

منتدى
الإعلام ودوره في تأجيج الكراهية والعنف
Media International Forum:
The Role of Media in Inciting Hatred and Violence



Jeddah Charter for Media Responsibility

الاتحاد العالمي لوكالات الأنباء
Union of OIC News Agencies
Union des agences de presse de l'OIC



الليغا العالمية الإسلامية
MUSLIM WORLD LEAGUE



Jeddah Charter for Media Responsibility

As we acknowledge the duty of promoting the media system and enhancing the sense of pride in belonging to the profession, we affirm the charters issued by international organizations and professional institutions. We are keen to respect the freedom of opinion and expression within the framework of its civilizational legitimacy, which supports the peace of our world and the harmony of our national societies.

To guarantee the public's right to discover the truth and to access information, it is essential to provide unbiased and impartial documentation. This approach contrasts with relying on improvised and misleading representations that compromise the transparency of information and distort the authenticity of documents.

Guided by the accumulated experiences of the media in achieving an enlightened and civilized role within the community.

In response to the era's need, we aim to establish an international alliance to combat misinformation. To enhance media performance and quality, we advocate adhering to standards and controls that embody the ethics of media discourse, encompassing its core principles and responsibilities. Participants of the Media International Forum (**The Role of Media in Inciting Hatred and Violence: Risks of Misinformation and Bias**) urge media professionals worldwide to commit to these ethics. These are based on universally accepted media values, embraced by dedicated professionals and all who acknowledge media responsibility. This commitment is essential to prevent any deviation from the media's noble mission.

Respectively, the participants confirmed to be committed to the following:

- Believing in human dignity and a commitment to common moral ideals, we must respect and protect human rights without discrimination based on religion, nationality, ethnicity, or other factors. The existence of individuals and their right to choose their legitimate orientations must be respected. Furthermore, we should refrain from broadcasting or publishing content that could prejudice the rights of others or violate their privacy.

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- Fighting against negative phenomena and wrongful practices, countering calls to spread vice and moral decay, and opposing everything that harms societies or contradicts the nature of common sense and universal human values.
 - Respecting religious and national symbols of nations and peoples is essential. We must insist that the abuse of religious beliefs and sanctities does not fall within the scope of freedom of expression, but rather is an immoral exploitation of this noble value. Such abuse only serves to provoke feelings, create enmities, and incite tensions.
 - We should work towards consolidating the culture of informed differences, respecting cultural and social diversity, maintaining societal peace, and harmonizing their components. This includes fostering coexistence, driving the renaissance of societies, and adhering to scientific, objective, and ethical standards in criticism and dialogue.
 - Considering Islamophobia, along with other hateful and exclusionary ideologies, as a form of abhorrent racism that demonizes and excludes others due to its narrow-mindedness, inability to interact, or misunderstandings caused by detachment and arrogance, as well as the deep-seated hatred in some individuals, is indicative of their moral and human detachment.
 - It is essential to combat calls for violence, hatred, and racial discrimination, and to refrain from publishing materials that fuel or incite extremism and terrorism. We must also work diligently to combat anything that threatens the security of homelands and communities, or sows discord and strife.
 - Blocking content related to violence and hatred and being fully cautious about one-sided methods and biased controls. It is important to be cautious about disseminating offensive or insulting media materials. We must condemn all forms of degradation and contempt, while using polite and refined language to preserve dignity, reveal truth, ensure coexistence, and respect everyone.
 - Dealing with catastrophic and tragic events demands sensitivity and responsibility as well as using visual and linguistic materials professionally. Care must be taken to avoid offending victims or those affected and distressed by broadcasting hurtful or traumatic details and images.

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- Practicing media freely and independently without being subject to pressures or influences of any kind. Also, avoiding using power or authority for personal interests or self-gain.
 - Commitment to personal responsibility, moral and social values is vital, as is avoiding deception and blackmail to obtain news. Verifying the accuracy of news and exercising prudence in its coverage contributes to enlightening public opinion and guiding it with balance and moderation. Also, staying away from methods of exaggeration and dramatization and avoiding provoking and inciting hatred and violence.
 - Sensing the honor of the profession, it's vital to maintain objectivity and impartiality in receiving and presenting news. These qualities represent the optimal expression of truth-telling that should reach the public, free from exclusion, bias, or misinformation.
 - Commitment to legitimate means of obtaining information is essential, along with avoiding unethical methods that violate others' rights or infringe on their privacy.
 - Relying on reliable and credible sources for the transmission of news and reports. When quoting these sources, copyright must be taken into account. Ensuring correctness and accuracy in the presentation or publication of media materials and reports, as is avoiding the fabrication, piracy, falsification, distortion, and dissemination of misleading news or rumors.

The forum called for a number of recommendations:

- To establish a uniform international law regulating the ethics of media work, and to endorse qualified regulations for informed media practice.
- Creating national and international laws that deter all forms of hatred, including the criminalization of media institutions and individuals involved in these crimes. It also entails making official lists of their names to isolate them from the impartial media system, serving as a warning of their potential risk to world peace and the harmony of national societies.
- Announcing the ‘Islamic News Agency Award for Media Professionalism,’ to be awarded by the Agency to governmental and non-governmental organizations, institutions, and individuals who are committed to media values.
- Providing protection for media correspondents and criminalizing their assault or restricting their access to freely cover events.
- National and international support is essential for enhancing the media message and contributing to the content that raises awareness of its various concepts and connotations.
- Promoting the media process to become a soft power that serves humanitarian issues, supports oppressed peoples, resolves conflicts, and strengthens the civilizational alliance between nations and peoples against concepts of hatred and theories of inevitable conflict and clash of civilizations is crucial.
- It is important to create effective national and international observatories that investigate and monitor the warning signs of hatred and work to mitigate its risks.
- Calling for the adoption of the Jeddah Charter for Media Responsibility by international media institutions as a reference source and a legal document that provide knowledge on the ethics of media work, control its practice, and clarify its regulations.

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