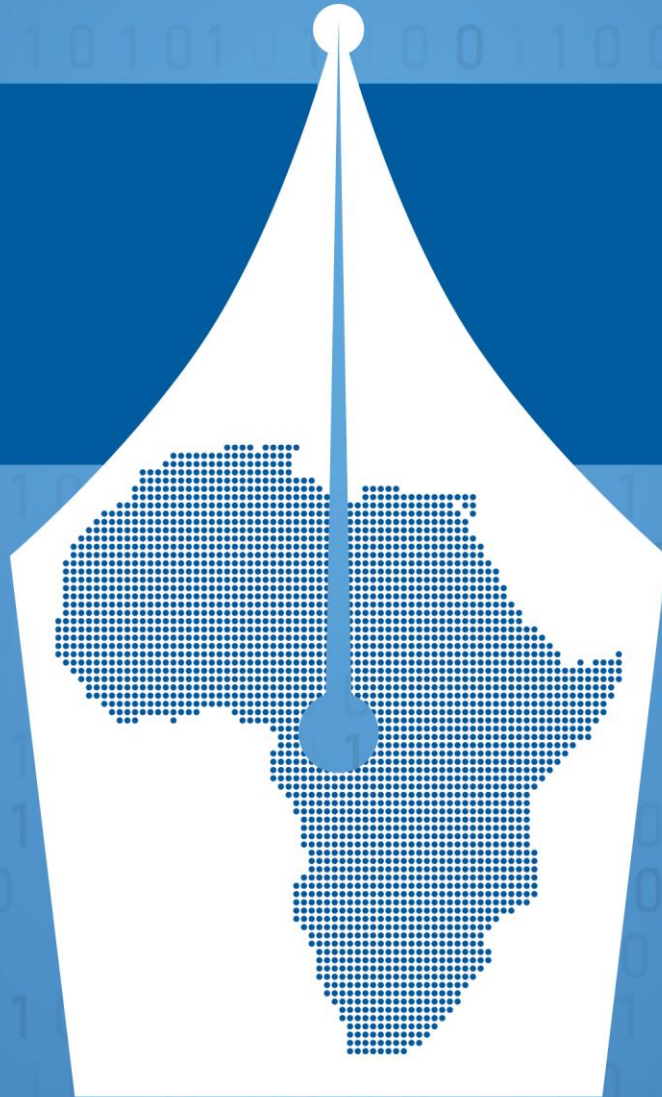


CODE OF ETHICS AND CONDUCT

FOR SOUTH AFRICAN PRINT AND ONLINE MEDIA

(Press Code)



IsiXhosa

UMgaqo weNtsulungeko nokuZiphatha weeNdaba eziShicilelwayo nezikwi-Intanethi woMzantsi Afrika

(Oku kuza kuqala ukusebenza nge30 kaSeptemba 2022)

IBhunga leeNdaba laseMzantsi Afrika iPress Council of South Africa, lisebenzisa lo Mgaqo ulandelayo kwiindaba ezishicilelwayo nezisebenzisa i-intanethi (xa ziqukwa zonke kusetyenziswa igama elithi "amajelo eendaba".)

INTSHAYELELO

Oonondaba bakho ukuze basebenzele uluntu. Inkululeko yabo inceda uluntu lukwazi ukuhlolisisa iimeko eziluchaphazelayo, ibe ibalulekile ekuzalisekiseni isithembiso sedemokrasi. Banceda abantu benze izigqibo ezizizo ngezinto ezenzeka imihla ngemihla, nto leyo uMgaqosiseko waseMzantsi Afrika uyifunayo.

Icandelo 16 leBhili Yamalungelo lithi:

1. Wonke ubani unelungelo lenkululeko yokuvakalisa into ayicingayo ebandakanya:

a) inkululeko yamaphepha-ndaba namanye amajelo eendaba;

b) inkululeko yokufumana okanye yokunika abanye ulwazi okanye izimvo;

c) inkululeko yokudala nokuvelisa ngokobuchule; kunye

d) nenkululeko kwezemfundo nenkululeko yokwenza uphando lwezobunzululwazi.

2. Ilungelo elikwicandelwana (1) alibandakanyi:

a) ukuntyontyela imfazwe;

b) ukuphembelela udushe olufukamileyo; okanye

c) ukuhlwayela intiyo esekelwe kubuhlanga, kwisini, okanye kwinkolo, ephembelela ukwenzakalisa/ukwenziwa kokubi.

Oonondaba bazimisele ukubambelela ngokuthembeka kula malungelo ukuze kuncedakale abemi belizwe; nabo oonondaba baphantsi kwala malungelo noxanduva olufanayo nololuntu. Wonke umntu unoxanduva lokuwakhusela nokuwahambisela phambili la malungelo, ecinga nangobunzima esidlule kubo ukuze abe khona: oonondaba, uluntu ngokubanzi norhulumente, bonke xa bedibene benza urhulumente wentando yesininzi.

Umsebenzi woonondaba wenziwa kucingelwa iingenelo zoluntu, ngaloo ndlela belunika iinkcukacha ezibangela umdla neziluncedo kulo.

Thina zintatheli sizimisele ukugcina imilinganiselo ephakamileyo nokwenza uluntu luqhubeke lusithemba. Le nto ithetha ukuba sisoloko sifuna inyani, siphepha ukulimaza uluntu ngokungeyomfuneko, sivakalise iimbono zabantu abahlukahlukeneyo kupapasho lweendaba

esilweenzayo, sibacingele abantwana nabo bacinezelayo, nokubacingela abafundi beendaba zethu kwizinto ezinobuzaza ezifana namasiko abo kunye nohlobo lweendaba esizivezayo, kunye nokuzimela.

Ukusebenzisa Umgaqo Weendaba

1. Lo Mgaqo usebenza kolu hlobo lweendaba lupapashwa ngamalungu:
 - 1.1 zonke iindaba eziprintiweyo;
 - 1.2 zonke iindaba ezifakwe kwiwebhusayithi yelungu;
 - 1.3 zonke iindaba ezipapashwa kwiakhawunti yejelo lonxibelelwano i-social media lwelungu; kunye
 - 1.4 nazo zonke iindaba ezipapashwe lilungu zaza zapapashwa nakweyiphi indawo kwi-intanethi kwi-world wide web (okutsho i-online) okanye kwizixhobo zedijitali.
2. Zonke iindaba ezipapashwe lilungu ngenye yezi ndlela zichazwe ku1 zimele ukuba zilandele uMgaqo, nokuba zibhaliwe, zikwividiyo, amazwi arekhodiweyo, zikumfanekiso okanye ngenye indlela.
3. Amalungu amele aqinisekise ukuba xa epapasha into evela komnye umntu okanye iqela labantu kwijelo lonxibelelwano lwabo (ngokomzekelo kuTwitter) bamele bayenze loo nto ngendlela ehambisana noMgaqo.
4. Amalungu amele ukuba azenzele eyawo imigaqo yokusebenzisa amajelo onxibelelwano, ibe loo migaqo imele ihambisane nalo Mgaqo.

Isahluko 1: IINDABA EZIBHALWE ZIINKAMPANI ZONONDABA NEENKQUBO

1. Ukuqokelela nokusasaza iindaba

Oonondaba bamele ukuba benze oku kulandelayo:

- 1.1 basasaze iindaba eziyinyani, ezichanileyo nezingenamkhethe;
- 1.2 basasaze iindaba ngendlela eziyiyo nengathathi icala elithile, bengakhange bashiye izibakala nokuba kungempazamo okanye ngabom, bangabaxi izinto okanye bazicacise ngendlela engachanekanga, bangashiyeleli okanye bashwankathele;
- 1.3 basasaze kuphela into ekunokwenzeka ukuba yinyani njengesibakala; iimbono, izityholo, amarhe okanye ukurhanelwa kumele kwenziwe kucace ukuba kuko;
- 1.4 baqokelele iindaba ngokusemthethweni, ngokuthembeka nangokungenamkhethe, ngaphandle kokuba ukwenza ngolunye uhlobo kuza kunceda uluntu;
- 1.5 basebenzise iinkcukacha zabucala ngeenjongo zobuntatheli kuphela;
- 1.6 bazichaze ukuba baziintatheli ngaphandle kokuba ukunceda uluntu okanye ukhuseleko lwabo lufuna ngenye indlela;

1.7 baqinisekise ubunyani beenkcukacha ezithandabuzekayo ukuba kunokwenzeka; ukuba akunjalo bayichaze loo nto;

1.8 ukuba kunokwenzeka, bafune uluvo lomntu ogxekwayo kwagaphambi kokupapasha, ngaphandle kwakwiimeko apho banokuthintelwa ukuba bazisasaze ezo ndaba, okanye kutshatyalaliswe ubungqina, okanye koyikiswe amangqina. Umntu onjalo ufanele anikwe ixesha elifanelekileyo lokuphendula, ukuba azikhange zikwazi ukufumaneka izimvo zakhe, loo nto imele ichazwe;

1.9 bachaze xa iindaba zingekapheleli, baze baphinde baze nezizeleyo zisakufumaneka;

1.10 balungise xa beye basasaza iindaba okanye igqabaza elingachananga ngokubuyela kuyo, bayilungise, bacacise okanye baxolise kuwo onke amaqonga ebekupapashwe kuwo loo nto ingachanekanga, afana newebhusayithi yelungu, amajelo onxibelelwano namanye amaqonga akwi-intanethi; nokuqinisekisa ukuba zonke iintatheli eziqeshwe yinkampani nezisebenzisana nayo neziye zabelana ngaloo nto kumajelo onxibelelwano azo obuqu, ziyalungisa, zicacise zixolise ngokuphathelele oko ziye zakufaka kumajelo azo onxibelelwano;

1.11 bachaze ukuba ilungiswe nini into ababeyifake kwi-intanethi nokuba bawapapashe nini amazwi abo okuxolisa. Elo nqaku liyimpazamo lisenokuhlala likhona kwi-intanethi kodwa ilinki yeli lilungisayo okanye lixolisayo limele liqukwe kuzo zonke iindawo elifakwe kuzo inqaku eliyimpazamo elikwi-intanethi;

1.12 abanyanzelekanga ukuba basuse naziphi na iindaba ezingaphuli mthetho ngokurhuqa igama lomntu eludakeni; kananjalo

1.13 banganyibi izimvo.

2. Imiba Yokuzimela Nokuchasana

Amajelo eendaba azakwenza oku kulandelayo:

2.1 akumele bavumele abathengisi, abezopolitiko nabanye abantu bachaphazele iindaba abazisasazayo, baze baphephe nezinto ezinokwenza abafundi beendaba bathandabuze ukuzimela kwabo kunye nobungcaphephe;

2.2 akumele amkele naziphi na iingenelo ezinokuchaphazela usasazo lwabo;

2.3 amele kuchaza ngokuphandle xa omnye umbutho uye wafak' isandla kwiindleko zokuqokelela iindaba; kunye

2.4 nokwenza upace umahluko phakathi kweendaba ezisasazwayo neentengiso okanye amatheko axhaswa ngemali yeminye imibutho.

3. Ubumfihlo, Isidima Negama elibekekileyo

Amajelo eendaba amele ukuba enze oku kulandelayo:

3.1 abonise inkathalo nokucingela kwiimeko eziquka ubomi babantu babucala. Ilungelo lobumfihlo linokwaphulwa xa lingqubana nezinto ezibangela umdla eluntwini nezisemthethweni;

3.2 ahloniphe namasiko oluntu lwaseMzantsi Afrika oluphathelele kukhuseleko lweenkcukacha eziyimfihlo nokuhlonipha abo bazilileyo kunye nokucingela abantwana, abantu abakhulileyo nabo bakhubazekileyo ngokwasemzimbeni nasengqondweni;

3.3 abonise inkathalo nokucingela kwimeko ezinokwenza nesidima kunye negama elibekekileyo labanye abantu, izinto ezo ezingenakuhooywa kuphela ukuba zibonelela uluntu kwaye:

3.3.1 ezo ndaba ziyinyani okanye inxalenye enkulu yazo yinyani; okanye

3.3.2 igqabaza iba lelikhuselekileyo ngokwezibakala ezikulo ezichanileyo nekunokwenzeka ukuba zichanile; okanye

3.3.3 ezo ndaba azinamkhethe ibe zivela kwingxelo echanileyo yasekundleni, ePalamente okanye kulo naliphi na iqumrhu lamatyala; okanye

3.3.4 bekwamkelekile ukuba ezo nkcukacha zithethwe ngenxa yokuba zilungiselelwe kulandelwa imigaqo yokuziphatha yeentatheli; okanye

3.3.5 elo nqaku belikade, okanye liseyinxalenye yengxelo echanileyo nengathathi cala kwingxabano;

3.4 akumele ukuba achaze amagama abantu abangamakhoba okudlwengulwa, okuxhatshazwa ngokwesini okuquka ukuphathwa gadalala ngokwesini* okanye bachaze amagama abantu abane-HIV/AIDS ngaphandle kwemvume yabo, kwimeko zabantwana, kumele kuvume umntu omdala abaphantsi kwakhe (bajonge nokukhula komntwana), kunye nobufakazi bokuxhamlisa uluntu, noko kuza kunceda umntwana.

3.5 bachaze kuphela iinkcukacha eziyimfuneko zaloo mntu, kuba ezinye iinkcukacha ezifana nedilesi, zeziyimfihlo ibe zingamenza loo mntu angakhuseleki, ibe zinokuchazwa kuphela ukuba uluntu lunomdla kuzo.

* *I-World Health Organisation ikuchaza ngale ndlela ilandelayo ukuxhatshazwa ngokwesini: "Uxhaphazo ngokwesini luzindlela ezininzi eziqala ekuthetheni rhabaxa ukuya ekulaleni nomntu ngenkani, ibe kwezi ntlobo zonyanzeliso, ziqala kwingcinezelo yoluntu ukusa ekusebenziseni amandla okunyanzelisa..."*

4. Ukukhuselwa kweenkcukacha

Amalungu amajelo eendaba amele ukwenza oku kulandelayo:

4.1 athathe amanyathelo afunekayo okuqinisekisa ukuba iinkcukacha zabucala* zilawuleka kakuhle ukuze zingasetyenziswa kakubi, zilahleke okanye zifunyanwe ngumntu ongagunyaziswanga;

4.2 alungise ukungachani kweenkcukacha zabucala kwimeko apho loo mntu ecele ukuba zilungiswe;

4.3 azise loo mntu/abo bantu bachaphazekileyo ngamanyathelo aza kuthatyathwa okulungisa umonakalo kwimeko apho kurhanelwa ukuba kukho umntu ongagunyaziswanga ofikelele

kwiinkcukacha zabucala eziginwe ngoonondaba;

4.4. asebenzise aze achaze iinkcukacha zabucala ngeenjongo zobuntatheli kuphela.

* *"Iinkcukacha Zabucala" zichazwa ngale ndlela ilandelayo kwiCandelo 1 leProtection of Personal Information Act 4 yango2013: "Iinkcukacha zabucala" ziinkcukacha zomntu onokwaziwa, ophilayo eziquka, nangona zingaphelelanga koku (a) iinkcukacha ngobuhlanga, isini, ukukhulelwa, ukutshata, ubuzwe, imvelaphi yezobuhlanga, ibala, isini anomdla kuso, ubudala, impilo yasemzimbeni nasengqondweni, ukuba sempilweni ukukhubazeka, inkonzo, isazela, inkolo, isiko, ulwimi nokuzalwa kwakhe; (b) iinkcukacha eziphathelele kwimfundo okanye unyango, imali, ukubanjwa okanye iindawo awayephangela kuzo loo mntu; (c) nayiphi na inombolo anokwaziwa ngayo, uphawu, imeyile, iadresi ahlala kuyo, inombolo yefowuni, iinkcukacha zendawo ahlala kuyo, iinkcukacha zewebhusayithi okanye esinye isabelo sakhe; (d) iinkcukacha ngesithomo somntu; (e) izimvo zabucala, iimbono nezinto azithandayo; (f) imbalelwano ethunyelwe nguloo mntu eyimfihlo okanye yabucala okanye iimbalelwano ngakumbi enokuveza imbalelwano yokoqobo; (g) izimvo okanye iimbono zomnye umntu ngokuphathelele kulo mntu; kunye (h) negama lalo mntu ukuba livela neenkukacha zabucala nezinento yokwenza nomntu okanye ukucela nje kwegama lilodwa kungaveza iinkcukacha zakhe.*

5. Ucalucalulo Namazwi Entiyo

Oonondaba bamele ukuba benze oku kulandelayo:

5.1. baphephe ukucalucalula nokuthetha amazwi ahlabayo ngohlanga oluthile, isini, ukukhulelwa, ukutshata nokungatshati komntu, imvelaphi yomntu okanye engokobuhlanga, ibala, ukhetho lwesini anomdla kuso, iminyaka, ukukhubazeka, inkonzo, isazela, inkolo, amasiko, ulwimi nokuzalwa okanye nayiphi na into echaza umtu, ibe abamele bathethe ngezi zinto ngohlobo olubonisa ucalucalulo – ibe ngabamele ukuba bathethe ngezi zinto zingentla kuphela xa kunyanzelekile kusasazo olo, naxa uluntu lunomdla kuloo nto; kwaye

5.2 bamele badibanise amalungelo abo noxanduva xa besasaza okanye begqabaza ngayo nantoni na enikisa umdla kuluntu belandela isifungo sabo sokungapapashi nantoni ekhuthaza imfazwe, enamazwi akhuthaza ukulwa okanye intiyo - oko kukuthi intiyo yohlanga, ubuzwe, isini nenkolo, mazwi lawo anokudala umenzakalo.

6. Ukuthethelela

Oonondaba banokuzithethelela ngamandla iimbono zabo zabucala kwimiba edl' umzi, ukuba nje loo miba ziimbono kuphela baze bangazibeki gwenxa izinto okanye bazame ukuzibetha ngoyaba.

7. Amagqabaza Akhuselekileyo

7.1 Amajelo eendaba asenokuvakalisa izimvo okanye agxeke naziphi na izenzo okanye iziganeko ezichaphazela uluntu; kwaye

7.2 Uluvo lwawo nokugxeka kuyakhuselwa nokuba luphume ecaleni, luyakhetha, lubaxiwe okanye luvakala lualula, ukuba nje oko akulimazi mntu, luyaluchaphazela uluntu, zonke iimeko

zokungabi namkhethe zihloliwe ubunyani okanye ukuba yinyani ngokwaneleyo, nokuba indlela ethethwe ngayo icacile ukuba luluvo.

8. Abantwana

NgokweCandelo 28.2 Lamalungelo Oluntu* amajelo eendaba amele ukuba enze oku kulandelayo:

8.1 abe nenkathalo ekhethekileyo nokucingela xa besasaza ngabantwana**. Ukuba ngandlel' ithile usasazo lungalimaza umntwana nangayiphi indlela, loo mntwana kumele ukuba kungadliwanwa ndlebe naye, afotwe okanye achazwe ukuba ungubani ngaphandle kwemvume yomntu omkhathalelayo ngokusemthethweni okanye umntu omdala aphantsi kwakhe (kujongwa nokukhula komntwana); nobungqina bokuba uluntu luyachaphazeleka;

8.2 akamele ukuba bapapashe amanyala ngokwesondo aquka abantwana***; kwaye

8.3 angabavezi abantwana abangamakhoba okuxhatshazwa, okanye abaye babanjwa okanye bagwetywa ngenxa yokwaphula umthetho, ngaphandle kwemvume yomntu omkhathalelayo ngokusemthethweni (okanye umntu omdala omnyamekelayo), kunye nomntwana (kujongwa nokukhula komntwana), ukuba ichaphazela uluntu nokubonelela umntwana.

* *Icandelo 28.2 Lamalungelo Oluntu kuMgaqo-siseko woMzantsi Afrika lithi: "Ukulungelwa komntwana yeyona nto iphambili nebalulekileyo kuwo wonke nawuphi na umbandela ophathelana nomntwana lowo."*

** *"Umntwana" ngumntu oneminyaka engaphantsi kweyi-18.*

*** *Amanyala ngokwesondo Abandakanya Umntwana ochazwa ngolu hlobo kwiFilm and Publications Act: "Nawuphi na umfanekiso okanye inkcazelo ngomntu, eyokwenyani okanye elinganisayo, kodwa abe loo mntu engaphantsi kweminyaka eyi-18, abe evezwa esabelana ngesondo, okanye eveze amalungu esini; esabelana okanye encedisa omnye umntu owabelana ngesondo, nto leyo yenziwe ngenjongo yokwenza abo babukeleyo babe nomnqweno wesondo okanye injongo yako ikukuveza amalungu omzimba omntu ngohlobo okanye ngokwemeko ithetha ukuxhaphaza ngokwesondo."*

9. Ubungonyama nengxelo ebonisa gadalala

Amajelo eendaba amele ukuba enze oku kulandelayo:

9.1 abonakalise inkathalo xa esasaza ngogonyamelo olumasikizi, olunobungonyama nentlungu;

9.2 amele ukuba aluhombise, angalukhuthazi okanye aluqume ugonyamelo lobungonyama okanye isenzo esingekho mthethweni; kwaye

9.3 aphephe izinto eziveza ulwaphulomthetho olulugonyamelo okanye olunye uhlobo lobungonyama okanye ukungena kwiinkcukacha xa kuthethwa ngokwabelana ngokwesondo,

ngaphandle kokuba oko kuyaluchaphazela uluntu – kwezo meko amele ukuba afake isilumkiso esibonisa ukuba oku kuza kuvela kusenokungafanekeli kwabanye abantu, njengabantwana.

10. Iintloko zeendaba, Amagama Acacisa Umfanekiso, lipowusta, Imifanekiso Neevidiyo/Amazwi Arekhodiweyo

10.1 Iintloko zeendaba, amagama acacisa imifanekiso neepowusta, azimele ukuba zilahlekise abantu ibe zimele zibonise iingxelo okanye imifanekiso okuthethwa ngayo; kwaye

10.2 Imifanekiso neevidiyo/amazwi arekhodiweyo akamele ukuba alahlekise okanye enzelwe ukulahlekisa.

11. Ubumfihlo kunye Nemithombo yeendaba

Amajelo eendaba amele ukuba enze oku kulandelayo:

11.1 akhusele imithombo yabo yolwazi eyimfihlo - ukukhusela imithombo yinqobo esiseko kwidemokrasi neyoluntu olukhululekileyo.

11.2 akuphephe ukusebenzisa imithombo ecele ukufihlwa ngaphandle kokuba akukho ndlela yimbi yokuqhubeka nebali, ibe elo bali amele baqhuba nalo ngenkathalo; kwaye

11.3 angapapashi iinkcukacha ezophula ukuthembeka, ngaphandle kokuba oku kuchaphazela uluntu

12. Ukuhlawulela Iindaba

Amajelo eendaba amele abuphephe ubuntatheli obukrokrisayo apho abantu bahlawulwa khona ukuze banikise ngeendaba, ngakumbi xa bengabaphulimthetho - ngaphandle kwakwiimeko apho loo mpapasho uza kupapashwa uyaluchaphazela uluntu ibe ukuhlawula kuyimfuneko ukuze upapashwe.

Isahluko 2: IINDABA EZIBHALWE LULUNTU NEENKQUBO*

13. Imigaqo

Amajelo eendaba kumele enze oku kulandelayo:

13.1 akanyanzelekanga ukuba alungise iindaba ezibhalwe luluntu i-user-generated content (UGC) kwangaphambili;

13.2 amele ukuba abe neNkqubo okanye ipolisi yeUGC, ehambisana noMgaqosiseko woMzantsi Afrika, olawula ukulungiswa/ukususwa kwabantu abakwiUGC;

13.3 angasusa naye nabani na okwiUGC ngokuhambisana nenkqubo yabo

13.4 amele ukuba enze ipolisi yabo ifumaneke ize yenze kucace:

13.4.1 ngeenkqubo zokugunyaziswa ukuba zikhona, ezo abantu abamele bazisebenzise kuquka nayiphi na imimiselo, imiqathango namasolotya okuzikhusela kuloo nkqubo yokubhalisa;

13.4.2 ngohlobo lweendaba olungavumelekanga; kunye

13.4.3 nendlela uluntu olunokuxela ngayo xa lubona iindaba ezingafanelekanga;

13.5 amele ukuba kunokwenzeka, abe nendawo yezaziso kuwo onke amaqonga aphephe ukubhala ngeendaba ezingavumelekanga;

13.6 amele ukuba axelele uluntu ukuba kwiUGC kubhalwe izimvo zabantu, hayi ezabo;

13.7 amele akhuthaze abanye abantu ababhalayo ukuba baxele xa bebona iindaba ezingavumelaniyo nepolisi; kwaye

13.8 amele aqhube ewahlola amaqonga akwiwebhusayithi athetha nabantwana.

14. Iindaba Ezingavumelekanga

Izinto ezibhaliweyo ezingqubanayo nePolisi yeUGC, neCandelo 5.2 (ebhekisela kwiCandelo 16 LeBhili yamalungelo oluntu, nengaphezu kwayo nantoni na ephikisana nepolisi yeUGC)

15. Ukuzikhusela

15.1 Amajelo eendaba ayazikhusela xa ebonisa ukuba akakhange ayibhale okanye azihlele apha naphaya iindaba ekukhalazwa ngazo;

15.2 Kodwa ke, ukuba kuthunyelwe isikhalazo esibhaliweyo, ngokuphathelele ezo ndaba zipapashiweyo, kuchazwa nokuba bezipapashwe phi, kuchazwa nesizathu sokuba zingafaneleki (Jonga Ingongoma 14); amajelo eendaba asenokukwenza oku:

15.2.1 ayisuse loo UGC ngoko nangoko aze amazise loo mntu ukhalazileyo; okanye

15.2.2 agqibe ekubeni angayisusi aze amazise loo mntu ufake isikhalazo. Kule meko yokugqibela, loo mntu usenokufaka isikhalazo kwiPress Ombud, yona iza kusithatha eso sikhalazo ngathi yiyo iUGC ebibhale ezo ndaba zingafanelekanga, zoobhalwa lilungu.

** Eli candelo lisebenza kuphela kwimeko apho isikhalazo sifakwe sityhola ilungu ngenxa yamagqabaza alo nakwiindaba ezibhalwe ngabasebenzisi kuwo onke amaqonga oonondaba.*

IYAPHELA.

DISCLAIMER:

This is a IsiXhosa translation of the English version adopted by the Press Council. If there are any discrepancies, the English version will have preference.

