

التجمع
الإعلامي
العربي

من أجل الأخوة الإنسانية

20 Principles Charter

**The Media Code of Ethics
for Human Fraternity**

Abu Dhabi – February 2020



مجلس حكماء المسلمين
Muslim Council of Elders

التجمع الإعلامي العربي

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Introduction


“In the name of God who has created all human beings equal in rights, duties and dignity, and who has called them to live together as brothers and sisters, to fill the earth and make known the values of goodness, love and peace”

The Document of Human Fraternity

Based on the Document of Human Fraternity signed one year ago in Abu Dhabi by His Eminence Dr. Ahmed El-Tayeb, the Grand Imam of Al-Azhar and Chairman of the Muslim Council of Elders, and His Holiness Pope Francis, Pope of the Catholic Church for world peace and living together.

And building on the professional codes of ethics established by global media organizations, federations and institutions;

And a belief in the media and press community in the Arab world, and in support of the culture of self-regulated organizations of professional groups;



We, the undersigned, present this charter as a professional and ethical charter for media practices in matters relating to humanitarian issues and the importance of working to spread human fraternity while taking into account the important role that the media plays in shaping awareness among the general public in a way that does not fan discrimination, racism, sectarianism and hatred between people.

Therefore, we met in the Land of Tolerance, the United Arab Emirates capital of Abu Dhabi, on the 3rd and 4th of February 2020, through a generous invitation from the Muslim Council of Elders, and concluded that we are currently witnessing a wide range of unethical media practices, adopted with or without intention, which provoke conflict among people while also fueling discord, hatred and discrimination, and eschewing moral and legal standards, thus violating the purpose of media outlets, which is to be a positive influence in society.

Therefore, we present this charter and what it entails in terms of principles and mechanisms while also employing it to transform the awareness of all media organizations, editors and journalists and in turn make it a fundamental part of Arab and international media practices, and a Code of Ethics that is morally adhered to.

We hope that media organizations, institutions and professional groups in the Arab world will cooperate with us and amongst themselves to spread the culture of human fraternity in a way that contributes to promoting peace and coexistence in societies while combating hatred, achieving stability, supporting equitable development and safeguarding the rights of the vulnerable.

We declare our ethical, professional and humanitarian commitment to the following 20 principles:

Principle One

Emphasize all basic rights within the media, foremost of which are the freedom of thought, opinion and creative expression as inherent rights without which the media's duty cannot be fulfilled.



Principle Two

Support the values of justice, truth, equality and acceptance of the other, and promote citizenship, inclusion and coexistence.



Principle Three

Renounce speech which threaten the principles of freedom of belief, respect for pluralism and intellectual diversity.



Principle Four

Refrain from publishing or promoting any hate speech and avoid any media content that promotes the comparison between religions, beliefs and doctrines while challenging and disdaining them, and to refrain from describing people using religious, ethnic and racial slurs intended to insult them.

Principle Five

Refrain from displaying, publishing, broadcasting or promoting religious fatwas (edicts) attributed to non-official jurisdictions.



Principle Six

Highlight the impact of war crimes and violence on innocent civilians and avoid adopting or promoting intellectual positions that fuel wars and destabilize human fraternity.



Principle Seven

Commit to supporting the displaced, victims of wars and conflicts, terrorist crimes and natural disasters, and mobilize local and international public opinion towards their tragedies and describe them using official terminology established by international laws and conventions.



Principle Eight

Consider the human side in media coverage related to terrorist crimes, conflicts and related incidents.

Principle Nine

Emphasize the sanctity of human life regardless of religion, gender, race or color, and not promote speech that justify murder.



Principle Ten

Confront and counter abusive stereotypes that some groups try to promote and entrench about other groups because of their beliefs, backgrounds, forms or ethnicities.



Principle Eleven

Encourage humane media content to highlight positive experiences related to the values of dialogue, tolerance and equality and promote human fraternity.



Principle Twelve

Support the family paradigm in media reportage and focus on content that protects, supports and enhances families.

Principle Thirteen

Advocate for women's causes and rights as recognized by international conventions and norms.



Principle Fourteen

Focus on the issues of people with special needs, present their requirements, highlight their talents and abilities, and refrain from using terms that violate their dignity.



Principle Fifteen

Place an emphasis on respecting the moral and media codes and principles relating to children and their rights and condemn the abuse or violation of their innocence in any way.



Principle Sixteen

Refrain from expressing contempt for religions and undermining their respective symbols.

Principle Seventeen

Encourage universities, colleges and institutes that teach and train media practices to adopt these principles in their respective curricula to prepare media professionals of a humane character.



Principle Eighteen

Combat fanaticism in sports and not feed it in any way while also adhering to sporting ethics and confront and expose practices that have the potential to incite discord among the masses.



Principle Nineteen

Encourage art associations and artists (actors, singers) to adopt these principles, take them into consideration, and to use critical media to alert of any unethical practices within their respective industries.



Principle Twenty

Support charitable work and humanitarian initiatives and promote a culture of volunteerism and public service.

Conclusion

The signatories of this charter undertake to abide by its principles.

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أبوظبي - فبراير 2020

مدونة العشرين

مبادئ العمل الإعلامي من أجل الأخوة الإنسانية

أحمد الجسلساني

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مدونة العشرين

مبادئ العمل الإعلامي من أجل الأخوة الإنسانية

كريم كجور
مؤرخ وممثل مصري
أعطه الله
بهود كاست مصريه

كولمبيا
أشرف رئيس فاجه الأركان

رئيس مجلس إدارة
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