



UNIVERSITY  
OF TAMPERE

# **International Dimension of Media Ethics: The Challenge for Journalism Education**

Presentation of Kaarle Nordenstreng  
Professor Emeritus, University of Tampere, Finland

The Future of Media Ethics  
Conference at the University of Helsinki  
9 December 2016

# Outline of my presentation

1. How did I wake up to be engaged
2. What was done in studies and publications
3. The contents of current textbook & lecture
4. European Court of Human Rights judgment
5. Proposals for what is to be done

# **1. How did I wake up to be engaged**

I was deeply involved in reforming Finnish broadcasting in the late 1960s based on normative policy orientation

As member of Unesco's panel proposing new research I was asked in 1971 to map out the flow of TV programs around the world, leading to international policies

As member of Finnish National Commission of Unesco I was asked to comment on draft resolution on the use of mass media with a view to strengthening peace...in 1972

More involved in preparation of Unesco's mass media declaration in 1974-77, both as delegate of Finland and as consultant to Unesco Secretariat

As member of Finnish advisory committee for the CSCE followed closely the Helsinki process from 1974 on

## **2. What was done in studies and publications**

Students were asked to study the codes of ethics gathered by Unesco and to examine the normative dimensions of international journalism; three Master's theses led to publications.

Unesco's Mass Media Declaration became part of readings in international communication module, with a house textbook issued in 1979 ("Information in the service of peace and international understanding", 145 pages); updated in 1988 ("The international framework of information", 265 pages)

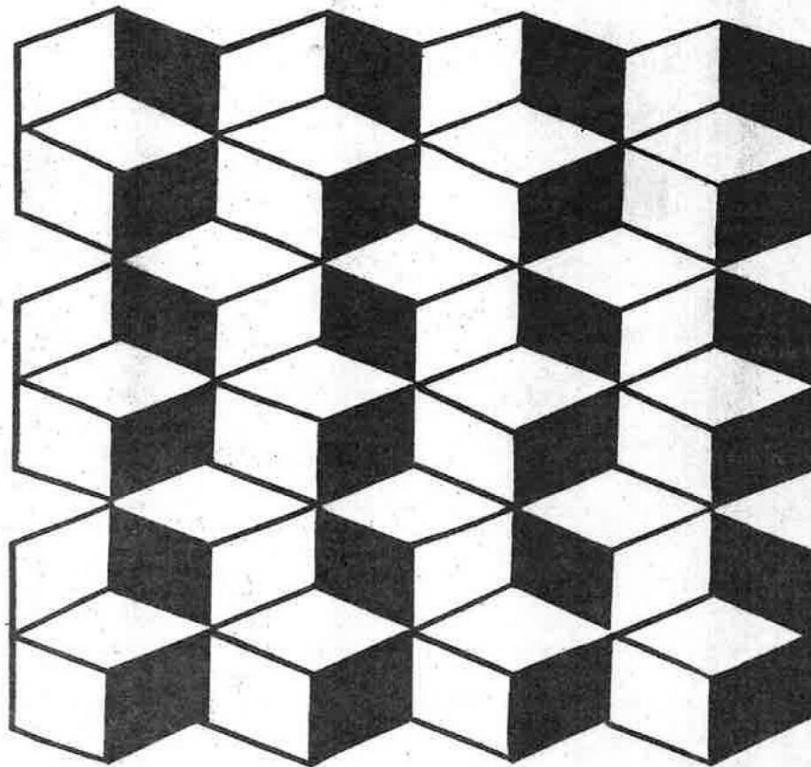
General textbook published in 1992 ("International journalist ethics")

Crucial law colleagues L Hannikainen & J Kortteinen

# TIEDOTUSOPIN LAITOS

## OPETUSMONISTE

---



TIEDONVÄLITYS RAUHAN JA KANSAINVÄLISEN  
YHTEISYMMÄRRYKSEN PALVELUKSESSA

TAMPEREEN YLIOPISTO  
Elokuu 1979  
No. 31

TAMPEREEN YLIOPISTON TIEDOTUSOPIN LAITOS

OPETUSMONISTE 31/1979

ISBN 951-44-0868-3

ISSN 0356-7044

TIEDONVÄLITYS RAUHAN JA KANSAINVÄLISEN  
YHTEISYMMÄRRYKSEN PALVELUKSESSA

SISÄLLYSLUETTELO

1. JOHDANTO (Kaarle Nordenstreng)	1
2. KANSAINVÄLISTEN SUHTEIDEN KEHITYS JA OIKEUDELLINEN SÄÄNTELY (Esko Antola-Lauri Hannikainen)	5
2.1 Kansainvälisen järjestelmän kehityslinjat ja lähestymistavat	5
2.2 Kansainvälinen oikeus kansainvälisten suhteiden sääntelijänä	8
3. SOTAPROPAGANDAN KIELTO KANSAINVÄLISESSÄ JA VALTION SISÄISESSÄ OIKEUDESSA (Lauri Hannikainen)	15
3.1 Kansainvälisoikeudelliset asiakirjat ja tuomioistuinratkaisut	16
3.2 Tutkijoiden mielipiteet	18
3.3 Kiellon päämäärät ja voimassapitäminen	19
3.4 Kielto säännön tarkempi määrittely: millainen väkivalta, millainen propaganda, ketä rangaistaan?	20
3.5 Vastuukysymykset	22
3.6 Suomi ja sotaprooagandan kielto	24
4. MUUT KANSAINVÄLISOIKEUDELLISET VELVOITTEET TIEDONVÄLITYKSEN SISÄLLÖLLE (Lauri Hannikainen-Kaarle Nordenstreng)	29
4.1 Velvoitteiden lähteenä olevat asiakirjat	30
4.2 Kansainvälisiä suhteita koskevat velvoitteet	32
4.3 Kansallisen tason sääntely	41
5. UNESCON JOUKKOTIEDOTUSJULISTUS (Kaarle Nordenstreng)	49
5.1 Julistuksen sisältö	49
5.2 Syntytausta	51
5.3 Merkitys	54
6. IDÄN JA LÄNNEN VÄLINEN INFORMAATIONVAIHTO JA JÄNNITYKSEN LIENTYMINEN (Kaarle Nordenstreng)	55

# COMMUNICATION

## Paris

## **Journalistic ethics and international relations**

KAARLE NORDENSTRENG

and

ANTTI ALANEN

The question whether ethics is an inherent aspect of human communication seems by now almost obsolete. How could we deny that values and, thus, questions of ethics, are essential to the phenomena of human communication, which is a fundamental element in social relations? Ethics should indeed be understood as a pervasive aspect of human communication.<sup>1</sup>

While the inseparable connection between human communication and ethics is evident as far as interpersonal and social relations in general are concerned, it is far less clearly recognized that the same kind of connection exists concerning communication in international relations. In other words, fundamentally the same kind of value questions as those prevailing within a particular social environment can also be distinguished in communication relations extending across cultural and national borders and thus constituting communication as a part of international relations. It is typical that the existing literature on ethics in human communication touches only in passing, if at all, the problem of ethics in international communication.

It has nevertheless been evident that journalistic coverage of other countries is a very sensitive area in terms of values and, indeed,



## APPENDIX 1

### CLASSIFICATION OF INTERNATIONAL INSTRUMENTS AND JOURNALISTIC CODES

#### I Peace and security

1. Strengthening of peace
2. International security
3. Reduction of arms, race, limitation of armament
4. Disarmament
5. Détente, relaxation of tension
6. Peaceful coexistence
7. Peaceful settlement of disputes
8. Refraining from action liable to aggravate international tension, refraining from use or threat of force
9. Non-interference in another state's matters, sovereignty

#### II War propaganda

1. Incitement to war, war mongering
2. War propaganda
3. Appeal for war, fomentation to war
4. Statements to the effect that war is necessary or inevitable, appeal for the settlement of disputes between peoples by force
5. Propaganda for acts likely to lead to war
6. Propaganda for acts of aggression
7. Advocacy for hatred that constitutes incitement to violence, subversive propaganda
8. Propaganda designed to provoke or encourage any threat to or breach of peace

#### III Friendship, mutual understanding and co-operation between peoples

1. Mutual understanding between peoples, international understanding, tolerance, respect, goodwill
2. Friendly relations between nations
3. Confidence between peoples, trust

## APPENDIX 2

### INTERNATIONAL INSTRUMENTS CONCERNING INFORMATION

XXX = the instrument as a whole relates directly to the mass media

XX = the instrument contains parts relating directly to the mass media

X = the instrument relates to the mass media indirectly through a broader concept ("information," "propaganda," "public opinion" etc.)

O = the instrument does not include standards concerning information, but it has been quoted in relevant instruments

### CONVENTIONS AND CHARTERS

- |  |     |
|--|-----|
| 1. The International Convention Concerning the Use of Broadcasting in the Cause of Peace<br>League of Nations<br>Geneva 23.9.1936, entered into force 2.4.1938                       | XXX |
| 2. United Nations Charter<br>San Francisco 26.6.1945   | O   |
| 3. Charter of the International Military Tribunal (Nuremberg)<br>London 8.8.1945   | X   |
| 4. Constitution of Unesco<br>London 16.11.1945   | XX  |
| 5. Convention on the Prevention and Punishment of the Crime of Genocide<br>UN General Assembly Resolution 260 (III)<br>New York 9.12.1948, entered into force 12.1.1951              | X   |
| 6. Convention on the International Right of Correction<br>UN General Assembly resolution 630 (VII)<br>New York 16.12.1952, entered into force 24.8.1962                              | XXX |
| 7. International Convention on the Elimination of All Forms of Racial Discrimination<br>UN General Assembly Resolution 2106 (XX)<br>New York 21.12.1965, entered into force 4.1.1969 | XX  |

**KAARLE NORDENSTRENG**



Veli Holopainen (ed.):  
Case Studies on  
International  
Norms and Journalism

University of Tampere  
Department of  
Journalism  
and Mass  
Communication

Publications  
Series B 22/1987

## PART I

### INTERNATIONAL NORMS AND THEIR OBSERVANCE IN TWO NEWSPAPERS

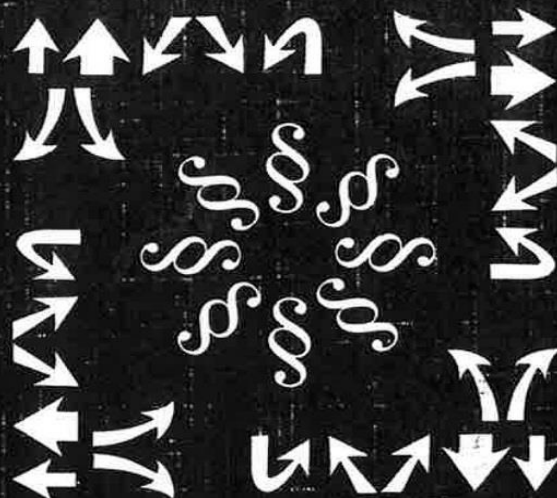
1. INTRODUCTION .....	7
2. INTERNATIONAL LAW .....	8
2.1 Interpreting International Law .....	8
2.2 Maintaining International Peace and Security ....	9
2.3 Respect for the Self-determination of Peoples ...	11
2.4 Respect for Human Rights .....	12
3. THE NORMS IN THE COVERAGE OF THE TIMES AND HELSINGIN SANOMAT .....	14
3.1 An Overview .....	14
3.2 An Example .....	18
4. CONCLUSIONS .....	21
REFERENCES .....	23
APPENDIX: List of International Legal Documents .....	25

## PART II

### THE RELEVANCE OF THE MASS MEDIA DECLARATION IN SELECTED MEDIA FROM SEVEN COUNTRIES

1. INTRODUCTION .....	33
2. INTERPRETING THE MASS MEDIA DECLARATION .....	34
3. THE MEDIA IN THIS STUDY .....	38
4. ANALYSIS OF THE MEDIA .....	41
4.1 Statistics .....	41
4.2 Helsingin Sanomat, Finland (by Veli Holopainen) ..	45
4.3 Excélsior, Mexico (by José Marquez) .....	53
4.4 El Mercurio, Chile (by José Marquez) .....	58
4.5 The Ethiopian Herald, Ethiopia (by Linus Atarah) ..	63
4.6 The Ghanaian Times, Ghana (by Linus Atarah) .....	67
4.7 Daily News, Tanzania (by Linus Atarah) .....	70
4.8 Windhoek Advertiser (by Kayele M. Kambombo) .....	76
4.9 South West African Broadcasting Corporation, Namibia (by Johannes Amupala) .....	81
4.10 Radio Tanzania Dar es Salaam, Tanzania (by Johannes Amupala) .....	87
5. OVERVIEW OF THE RESULTS .....	92

Kaarle Nordenstreng  
(toim.)



*Kansainvälinen*  
**JOURNALISTI-  
ETIIKKA**



YLIOPISTOPAINO

# SISÄLTÖ

Saatteeksi

7

Kirjoittajat

9

## I OSA: KANSAINVÄLINEN JÄRJESTELMÄ

Kansainvälisen järjestelmän kehityspiirteet  
*Esko Antola*

12

Kansainvälinen oikeus kansainvälisten suhteiden  
sääntelijänä  
*Lauri Hannikainen*

27

## II OSA: VIESTINTÄOIKEUS

Sananvapaus kansainvälisen oikeuden ja politiikan  
näkökulmasta  
*Kaarle Nordenstreng & Lauri Hannikainen &  
Wolfgang Kleinwächter*

52

Kansainvälisen oikeuden edellyttämät tai sallimat  
rajoitukset sananvapaudelle  
*Lauri Hannikainen*

73

Rotusyrjintäkielto ja ihmisoikeuksien toteutuminen  
tiedonvälityksessä  
*Juhani Kortteinen*

112

## III OSA: JOURNALISTIETIIKKA

Kansainvälisestä oikeudesta journalistietiiikkaan  
*Lars Bruun & Kaarle Nordenstreng*

154

Journalistien oikeudet ja velvollisuudet  
*MacBride-komissio*

165

Journalistietiiikan kansainvälinen kehitys  
*Kaarle Nordenstreng*

189

## LIITTEET

1. Ihmisoikeuksien yleismaailmallinen julistus

204

2. Kansalaisoikeuksia ja poliittisia oikeuksia koskeva  
kansainvälinen yleissopimus (osittain)

210

3. Rotusyrjintäsopimus (osittain)

212

4. Euroopan Neuvoston ihmisoikeussopimus (osittain)

213

5. Yhteen veto kansainvälisen oikeuden säännöksistä

214

6. Unescon joukkotiedotusjulistus

220

7. Etnisiä ryhmiä koskevan uutistoiminnan ohjeet

226

8. Journalismin ammattietiiikan kansainväliset  
periaatteet

229

### 3. The contents of current textbook & lecture

The 1992 textbook updated in 2012 as e-book at UTA

[http://www.uta.fi/cmt/opiskelu/opinto-opasjaopetusohjelma/Kansainvalinen%20oikeus%20ja%20etiikka%2010\\_10.pdf](http://www.uta.fi/cmt/opiskelu/opinto-opasjaopetusohjelma/Kansainvalinen%20oikeus%20ja%20etiikka%2010_10.pdf)

*International Law and Ethics in Journalism*

I International system

II International law

III Media law

IV Journalist ethics

(10 chapters on 164 pages + 26 pages of appendices including Unesco Declaration of 1978 and International Principles of Professional Ethics of 1983)



# **Lecture as part of law and ethics course in basic studies of journalism & communication**

## *Human rights*

- Overview <http://www.ihmisoikeudet.net/>
- Universal Declaration (1948)
- European Convention on Human Rights (1950)
- International Covenant of Civil & Political Rights (1966)

## *International law*

- Origins and development of the international system
- Fundamentals of international law
- Media law
- Journalist ethics

## *Self-regulation*



# Universal Declaration of Human Rights

## Article 19

Everyone has the right to 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 borders.

*The subject or owner of this right is “everyone” in the sense of “all human beings”. Media including journalists are placed in the service of people – not as owners of this right and freedom.*

# International Covenant on Civil and Political 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.

## Article 19, cont.

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:

- (a) For respect of the rights or reputations of others;
- (b) 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.

# European Convention on Human Rights

## Article 10

1. Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and **to receive and impart information** and ideas without interference by public authority and regardless of frontiers.

This article shall not prevent States from requiring the licensing of broadcasting, television or cinema enterprises.

## 4. European Court of Human Rights judgment (8 November 2016)

- Hungarian Helsinki Committee v Hungary concerning access to information refused by authorities
- <http://hudoc.echr.coe.int/eng?i=001-167828>
- <http://echrblog.blogspot.fi/2016/11/mhv-v-hungary-judgment-on-access-to.html>
- Confirms wide access to information under Article 10 of the European Convention, including freedom **to seek** information despite its absence from the text
- Emphasizes the public interest – specifying that it cannot be reduced to the public's thirst for private life of others or to an audience's wish for sensationalism

## 5. Proposals for what is to be done

1. Update the 2012 textbook with inventory of current international instruments and their observance in today's journalism; expanded chapter on hate speech and added chapter on safety of journalists
2. Publish in print and e-book
3. Translate and publish in English
4. Arrange panel in [www.wjec.paris](http://www.wjec.paris)
5. Add as new syllabus to Unesco model currucula  
[http://www.unesco.org/ulis/cgi-bin/ulis.pl?catno=221199&set=00583D5414\\_2\\_253&gp=1&lin=1&ll=1](http://www.unesco.org/ulis/cgi-bin/ulis.pl?catno=221199&set=00583D5414_2_253&gp=1&lin=1&ll=1)



UNIVERSITY  
OF TAMPERE

# Thank you!

[kaarle.nordenstreng@uta.fi](mailto:kaarle.nordenstreng@uta.fi)

[http://www.uta.fi/cmt/en/contact/staff/  
kaarlenordenstreng/index.html](http://www.uta.fi/cmt/en/contact/staff/kaarlenordenstreng/index.html)