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Prerequisites for Forming of Ethics Code in Journalistic

The article presents a scientific study of this problem in journalism as a precondition of the formation of the code of ethics of employees of masses-media. The authors discuss the most significant cases of the appearance of documents, the normalizing of editorial life, relationships between journalists, the rules of conduct of the journalist in different situations of professional activity. The study built on the study of various literary sources, archival materials, their analysis, identification of patterns. The authors concluded that, due to the active development of journalistic practices, found more areas that needed not legislation, and in ethics, not in state control, a journalistic self-regulation. This suggests that employees of mass-media necessary professional code of honor, and despite the abundance of such documents in the world, this issue still requires attention and provides scope for new publications and further research.

Keywords: mass media, responsibility, professional code, self-regulation, ethics, journalistic self-regulation.

«If the code your company will be just two words: «Not to lie», I will say that it is very difficult, but great code... that you consciously, firmly and clearly came to the performance of their journalistic tasks, set himself incredibly high ethical standards. and if you are able aim at least in part to perform, so I'll just admire you» - as Chairman of the glasnost defense Foundation Russia said Aleksey Simonov [1; 12].

Almost no scientific work on the theory of journalism and journalistic creativity is not complete without a Chapter on professional ethics members of the media. In conditions of market relations, when some journalists in pursuit of sensation, distort facts, publish false information, interfering in people's private lives, there is the issue of ethics in media industry. All this has created preconditions for the emergence of regulatory instruments that restrict freedom of expression of journalists who resort to unfair methods to distribute your materials. Ethical codes of practice developed by the international journalistic community, help to define the boundaries of free creative space. Contribution to the formation of the arches of the ethical standards put and Kazakh journalists.

In July 2012, the program «Social modernization of Kazakhstan: Twenty steps to Society of Universal Labor» the President of Kazakhstan Nursultan Nazarbayev highlighted the problem of morality in media: «an Important focus of the program should be the modernization of domestic media. The media should work on the basis of clear national standards of the Code of journalistic ethics as well as legal rules protecting consumers from distorted and inaccurate information» [2].

The leader of nation has instructed the Ministry of Culture and Information of Kazakhstan to develop a draft Code of Journalistic ethics «in cooperation with associations of journalists» [Ibidem]. Thus the head of state marked the beginning of the formation of a unified code of ethics for media workers of the Republic. October 30, 2012 at a joint meeting of the Board of the Union of journalists and the Club of chief editors adopted a Code of ethics for journalist of the Republic of Kazakhstan.

This article discusses the prerequisites for the formation of codes of ethics for journalist in the world. Why was there a need to create documents governing the norms of professional ethics of the media? How did the adoption of a code of ethics on the quality of journalistic materials? Is it possible that in the world

there was the same for all members of the media code of ethics. We have tried to analyze the experience of creating codes of ethics in the United States, Europe, Russia and Kazakhstan.

The first ethical codes of practice of media workers occurred in an atmosphere of public criticism of the private press and the characteristic for the journalists of the spirit and methods of professional activity. Ethical standards in such codes was more a response to the condemnation of the audience than the regulators of morality of journalists. For the first time the documents regulating standards of professional conduct employees of the periodical press appeared in the late XIX–early XX century in USA and Western Europe. They also defined the principles of ethics that should be respected by journalists working for the benefit of society.

In the USA, the development of codes of ethics associated with the movement of muckrakers- «razgrebateli dirt». So in America, called employees of the print media that struggled with corrupt journalists, corrupt officials, representatives of the authorities, convicted of fraud. Prominent public figures condemned the negative trends that emerged in the private press. Especially the criticism touched those journalists who used unscrupulous methods of obtaining information, interfered in private life, allowed himself to distort the facts in order to receive benefits, breached ethical standards. Among the critics were representatives of American and European culture, studying the manners and morals of the mass media. There were books, of revelatory articles about the vices of contemporary journalism. The creation of large publishers and the concentration in the hands of several publications, the appearance of the yellow press strengthened the criticism of unethical journalists. Researchers of this issue believe that during the period 1880 to 1950 the critics of the press were engaged two problems - the preservation of civil liberties through the media and socio-cultural role of the press.

As evidenced by the critical works of famous American and European journalists that the company actively raised issues of concentration of Newspapers in the hands of businessmen, disputed the need for advertising in print publications, the journalists were accused of violations of the principles of professional ethics (J. Seldes, U. Lippmann and many others.etc.) [3; 156]. At the forefront of many research works was the evasion of the private press from the real purpose of journalism – to serve the people. In terms of competition, the desire to report information first, to get a sensational material about his Ministry for the benefit of society has forgotten. Thus, the United States formed a type of journalist who was willing to increase the number of subscribers to obtain the required information by anyone, even by dishonest means, in violation of certain ethical norms and rules. Published materials such writers caused discontent of the public about it in specialist magazines, he wrote criticism, working on the problem of ethics in the media. This is also testified about the necessity of creation of trade rules embodied in codes.

In the formation of the arches of the ethical rules contributed and journalists, editors and trade Union organizations. Thus, it is believed that the first codes of ethics for journalists appeared in Sweden in 1900, but they are not widespread. Here 16 years later is created the «Board of honor», he deals with the question of press self-regulation. In 1918, in France, developed «a Code of professional duties of French journalists». The founder of the National Association of journalists' trade unions. The code of honor of French journalists noted, stalemate, lies, distortions, baseless accusations and forgery are serious professional offences. Reporters were asked to perform only such tasks that are compatible with their professional dignity, not to use their status as a journalist for financial gain, in particular, not to subscribe to content, commercial or advertising purposes. In accordance with the provisions of this code not to drop their dignity, the media must not use dishonest methods in obtaining information.

Adopted in the code of rules was not only set ethical guidelines of the journalistic profession, but also the rejection of the old, criticized society ways of working. In particular, codes of ethics was proclaimed the principle of strict separation of activities journalists and advertising agents. Journalists were not allowed to promote any goods and services using their materials [3; 158].

In the 20-ies of XX century there were many international meetings of journalists on professional issues of their activities. On one of these charges, held in 1921 in Honolulu, American journalist James Broun proposed the adoption of international rules of conduct for members of the media. He made them himself and called «the Code of ethics and standards of journalistic practice», but the meeting did not support it. Despite this, the researchers believe that the proposal of James Browns gave impetus to the development and adoption of the journalistic code of honor [4]. In Sweden, Brazil, Finland and North America, there are vaults of ethical rules of conduct for journalists. In 1923, under the title «Canons of journalism» code appears in the United States. He was adopted by the American society of newspaper editors and still exists today. Moreover, it is this document that for decades has defined ethical rules, which were supposed to be working jour-

nalists of the United States. The code for the first time the principle of responsibility of the press and journalists for the benefit of society, the principles of truthfulness, accuracy, impartiality, decency and respect for people's private lives. A number of provisions of the code were directed against the use in newspaper practice, the most criticized methods that characterize the «yellow» press. For example, the requirement to ensure that the titles of publications to their contents. Since the discrepancy between the header content from the message text in the commercialized mass media was – and remains – a common phenomenon [5; 218].

The code of society of professional journalists «Sigma Delta Kai», which was adopted in the United States in 1926, reflected a lot of press workers of that time view of professional duty, the ethical criteria of journalistic activity. The document was designated the status of members of the media as members of the public, which obliges them to serve the recipient. Was separately stated point about the responsibility of journalists to readers, which was the fact that the correspondents are required to submit their materials truthfully and authentically.

In 1954 Congress of the International Federation of journalists adopted the international Declaration of principles for the conduct of members of the press. In 1986, in the Declaration, amend. This document was presented to journalists and the public as the standard of professional conduct for members of the media engaged in the gathering, processing, disseminating and commenting on news and information in order to describe events.

In 1983, UNESCO adopted the International principles of professional ethics in journalism. This Declaration was created over five years. Its principles have been prepared, discussed and approved at the consultative meetings of a number of international and regional organizations in the period from 1978 to 1983 under the auspices of UNESCO. Proposed at the first meeting, a Declaration was approved by representatives of the media two years later in Mexico city in 1980, at the second meeting, hosted by UNESCO. Now the journalists supported the adoption of ethical standards common to all. In particular the contribution of the mass media to strengthening peace, international understanding, human rights, and opposition to apartheid, racism and calls for war. In addition to the international code of ethics for journalist of the second Assembly adopted the «Declaration of Mexico». This document included a set of rules laid down in existing national and regional Codes of journalistic ethics. The fourth consultative meeting in 1983 in Paris and Prague celebrated the eternal values of the Declaration of UNESCO, where, among others, stated that «the exercise of freedom of speech, opinion and information, recognized as an important part of human rights, is a vital factor in strengthening peace and international understanding» [Ibidem]. The meeting emphasized the important role that information and communication are at the national and international level, given the increasing social responsibility of media and journalists. Based on the above elaborated the principles of professional ethics of journalists. These positions were proposed as an international framework and a source of additional stimulus for the compilation of codes of ethics at national and regional levels.

In the earlier codes of professional ethics of journalists contain provisions in which the press and its workers are represented as social educators, bearing responsibility for published content. With the advent of radio and then television were developed and adopted codes designed to ensure the ethical and regulatory impact on professional behavior of employees in these sectors of the information industry.

Gradually, the formation and consolidation of the rules of professional conduct reached a new level. The internal codes to appear in separate media. Currently have their codes even the wording of localnames media. Special attention to modern codes given to the problem of preventing «conflicts of interests», understood as a contradiction between personal interests of the journalist and the interests of the business, that is the professional duty. In some cases, it is the interests of the public and other corporate interests of the media owner on whose behalf the journalist writes his material.

It should be noted that stands alone in the history of the adoption of professional codes is the United Kingdom. On the territory of the United Kingdom, the initiators are not the governing bodies and members of the media, as it was in other European countries and the United States, a public readership. Readers don't want to put up with immoral methods of work of journalists, the invasion of her private life and therefore demanded a certain standard of ethics that would keep members of the media in their pursuit of sensationalism. In UK law there is no official act of media activities. English editions are in accordance with the General laws - the laws of libel, contempt of court, official secrets, etc. This is because England developed mechanisms of media self-regulation. So, in 1953 in the UK have created the «press Council», which provides the impossibility of legislative control over the press [6; 33]. It consisted exclusively of representatives of the journalistic profession. Its functions included the protection of freedom of speech and complaints of the public on the media. In the early 90-ies of British public opinion, worried about «yellowing» of the press, in-

initiated the introduction to Parliament of the draft law strictly regulating its activity. But after much debate the law had not been adopted. Instead, in 1991, it drafted the Code of practice of the British press and created a body of self-regulation – the Commission for complaints against the press. Studies have shown that in 1995, the Commission has undergone structural changes. Increased the number of its independent members. Professional principles of journalism, spelled out in the rules of the Commission, was included in the contracts of many British publications. Code English journalists the British called «rules of fair play».

Russia's public, unlike the British, could not affect the style of the periodical press in the country. Since 1917 and until regulations on professional ethics of Russian journalism was a one-party promoting government policy. About 80 years in the USSR there was a state press, as well as the Communist party's monopoly on announcements, prohibition of dissent, the closure of regional private Newspapers. This did not prevent journalism to develop. Journalism in the war years and the establishment of faculties and departments of journalism in universities of the country in the postwar period marked the peak of the media. Increased number of scientific developments and research, about which write in newspapers, to discuss and analyze relevant topics. A significant event in the life of the Soviet press became the First all-Union Congress of Soviet journalists, which was held in Moscow in November 1959. The main outcome of the Congress was the creation of the Union of journalists of the USSR. In 1967, resumed the publication of «Journalist» is a professional magazine for members of the media. Thus, beginning to form a large enough base for understanding requirements and patterns of the profession. And after another decade, in the 70-ies, there are the first scientific works devoted to questions of professional ethics of journalist.

International code of ethics, adopted in 1983 under the auspices of UNESCO, established in the Soviet Union only in 1988. Principles of journalism in the years of perestroika was the policy of glasnost and democratization, the press censorship was abolished the Communist party and the party monopoly on publishing activities. In June 1990, was adopted by the USSR law «On press and other mass media». Now, any citizen or organization could become the founders of the publications. In the 90-ies of XX century. there is a large backlog of Russian journalism in professional ethics from the West, which already «stood off» a layer of professionally-moral concepts, determined the principles of professional morality and forms of influence of professional community on its members, denoting a kind of professional and moral character of the journalist [3; 170].

First, the code of ethics of the journalist in the Soviet Union was signed on 24 April 1991. This document was developed on the basis of foreign manifests and adopted by the first Congress of the Union of journalists. The authors of the code D. Abraham and M. Fedotov. In the code three chapters: principles of professional ethics, violation of professional ethics, responsibility. Among the principles of professional ethics called social responsibility of a journalist, truthfulness and objectivity, honesty, integrity, respect, honor and dignity, professional courtesy.

After disintegration of the USSR the development of moral-ethical norms of media workers in Russia is facilitated by the adoption of the RF law «On mass media» 27 December 1991, and the proclamation of the freedom of speech. In this time of journalistic ethics begins to take shape as an independent branch of science, and later appears as an academic discipline in the universities of the country. The next stage of consolidation of the professional moral and ethical standards of employees of masses-media was approved by the Congress of Russian journalists on 23 June 1994. The document gave the name of «the Code of professional ethics of the Russian journalist».

In 1997 was opened to the signing of the Declaration «On the principles of honest work in the genres of court essay and reportage, and journalistic investigation of the» Guild of court reporters. Then in 1999, the six largest broadcasting organizations sign a Charter of television and radio broadcasters. Thus, professional ethics of a journalist in Russia is developing and consolidating, becoming the norm for members of the media.

Official in Kazakhstan about the necessity to codify ethical standards in the profession of the journalist spoke with the President of the country Nursultan Nazarbayev. In April 2000, speaking in Astana at a meeting with heads of law enforcement bodies, the President said: «we need a system of media monitoring, it is necessary to improve mechanisms for the prevention of facts of providing biased information, «registered» dirt... should explore the possibility of creating a specialized authority (such as the Information of the chamber), designed to resolve disputes and other cases arising from the requirements of journalistic ethics». Then, on 27 November 2001, at a meeting of the members of the Council of entrepreneurs under the President of Kazakhstan, leader of nation once again reminded of the need to develop a code of ethics for journalists. On the First Eurasia media forum in the spring of 2002 the head of state Nazarbayev has noticed that now more than ever, journalists must be aware of responsibility to society as media is today a powerful tool of

influence. Journalists can build confidence or to sow fear, to spiritually enrich or devastate, to bring together or destroy. It all depends on what the goals set by the media and the people who run them. It was also said that weak civil society on the background of tough opposing teams pressure turns the media into an instrument of disintegration and decay of society [7; 41].

In 2008-2009, under the aegis of such international organizations as the OSCE, the Fund SOROS.KZ, UNESCO, were held seminars and trainings for journalists in Kazakhstan. At the meetings it was noted that there were press an incorrect expression, misplaced irony, which hurt the honor and dignity of the recipients. Kazakh human rights defenders cited the examples of multimillion-dollar lawsuits against media and unscrupulous journalists. To remedy the situation, it was proposed to create a regulatory document, which stipulates the ethical behaviors of employees of masses-media.

The goal of the events was the formation on the territory of Kazakhstan bodies of self-regulation of the media, which could be treated as journalists with the professional wing and readers to the media. At the meetings of the international coaches talked about the need for a unified code of ethics for journalist. This idea in our country there were both supporters and opponents. The journalist of the Internet portal Zona.kz J. Zhunusova wrote in his blog: «As they say, the law is the law, but a kind of «limiter» or «inner censor» for Kazakhstan the press, especially the so-called «yellow», could well become the Code of professional ethics of the journalist, about what I repeatedly spoke, to be adopted at the Plenum or Congress of the Union of journalists of Kazakhstan. For that you need a few things – the desire of the journalistic community, if we want to live in harmony with their conscience and according to Western standards» [8]. The Executive Director of Internews-Kazakhstan M. Elchibaeva on the contrary, the idea of creating a single document for media not supported: «of Course, it's not normal. Because any initiative must come from below, not from above. This is stated everywhere, and such codes should be established by journalists, and they must act within their newsrooms, and each media needs to be a code. Can you imagine what this cocktail when you're going and independent, and the state, and oligarchic media, and all of them together - how do you think they will be able to create a single document that will satisfy everyone?» [9].

In 2012, the President instructed the Ministry of Culture and Information of Kazakhstan to develop a draft Code of journalistic ethics «in cooperation with associations of journalists» [2]. A set of rules of honor of the Kazakh journalist was drawn up and signed on 30 October 2012 at the joint meeting of the Board of the Union of journalists and the Club of chief editors. This document establishes ethical principles and rules of professional activity of the journalist and employee of the mass media of Kazakhstan. The code is a tool of self-discipline and moral compass, promotes mutual trust and respect for journalists and media.

In the course of writing our work among mass media of Karaganda, a survey was conducted. We can state that among the 27 respondents periodicals, 25 secured in their revision of ethical norms as a sign of professionalism and responsibility to the audience. The employees of the two Newspapers did not sign a professional Code of ethics of journalists of Kazakhstan, explaining that they themselves adhere to the unwritten ethical standards. From the survey shows that the majority of workers in Karaganda media know about the existence of the code of ethics. This is contrary to the human rights activist Ms. Gulmira Birzhanova, which believes that 80 per cent of journalists of Kazakhstan do not know about this document and not use them [10].

The analysis showed that in the countries we cited as examples, there may be several codes of professional ethics of journalist. There are private codes of publication, the code of the holding, shared the code of the journalists in the country international codes. Although these documents have different names, they have the same principle of doing no harm, working on journalistic material. In the modern world in terms of globalization and Informatization of the principles of ethics must adhere to all those working in the media. Morality can be transformed, depending on the signs of the times, but, as in the Hippocratic oath, which has more than two and a half thousand years, the basis of ethical rules of the journalist must remain inviolable. Do no harm to human dignity, reputation, name and honor. The journalist must not use his official position and to use the information for personal gain. According to David Randall, «Journalism ethics – a set of rules to be followed (or be ashamed of, that does not adhere to), every self-respecting journalist».

Analyzing the topic, come to the conclusion that the creation and adoption of a unified code of ethics for journalist in the world – it is impossible. Because each country has its own customs, practices, customs and traditions. Sometimes contrary to the orders and traditions of another country. In the Second position of the International Principles of Professional Ethics of the Journalist reflects one of the basic rules, normalizing the editorial life: «the First task of a journalist is to guarantee people the receipt of true and reliable information through the honest reflection of objective reality. The journalist presents the facts in good faith,

maintaining their true meaning and avoiding distortion. It leverages their creativity to the public has got enough material to enable it to form an accurate and coherent view of the world. So that the origin, nature and essence of events, current and state of Affairs are understood as objectively as possible» [11]. Instead, the media should adhere to the General rules of morality, to help society to develop, not to degrade it.

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Журналистік этика кодексін қалыптастырудың алғышарттары

Мақалада Масс-медиа қызметкерлерінің этикасы пайда болу мен қалыптасуының алғышарттары қарастырылған. Авторлармен кәсіби қызметте туындайтын әр түрлі жағдаяттардағы журналистің жүріп-тұру ережелері, журналистер арасындағы қарым-қатынас, редакциялық өмірін реттеуіш құжаттардың туындау себептері зерттелген. Бұл зерттеу әр түрлі әдеби деректерді, мұрағат материалдарын, оларды талдау, заңдылықтарын айқындау негізінде жазылған. Авторлар келесі қорытындыға келген: журналистік тәжірибенің белсенді дамуы арқасында әр түрлі салалар белгілі болды, онда заң тұрғысында емес, этикалық норма, мемлекеттік бақылау емес, журналистік өзін-өзі реттеу басымдылыққа ие, яғни, шешімін тауып жатыр. Өз кезегінде бұл жайт, әлемдегі барлық реттеу құжаттардың көп санына қарамастан, масс-медиа қызметкерлеріне кәсіби ар кодексі қажет екенін дәлелдей түседі, сондай-ақ бұл мәселе өзіне әлі де назар аударта отырып, жаңа басылымдар мен ізденістерге кең ауқым береді.

Кілт сөздер: масс-медиа, жауапкершілік, кәсіби кодекс, өзін-өзі реттеу, этика, журналистік өзін-өзі реттеу.

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Предпосылки формирования Кодекса этики журналиста

В статье изучены предпосылки возникновения и формирования Кодекса этики сотрудников масс-медиа. Авторами рассмотрены наиболее значимые случаи появления документов, нормирующих редакционную жизнь, отношения между журналистами, правила поведения журналиста в разных ситуациях профессиональной деятельности. Исследование построено на изучении различных литературных источников, архивных материалов, их анализе, выявлении закономерности. Авторами сделан вывод о том, что благодаря активному развитию журналистской практики обнаруживается всё больше областей, нуждающихся не в законодательных, а в этических нормах, не в государственном контроле, а в журналистском саморегулировании. Это позволяет утверждать, что сотрудникам масс-медиа необходим профессиональный кодекс чести, и, несмотря на изобилие подобных документов во всем мире,

эта проблема по-прежнему требует к себе пристального внимания и дает простор для новых публикаций и дальнейших изысканий.

Ключевые слова: масс-медиа, ответственность, профессиональный кодекс, саморегулирование, этика, журналистское саморегулирование.

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