively encourage all journalists and media professionals to adhere to these rules.
- (b) respond to public inquiries, investigate complaints and promptly correct errors.
- (c) recognizes that they have an obligation to behave ethically.

#### **5/ Opportunity to respond and correction**

A person subject to this regulation shall:

5.1/ A fair and reasonable opportunity must be given to give an appropriate answer to the wrong things.

5.2/ An inaccurate, misleading or distorted story must be corrected immediately, when it is discovered that it has been published or transmitted. Corrections must

provide correct information. It is not necessary to reproduce the error unless necessary for clarity.

5.3/ Correction under this clause is free of charge. It should be similar to the airtime or page size given for the data to be edited.

5.4/ Subject to the above, when the editor has doubts about the authenticity of the proposed correction or explanation, he has the right / freedom / to express his doubts about the sincerity of the refutation at the end of the correction /refutation. But he can do this only if he has written or other evidence to dispel the suspicion.

5.5/ If a request for the correction or correction of an error in a report is in the form of a letter, the editor may publish it in full or in abbreviated form in the next issue or airtime; In case of a very long correction, he has the right to abridge it by preparing a short note and publishing or distributing it.

5.6/ Short copy of the answer should not lose the original content.

5.7/ In the civil regulatory system, the correctional decision or apology should be published or disseminated by the media, as far as possible, according to the recommendation made by the EMC arbitration body.

## **6/ Secret sources**

6.1/ Unnamed sources may not be used. But when the editor and reporter believe that there is no other way to get the truth, confidential sources can be used.

6.2/ When confidential sources of documents mentioned by the reporter are used in the prepared report, these sources must be indicated in the story.

## **7/ Keeping a secret**

7.1/ The media and journalists have a moral obligation to protect confidential information sources.



7.2/ Journalists and editors of the mass media should not hand over to a third party or institution any information they obtain during their work, especially information related to business, individuals and institutions.

### **8/ Looking for information with wrong representation**

Journalists express themselves as they do their work. They must not obtain or attempt to obtain information or images by misrepresentation or fraud. Self-edited data collection is acceptable only when the data is in the public interest and cannot be obtained otherwise and is relied upon by the editor.

### **9/ presentation of obscene images and texts**

9.1/ In general, people who are subject to this law cannot publish obscene images and articles unless it is absolutely necessary for the news report.

9.2/ Photographs showing these scenes should not be published or distributed unless it is necessary for the public to see mutilated bodies, bloody actions and disgusting scenes in the report.

9.3/ When this happens, viewers or readers should be warned in advance that the information distributed should be viewed carefully.

### **10/ Accepting payment for news, programs and articles**

10.1/ A person subject to this rule shall not accept any money as an inducement to publish or distribute information to any person unless there is an express advertising contract.

10.2/ However, if there are paid programs or columns, mass media institutions can broadcast the same by clearly informing the audience.

## **11/ Covering ethnic, religious and racial conflicts**

11.1/ News, opinions or personal observations of ethnic, religious or racial disputes should be published or disseminated after proper verification of the facts and due care. The precautionary measure should be in a manner conducive to creating a favorable environment for national understanding, peace and friendship between peoples.

11.2/ News reports or commentaries should not be written or distributed in a manner that inflames emotions, exacerbates tensions or highlights strained relations between the communities concerned.

11.3/ Publications or broadcasts that incite conflict should be avoided.

## **12/ Recording interviews and phone conversations**

12.1/ Except in appropriate cases, a person subject to this law cannot take photos and videos or record sound without the person's knowledge. The recording can only be done when the journalist is legally or otherwise unable to collect the information and is trusted by the editor.

12.2/ Before the telephone conversation is recorded or broadcast live, the caller or the conversationalist must be notified in advance.

## **13/ Sad or shocking report**

13.1/ When making a report on issues that cause grief or shock, questions should be asked in a non-emotional and sensible manner.

13.2/ When journalists enter hospitals or similar public institutions for reporting, they must obtain permission from the responsible executive, from presenting their questions to the relevant professional.

#### **14/ Use of Gender**

Women and men should be treated equally as news sources in news and other programs. It should be noted that this balance is not only expressed in numbers but also includes professional representation.

#### **15/Financial Journalism**

15.1/ Journalists shall not use the financial information they obtain in advance for their own benefit, nor shall they pass the information on to others.

15.2/ Journalists should not write or pass on shares, securities and other trading documents in which they or their immediate family have a large financial contribution without expressing their interest to the editor.

15.3/ Journalists should not buy or sell market goods on shares or securities established directly or by proxy or by close family members. Especially if it is a business that you plan to report on soon, you should inform the editor in advance.

#### **16/ Suicidal report**

16.1/ Media institutions and journalists should report suicide crimes and mental illness carefully and responsibly.

16.2/ Media institutions and journalists should deal with the issue of suicide with care and caution, thus:

(a) aggravating the illness of the deceased's family and friends.

(b) any report encouraging the commission of a crime of suicide or self-harm.

(c) unnecessary reference to the manner or place of execution of the crime of suicide.  
(d) language or presentation that trivializes, glorifies, or glorifies the crime of suicide in media aimed specifically at young audiences.

(e) The use of specific discourses that describe different forms of mental illness and the risks of stigmatizing people who are vulnerable to it may be used and should be avoided.

(3) When media institutions and journalists report on suicide crimes and mental illness, they should consult approved associations, research centers, institutions that provide counseling services, and health professionals and include their opinions on the matter.

## **17/ Protection of children and disabled people**

17.1/ The media must respect and promote the rights of children and the disabled.

17.2/ Children should not be identified as victims, witnesses or accused in cases involving sexual crimes.

Unless it is in the public interest, child abuse or sexual matters, journalists should not interview or take photographs in the absence of a parent or other adult on matters related to their personal safety.

17.3/ Children under the age of 18 shall not be interviewed or photographed in matters concerning their own or another child's safety, unless the guardian or an adult responsible for the child has given permission. In this case, if the responsible parent or guardian is the child's safety, it can be done.

17.4/ Students should not be approached or photographed in the school unless the school officials have given permission. If the school or the school officials are responsible in the case of students, it can be done in a way that protects the safety and rights of the children.

17.5/ Unless it is clearly necessary for the benefit of the child, minors or minors should not be paid for obtaining information about their safety. No payment can be made to their parents, guardians or guardians for this same information.

17.6/ The reputation of parents or guardians for publishers to publish details of the child's personal life. Evil or status should not be used as a reason.

17.7/ Even if it is allowed by law, the media should not publish / broadcast / a sexual victim or a witness of sexual abuse under the age of 18.

17.8/ When reporting a crime, the media should be more careful about the vulnerability of children who have witnessed the crime or are victims of the crime.

17.9/ When there are radio or television programs that are not suitable for children, the programs should be broadcast at times that children should not watch, and wherever necessary, there should be an age-related statement.

## **18/ Report on drug addiction**

Media institutions and journalists should consider the following general guidelines

18.1 when reporting on drugs: -

(a) Responsible reporting of public debates on drug use and addiction.

(b) shall not exaggerate or underestimate the harm caused by any drug.

(c) although many young people may or may not have the full knowledge, they should refrain from revealing detailed ways of using it.

(d) While it may be acceptable in some reports to list the composition of the ingredients of a drug, they should refrain from providing any list that may aid in its manufacture.

(e) shall not specify the quantity and location of any drug capable of causing death.

(f) They should prohibit any kind of report that encourages the audience to try drugs, for example, that praises the positive side of the feeling associated with the use of the drug.

(g) They should promote a message that conveys the message that there are measures to prevent drug abuse and that people can be protected from the harmful effects of their addictive behaviors.

(h) When parties arguing that the use of tobacco and alcohol is a right, they should understand that experts who talk about the harm should be presented together.

## **19/ Use of images and names**

19.1/ In general, the media should be careful about the use of images and names; they should refrain from publishing or distributing the image when it may harm the people concerned.

19.2/ Should refrain from using images in a way that distorts the truth and accuracy of the news.

19.3/ It is necessary to refrain from disseminating images of sadness, danger and people affected by sexual violence that embarrass and embarrass them.

## **20/ Protecting human dignity**

The media and journalists must understand the sensitivity of social standards and cultural issues and respect and protect the basic freedoms and rights of human beings as stipulated in international and continental laws. In particular, the media should give due attention to the following rights:

## **20.1/Personal rights**

- (a) The mass media must refrain from interfering in the private life of an individual and refrain from activities that violate this right, unless the matter is of genuine public interest.
- (b) Notwithstanding the above, if a private matter is known to the public, it can be a matter for comment by the media.
- (c). Personal rights include a person's home, family, religion, health, sexuality, private life and affairs as long as they do not conflict with the public interest.
- (d). It is important to realize that the public's right to know outweighs people's personal rights.
- (e) Journalists should be on the lookout for this.

## **20.2/ Intimidation**

- (a) Journalists should not threaten, harass, or conduct unacceptable continuous monitoring of people in order to obtain information.
- (b) Journalists should not ask questions, make phone calls, follow or photograph a person unless he/she has given his/her consent. They should stop monitoring until they are given a clear warning not to be in possession of the same person.
- (c) Editors must ensure that these principles are respected by those working in their work and must be careful not to use information obtained outside of the principles.

## **20.3/ Presumption of guilt**

- (a) The mass media and journalists must respect the right of an individual to be presumed innocent until proven guilty in a court of law.
- (b) The mass media and journalists should refrain from using the approach of portraying a person as guilty just because he has acquaintances with criminals.

Moreover, they should refrain from mentioning the names and pictures of the families or relatives of the guilty person until they are innocent and as long as mentioning them is not relevant to the issue being reported.

## **21/ Acts of violence**

21.1/ The media must refrain from presenting violence, armed robberies, bandits and terrorist activities.

22.2/ The mass media shall not allow their columns or air time to be used by individuals or articles that seek to encourage or glorify social evils, acts of war, racial or religious conflicts.

## **22/ Advertisements**

22.1/ The Editor-in-Chief shall not allow the circulation of any advertisement contrary to this Code of Conduct.

22.2/ The Editor-in-Chief shall be governed by the Advertising Code of Conduct issued pursuant to this Law.

## **23/ hate speech**

The media shall respect the prohibitions of the Federal Constitution regarding public statements that incite war, preach hatred and demean human dignity. Therefore, in their reports, they should refrain from using language that promotes hatred and can create contempt or stigmatization of a person based on differences based on race, ethnicity, gender, religion or political opinion and any kind of physical or mental illness or disability.



23.1/ Journalists should not deal with people who make derogatory speech based on ethnicity, race, religion, color and gender.

23.2/ Racist or conflict-inciting negative ethnic words should be avoided.

23.3/ It is necessary to carefully consider the possible impact and changes in attitudes of the general public when reporting on ethnicity or race.

## **24/ Social responsibility**

When collecting and disseminating information, the media and journalists should think about their responsibilities to the community as a whole and the various benefits/needs in the community.

24.1/ The mass media have a very special responsibility to promote mutual peace and friendship.

24. 2/News, opinions or ideas and facts related to disputes/conflicts related to peoples, nationalities or religions should be submitted if they are properly verified and their focus will be on the solution in a way that will ensure the unity, friendship and peace of the peoples.

24.3/ In general and especially in terms of public disputes or conflicts:

(a). They should avoid using provocative and emotional topics.

(b). Titles should reflect the content of the publication or work presented and should be logical.

(c) . Headings containing sentences that refer to accusations/accusations/ should at least include the source or the source of the accusations/accusations/ in quotation marks.

24.4/ When reporting news of terrorist attacks or public clashes or natural disasters, the media should refrain from publishing/transmitting gruesome images of corpses

or other photographs and images that may create terror or incitement among the public.

24.5/ Public interest prevails over the principles mentioned in this regulation, especially:

(a). Investigate and expose crime or serious misconduct;

(b) Protecting public health and safety;

(c). They have the responsibility to prevent the public from being misled by an act or speech of an individual or organization.

24.6/ Mass media should inform listeners/viewers of program schedule information in advance and respect the distribution of programs as announced.

24.7/ The mass media should be informed in advance by making complete technical preparations and precautions for the program to be broadcasted live. Be careful not to broadcast unnecessary comments, sounds and images.

24.8/ Using a delay machine when media think that illegal and unethical events, speeches and sounds may be transmitted during live broadcast by inform the audience of this. When errors are encountered in expressions, it is necessary to quickly provide correction to the listener or viewer.

24.9/ Media institutions and journalists should make sure that they include the needs and aspirations of the target audience when preparing news or programs. The broadcaster is concerned with providing listeners/viewers with messages of importance to the society (closed traffic roads, accident or disease prevention instructions, duty police station and dispensaries, meteorology, fire and prevention and similar addresses).

24.10/ Sufficient air cover should be provided to those suffering from incurable diseases and other members of society who require special attention.

## **25/ Plagiarism**

It is the responsibility of the journalist to recognize that it is unethical to present someone else's work as one's own work, and to cite the source of the work when reprinting or distributing a work that has already been done in whole or in part.

## **26/ Public opinion research**

26.1/ When media institutions and journalists report the results of public opinion research, they should ensure that they present the results in such a way that the public can properly judge and evaluate the benefits and value of the research.

26.2/ Public opinion survey reports should include the following detailed information as much as possible: -

- (a) disclose the identity of any party that funded the survey.
- (b) specify verbatim the questions asked.
- (c) definition of the population from which the sample was taken.
- (d) the size of the sample and the method by which the sample was taken.
- (e) which results are partially based on the sample's participants, such as men or women or supporters of certain political parties; Also, specify the starting sample number on which the percentage calculation is based;
- (f) Name of the organization that conducted the sampling.

26.3/ The following information may also be included: -

- (a) how and where the interviews were conducted, including whether they were conducted in person, at home, by telephone, email, on the street, or otherwise;
- (b) the date and time of the interviews.
- (c) by whom the public opinion was collected, for example by trained interviewers, telephone opinion collectors, reporters, etc.

26.4/ It should be made clear that if the public opinion was collected by telephone or through the Internet, the result was not obtained by following a proper statistical sampling method, but instead, the sample was made up of the participants who voluntarily responded with the number and address given to them, so it cannot be concluded that they are representative of the entire society. When reporting a public opinion survey compiled in this way, the expressions "most people" and "the people" should be removed if there is a possibility of giving the wrong opinion that the results of the public opinion poll are indicative of the public's opinion.

### **27/ Regarding environmental issues**

27.1/ Mass media should promote environmental care.

27.2/ The mass media should pay attention to the environmental effects of investment activities on society, especially those that report on commercial issues.

27.3/ The mass media has a responsibility to expose and prevent environmental damage.

### **28/ Reducing damage by report**

The media must balance the public's need for information with the harm it causes. Realizing that reporting news only as long as it does not cause further harm. Journalism is not a license to shirk responsibility or to interfere improperly.

### **29/ Responsibilities of the editor**

29.1/ The Editor-in-Chief is responsible for all content, including advertisements, published and distributed in the publication or media.

29.2/ If he is unable to fulfill his responsibilities, this issue must be clearly stated in advance.

29.3/ Among the ethical guidelines that must be followed by general media editors should:

- (a). Ensuring that information published in the media is free from discrimination, vulgarity, racism and incitement to violence.
- (b). Ensuring that the raw facts of issues published in the media are separated from opinion; Issue only evidence-based and genuine issues; Don't spread rumours.
- (c). Ensuring that there is no defamatory action.
- (d). Ensuring that an appropriate and correct response has been given in defamation activities in which the organization has been found to be involved.
- (e). Ensuring that the principles set forth in this Code of Conduct are implemented and promoted within the organization;
- (f). Ensuring that the media work according to the laws and regulations of the country.

### **30/ The ethics that should be followed by media owners and superiors**

- (a). Hiring staff, especially the editor, based on professional qualifications only.
- (b). Refrain from interfering with the professional freedom of the editor.
- (c). Clearly state the purpose of the media.
- (d). Establishing a system where public comments and questions regarding the services provided by the media and the results of their work are monitored and answered.
- (f). Beware of gifts and solicitations that may harm the organization's policy, purpose and integrity.
- (g). Facilitating opportunities for all employees to improve their professional skills through additional training.
- (h). Ensuring that there is an organization's code of conduct and job description that should be given to employees when they are hired by the organization.

(i). Acknowledging that media institutions and journalists are responsible for their actions to the public, the profession and themselves, as if, actively encourage all journalists and media professionals to adhere to professional standards.

## **Chapter two**

### **Ethical guidelines for Internet journalism**

#### Interpretation

According to this code of conduct, "Internet media" means an organization whose main job is to collect, prepare, compile and distribute news and programs under the responsibility of deciding on the content of the media service provider using images, sound, video and web text, etc. It is an information transfer service.

"Person subject to this code of conduct" means a journalist, media professional, foreign journalist or media organization like, YouTube, factbook, Instagram, TikTok etc .

All references to the male gender in the rule include the female gender.

### **2/ Regarding internet journalism**

Internet journalists and any licensed Internet media organization or journalist must adhere to the code of conduct presented above and specifically follow the guidelines below.

2. 1/ As a matter of principle, everyone who practices internet journalism, regardless of the service platform or format (website, YouTube, Facebook, Twitter, Instagram, LinkedIn, etc.) must respect all professional ethics and the core values of journalism.

2.2/ Internet media institutions and journalists provide news through the Internet; programs, photos and motion pictures; comments; or advertisements understand

that they must comply with the country's constitution, the media law, the decree issued to prevent and control hate speech and false information, the advertisement law, the professional code of conduct, the laws issued for the protection of copyright and related rights, the international agreements and protocols accepted by Ethiopia, and other laws of the country: .

2. 3/ An internet media journalist should always stand for the rule of law and understand that the institution he/she works for has a legal personality. It clearly advertises its address and the name and type of service of other social media used by the public.

2. 4/ Any internet institution or journalist should do their part to prevent the spread of hate speech and false information in public meetings through broadcast, print, social media, text or video.

2. 5/ The Internet media service provider should open a platform for accessible comments on the programs or articles it distributes; However, comments given by a user should be removed from the forum as soon as possible when it is found to be defamatory to a third party.

2. 6/ The internet media service provider should establish a procedure to correct errors in the program or text they distribute.

2. 7/ The internet media service provider shall not distribute obscene and obscene language, as well as reports that contribute to the creation of hatred and incite conflict based on gender, ethnicity and religion.

2. 8/ Internet media journalists must protect themselves from misinformation and disinformation. Disinformation is information that is completely false and is spread to create controversy for money, political gain, or any other issue that is intended to directly harm a community, group, or individual. In this way, it is a way of presenting something that did not happen and as if it did happen.

2. 9/ Internet media must be protected from disseminating false information; Misinformation is incorrect information, but it may not be done intentionally to attack a community or group. However, the information should not be posted or shared with others as it may harm others.

2. 10/ Internet media journalist must refrain from spreading contaminated information to others. Malformation is the act of adding false information to partially true information or spreading fake photos or videos on top of true information.

2. 11/ The Internet media should not share by adding or subtracting information that is transmitted from one to another that the journalist himself did not prepare and cannot take responsibility for.

2. 12/ The advertisement distributed through the Internet media must be presented in such a way that it is clearly different from other information. It should not mix news and advertisement.



2. 13/ When internet media institutions and journalists use quotations or clipped sounds and images; they should preserve the context in which the issue was first presented and try to convey the original tone without changing.

2. 14/ Internet media institutions and journalists understand that when it is known about the publication or distribution of false, misleading and hate speech on other channels, they must expose the mistake made and provide the correct information as soon as possible. The correction will include disclaimers issued by the relevant government agency.

2. 15/ Internet media institutions and journalists should not try to use titles, photos and moving films that do not match the content in order to earn money.

2. 16/ Internet media and journalists should take into account the following rules and regulations for content transmitted directly by mobile phones and other technological devices.

2. 17/ There should be a clear distinction between Internet content and platforms designed for the reception of user-generated comments. Editors should exercise caution when reposting content published on their websites by third parties.

2.18/ Care must be taken to ensure that hyperlinks used in website content do not intentionally lead users to websites that contain harmful or false information or that do not comply with journalistic ethics.

2. 19/ Internet editors to regularly monitor the comment box and illegal messages that affect human dignity. They should take precautions to prevent the dissemination or publication of privacy-infringing or hate speech.

2. 20/ Internet organizers should keep the password in the hands of a responsible person so that their websites or channels do not fall into the hands of fraudsters.

2. 21/ Internet owners, journalists and presenters should consider that the messages transmitted in the media and on their own personal social media pages may be different, but it is not against the law and ethics.

2. 22/ that incites hatred or violence by Internet organizers or operators or on the basis of sex, age, marital status, language, physical or mental disability, political belief, religion, or race or social status. They must not publish or distribute any information, whether written or visual, that constitutes direct discrimination based on sexual orientation.

2. 23/ Realizing that there is legal responsibility for the negative consequences of false information and hate speech on social media.

2. 24/ Internet editors must respond to complaints made by users on their sites and publish them on their sites. Complaint/notification procedures should be clearly communicated.

2. 25/ Internet editors should use content filters or other technologies as much as possible to prevent hateful words and abusive language.

2. 26. Internet operators (whether or not complaints are made by affected persons or other parties) must take immediate action to investigate and remove objectionable content upon discovery.

2. 27/ Internet editors can generally block commenters who frequently provoke controversial ideas and radical incitement, or comment inappropriately or infringe on the rights of third parties.

2. 28. Editors and editors should have specific policies and strategies to identify and quickly take down commenters who post sexually explicit or non-consensual images (photos, videos, etc.) that have a significant impact on personal dignity.

2. 29/ Internet providers or operators must act on complaints as soon as possible and no later than 48 hours. In exceptional cases, the time limit may be extended by informing the complainant if it is particularly difficult to implement this schedule quickly from a legal or ethical point of view.

2.30/ Internet editors should not use the names of famous people, pictures and work to create misleading work.

2.31/ Organizers may issue rules prohibiting the use of the Internet comment area for commercial entities or for-profit purposes or as a platform for the promotion of a personal matter.

2. 32/ Personal photographs, videos or written articles published on the company's internet sites are considered public media. If they are not, or if the password is found to be in the hands of others, it should be notified to the public immediately in any another way.

2.33/ Carefully examine photos and videos taken from social media. They must be checked for authenticity and integrity.

2. 34/ Editors should always be aware that children, youth and women are more likely to be victims of cyber-attacks through internet media.

2. 35/ Internet media should archive as much as possible the content of previously published and distributed information. In the event of a legal dispute or court order, the responsibility rests with the Internet owner.

2.36/ Non-respect of copyright, repeated use of content and other materials produced by other media is considered as a violation of copyright and a violation of journalistic ethics. In addition, any citation (fair use) of third-party content must clearly indicate the source/author of the information and comply with other requirements of copyright law.

2.37/ Internet producers understand that their media must be verified by relevant companies.

## **2.2/ Applicability and interpretation of the Code of Conduct**

2.2. 1/ The ethical concepts listed in this regulation are from the Ethiopian Constitution and the Media Proclamation, International human rights laws, conventions and principles accepted by Ethiopia, as well as international standards issued and established based on these principles, are interpreted.

2.2.2/ In order to ensure that the typical contents of this code of conduct are more refined and refined, resolved and able to meet the practical obligations that occur from time to time, when it is believed to be necessary through the office of the council, an idea based on extensive research and an updated rule will be presented.

2.2.3./ This Code of Conduct shall be effective on the members of the Council from the moment it is approved by the Ethiopian Media Council or the Executive Committee.

## **References**

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