Promoting Good Governance
Role of Media

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Abstract

Good governance has been a key concept for democratic development in many countries around the world during the past few years. And the roles of media in promoting good governance are being recognized in various countries. Media are (mostly) the non-state actors who define themselves apart from the state and from all other societal actors (what Edmund Burke described as a "fourth estate", distinct from government, church and electorate). It plays a crucial role in shaping a healthy democracy and ensuring good governs. As an importance source of information media has been functioning the role of the heart of democratic society and Good governance. It is an important assumption that the Media speaks for the people, represents the interests of the society, and serves as a check on the government. This process holds government accountable; makes visible what it is doing, so that people can judge. Good governance entails the principles of transparency, accountability and participation. Democracy is the government which rest on the active consent of the governed. As an important source of public information Media could be expected to be a vehicle to encourage the promotion of these principles of good governance.

Introduction

The idea of good governance is given different meanings by different organizations, but is generally characterized as referring to openness, participation, accountability, predictability, and transparency. The United Nations Development Program (UNDP) refers to good governance as not only ridding societies of corruption but also giving people the rights, the means, and the capacity to participate in the decisions that affect their lives and to hold their governments accountable for what they do.[1] It means fair and just democratic governance.

Good governance is more than a legal idea and more than a development strategy. It has also been identified as a set of social norms

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[1] WB, *Government That Woks Reforming Public Sector*, 1996, P - 13.

comprising the rule of law, honesty, and accountability.[2] These norms of good governance guide and constrain the exercise of power by limiting the government's power and limiting the market's power and control. Norms of good governance also promote norms of law-abidingness which are activated when people become aware of the consequences of their actions and feel a sense of obligation to prevent those consequences.

Good governance consists of two major dimensions: political and economic. The political dimension can be broken down into four key components: government legitimacy; government accountability; government competence; and rule of law. The economic dimension also has four components: public sector management; organizational accountability; rule of law and transparency (includes freedom of information).Good governance has eight major elements and those are:

1. Participation;
2. Rule of Low;
3. Consensus Oriented;
4. Equity & Inclusiveness;
5. Transparency;
6. Accountability;
7. Responsiveness;
8. Effective and Efficiency.[3]

Media are (mostly) non state actors who define themselves apart from the state and from all other societal actors (what Edmund Burke described as a "fourth estate", distinct from government, church and electorate).[4] While this notion of free and independent media acting on behalf of the citizen against both state and other interests is a widespread ideal, the reality of most media worldwide is complex, rapidly changing and extraordinarily diverse. Media can consist of everything from national newspapers to student magazines, global broadcasters to community radio, websites and blogs to social networks and virtual communities, citizen journalists to government mouthpieces. This briefing focuses principally on media and to a lesser extent on linked information and technologies at a national level within developing countries.

All citizens need information that allows them to exercise democratic choices. Healthy political processes therefore need open communication

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2. Licht, A. N., Goldschmidt, C. and Schwartz, *Culture Rules: The Foundations of the Rule of Law and Other Norms of Governance*, working paper 2006, p – 146.
3. Rahaman, Mostafizur, Good Governance: Theory and Practice, ShrabonProkashoni, Dhaka, 2014, p – 68.
4. DFID practice paper on *Media and Good Governance*, May, 2008.

environments. The modern communications revolution including the Internet and mobile phones offers immense opportunities for people to access more information and knowledge and engage with those who govern them. But to make best use of these opportunities requires that different kinds of information, communication systems and technologies become more accessible, transparent and inclusive. Most people in most societies receive most of their information through the media. The media shapes in large part what people think of the issues and institutions that affect them. It is critical to the formation of public opinion. The character of the media tends to determine the character of public debate in democracy. A free media is fundamental to any definition of democratic good governance.

Whether, how and to what extent media contributes to better governance and improves the lives of poor people varies immensely from society to society. The extent to which media in any given society is free,[5] plural, professional and able to, or interested in facilitating public discussion is dependent on many economic, political and other contextual factors. Many drivers of change studies have highlighted the importance of the media, but noted that their role is often poorly researched and understood.[6]

Relevance to all Aspects of the Governance Framework

State Capability: States require certain levels of public acceptance of their legitimacy and their actions to get things done. Lack of public understanding of public policy can be an obstacle to public acceptance. States that actively enable media freedom and pluralism can command greater legitimacy both with their citizens and internationally. Poverty reduction and other development strategies have been undermined through lack of wider societal ownership.[7] Weak ownership is often rooted in lack of public understanding and public debate of the issues and policies. Media can provide access to information that enhances public understanding, as well as space for public debate.[8]

State Accountability

The public watchdog role of the media can provide a critical check on government misuse of power or incompetence, and enable citizens to

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[5] Free media refers to a press not restricted or controlled by government censorship regarding politics or ideology.

[6] The UNESCO Declaration of Windhoek 1991 defines a pluralistic press as 'the end of monopolies of any kind and the existence of the greatest possible number of newspapers, magazines and periodicals reflecting the widest possible range of opinion within the community.'
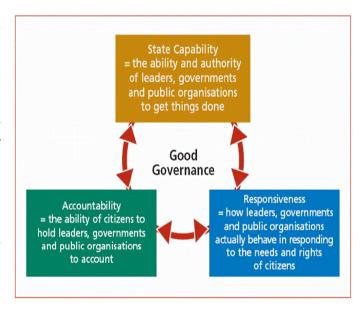
[7] DFID white paper on *Making Governance Work for the Poor*, 2006.

[8] Rahaman, Mostafizur, *Good Governance: Theory and Practice,* Dhaka, 2014, ShrabonProkashoni, p - 188.

demand good governance. In many societies, state accountability relies upon the independence and capacity of the media to investigate and interrogate government policy in the public interest. Development policy places a central emphasis on citizens holding states accountable. An increased focus on budget support in development assistance strategies has added to the priority of supporting media in their watchdog roles.

State Responsiveness

A free and plural media underpins the responsiveness of democratic states. Media reporting of public interest issues exposes problems in society, brings them to public and political attention and creates pressure for the state to respond rapidly (as an example, please see the case one). States without a free media have struggled to respond effectively to emerging crises, while those with a free media have rarely suffered national disaster and others catastrophic famines and other predictable disasters.[9]

Media within developing countries have undergone many profound changes in the last decade or so, which have important implications for citizen/state relationships. Although conflict, transitional and stable states have experienced rather different transitions in the media environment, some broadly generic trends can be identified that are shaping new media environments.

Case One: *Investigative Education News*

Campaign for Popular Education (CAMPE) is a national coalition of NGOs working towards the implementation of program interventions in the education sector. CAMPE is working for popularizing the trend-setting activities on quality education and intends to integrate literacy and education programs with other development interventions. The current focused of CAMPE is to contribute in achieving Education for All (EFA) by the year 2015.

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[9]   DFID practice paper on *Media and Good Governance*, May, 2008.

In order to make education affordable, accessible and meaningful for all children including the most disadvantaged with disabilities and ethnic and other groups throughEFA, CAMPE has developed and aired Education News (Shikkha Sangbad) - an investigative report on education scenario of Bangladesh in collaboration with private TV channel 'Channel I' from 2011. It's a joint initiative of CAMPE and Channel i. The news focused on literacy situation, good practices, enrolment, allocation and proper use of education budget, coaching business, teachers' absenteeism etc. through investigative lenses and picked up the grassroots voices and collect the response from authorities both government and community.

This news program is playing important & effective role for proper implementation of policies and to draw attention of the policy makers to take immediate measures and address the demand of the community people. As a result of these investigative reporting the concerned authority took many measures, immediate and long term to address the facts, mitigate the problems and make the respective person or department responsible to address the issues.[10] For example here is presenting as case.

> In 2012, an investigative report was telecast on Doulatdiabothell children's school. The news showed that the students of this school choose the subject Computer Science and passed this subject in SSC examination. But there is no computer in the school either for the students or for the teachers. And even the students never used/saw computer in their life. After telecasting the report `School without computer taking classes on computer` took an immediate action by the higher authority of Govt. Ministry of Education provided 10 computers to the school for teaching computer lessons properly.

Media Liberalization is Bringing New Opportunities

Widespread liberalization of media has led to an explosive growth of media in most developing countries. In Bangladesh, close to 30 private TV channels, 6 FM commercial Radio Stations and 18 Community Radio Stations are now registered whilst little more than a decade back there were only 4 private TV channel and two FM Radio.[11] This multiplicity of new commercial as well as some community actors has transformed the media landscape, with some of the greatest change occurring in the radio broadcast sector, which has the greatest potential to reach the poor.

The result is a fundamental shift in communication patterns with both positive and negative implications for democratic governance. Governments are increasingly held to account by a vigorous and vociferous media, and societies are characterized by far greater public

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[10] Interview with ShykhSeraj, Head of News Channel I, dated July 15, 2013.
[11] The Prothom-alo, September 19, 2013.

dialogue and debate as citizens converse with each other through talk shows, phone ins, and through new technologies. Everyone has the right to freedom of opinion and expression; the right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontiers.

State broadcasters, often former monopolies have to compete often unsuccessfully with new commercial entrants leaving them in crisis. As well as being government mouthpieces, these broadcasters are often the only media actors capable of reaching rural audiences across the whole of their countries. They have struggled to transform themselves into independent public service broadcasters and many have reduced services - such as cutting back on minority language, transmitter capacity and educational and agricultural extension services. The capacity of many people to access reliable information on issues that affect their lives particularly in rural areas may be extremely limited as a result of these and other changes.

New technologies, and particularly the mobile phone, have become increasingly ubiquitous in developing countries. The political, social and economic impacts of these changes require more research, but increased access to information, capacity to communicate, network and organize within society would appear to be having profound economic, political and social consequences.

The interaction between traditional technologies (such as radio) with new technologies (such as the phone) has created new space for public debate. New technologies have led to the emergence of 'citizen journalists' capable of shining a light on some of the most closed societies. Diaspora communities have exerted increasingly profound influence enabled by the internet. Resistance to state oppression has been greatly enabled by new technologies, including mobile telephony.

Importance of the Media

Development and democratization strategies increasingly assume that media will play certain positive roles in society. Investments in building the media's capacity and freedom for action have direct benefits for promoting good governance and accountability, but it also can make a profound difference in terms of its effect in supporting and promoting other development goals, including poverty alleviation.

Investigative journalism can lead to increased circulation or audience, and can also lead to public recognition and status (including in the form of awards). Many media organizations continue to play a watchdog and public interest role because they believe that this is the historical role of media acting as a "fourth estate". Some media explicitly profit from

reputations built on strong, independent and reliable reporting and discussion. In Bangladesh, talk shows expanding public debate have proved highly popular and lucrative. Ultimately, assumptions made by development actors that media – even a free media - will play specific roles in society, such as holding governments to account, need to be founded in clear analysis.

However, there is wide variation in the degree to which media are either interested in playing, or are equipped to play, these positive roles. On the one hand, media can generate debate and dialogue, be a voice for the voiceless, reveal wrong-doing and contribute to deepening democracy. On the other hand, media is also capable of fostering ethnic hatred and division, acting in the interest of powerful political and economic elites, and covering up and distorting the truth.

Political disincentives include intimidation, censorship and attacks on media. Record numbers of journalists face death or injury in pursuit of their profession, and the number of media houses facing government sanction is growing. Journalists and editors often make easy targets, and the rewards for journalists for undertaking investigative or other public interest journalism are often scant. In particular, a focus on development issues is rarely regarded as a high status 'beat', or rewarded with promotion.

Good Governance and Freedom of media

Good Governance has a strong relation with media and democracy as well. Without press democracy as well as good governance is not possible. Democracy is a concept 'of the people, by the people, for the people', as it depends on an active role of the people. Winston Churchill famously referred to democracy in 1947 as 'the worst form of government except for all those other forms that have been tried from time to time', and well before him Abraham Lincoln considered democracy as the 'last, best hope on earth'.[12]Within this paradigm of democracy, freedom is considered as a very important factor. Various limits to freedom are imposed. Various freedoms indicate less governmental interference, since democracy as a concept promotes accountability and transparency. Here, the matter of freedom of media comes into play. Realizing the significance of free media's role in promoting accountability and transparency, the previous US Secretary of State Condoleezza Rice once said, 'there is no more important pillar than a free and active press, what American "founding father" Thomas Jefferson called "the fourth estate."[13]

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[12] http://www2.warwick.ac.uk/fac/soc/al/globalpad/openhouse/interculturalskills/ incidents_pdf.

[13] http://www.nber.org/chapters/c9984.pdf, access on 25 November, 2014.

According to a USAID report[14] there are two major reasons behind the significance of free media in a democratic society:

a. A free media ensures that citizens make responsible, informed choices rather than acting out of ignorance or misinformation.

b. Second, information serves a "checking function" by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them.[15]

Indeed, in theory, freedom of media is instrumental in ensuring democratic practices and good governance. However, globally, freedom of media to operate by its own will was obstructed time to time or media was influenced heavily through its productions i.e. news, programs, debates, etc. Thus role of media was questioned. Especially during the Iraq war, the role of CNN and BBC was heavily questioned which signified the tension between the occident and orient and fostered the rise of Al-Jazeera.

Bangladesh and the press freedom index 2010

Press freedom index (PFI) is a unique index compiled by international pressure group Reporters without borders for press freedom. Every year since 2002 this pressure group has been launching its PFI to project country position in relation to press freedom. To compile this index, Reporters without Borders, according to its website, prepares a questionnaire with a number of criteria that assess the state of press freedom in each country. It includes every kind of violation directly affecting journalists (such as murders, imprisonment, physical attacks and threats) and news media (censorship, confiscation of newspaper issues, searches and harassment). It includes the degree of impunity enjoyed by those responsible for these press freedom violations. It also measures the level of self-censorship in each country and the ability of the media to investigate and criticize. Financial pressure, which is increasingly common, is also assessed and incorporated into the final score.

Bangladesh's position in the PFI has been featured since the inception of the concept of PFI in 2002 and it projects an interesting scenario of the country's stance in relation to media freedom globally. For example, in 2002 Bangladesh's position was 118 among 139 countries featured in the PFI whereas in 2003 it came out 143 out of 166 countries. Bangladesh's was downgraded to 151 out of 167 countries in 2004 and 2005 whereas in 2006 the situation improved slightly as it came out 137th out of 168

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[14] http://www2.warwick.ac.uk/fac/soc/al/globalpad/openhouse/interculturalskills/pdf.

[15] Matthew Gentzkow, Edward L. Glaeser, and Claudia Goldin; *The Rise of the Fourth EstateHow Newspapers BecameInformative and Why It Mattered,* University of Chicago Press, March 2006.

countries. In 2007 it was 134, in 2008 it was 136, in 2009 it was 121 and in 2010, Bangladesh's global position in terms of media freedom stood at 126 out of 178[16] countries featured in the PFI which shows that the situation is improving somewhat. However, based on the PFI it can be argued that internationally, situation in relation to media freedom in Bangladesh is not at all encouraging, which indicates that good governance in Bangladesh is still facing many challenges. The next section looks at the key reasons behind the constraints of media freedom in Bangladesh.

Legal bindings

Following an investigation of various laws of the country, it has been found that there is a restriction on the free expression of journalists. Abul Mansur Ahmed in his research titled, Freedom of the Press and its Constraints: A Study of Press Regulations in Bangladesh', published from the University of York, Canada finds that:

Some of the provisions of various Acts related to media freedom violates the Universal Declaration of Human Rights and arguably also violates the Constitution of Bangladesh. It goes far beyond what is expected of a democracy in protecting its vital interests. Some provisions of these Acts are incompatible with democratic values and those provisions in various degrees impinge upon press freedom.[17]

International Press Institute (IPI), a global organization of editors, media executives and leading journalists which is dedicated to the 'furtherance and safeguarding of press freedom, the protection of freedom of opinion and expression, the promotion of the free flow of news and information, and the improvement of the practices of journalism' finds the following laws in Bangladesh as obstacles to media freedom:

a. Criminal defamation.

b. The Special Powers Act of 1974.

IPI's observance of legal bindings related to media freedom in Bangladesh was based on an investigation made by an IPI high mission from November 27 to December 2, 2008 which was in Bangladesh to assess the country's media environment. MahfuzAnam, the editor of The Daily Star said to that mission that "Criminal defamation is a black law that must be done away with." Indeed, judicial harassment of journalists by way of defamation charges, under sections 500, 501 and 502 of Bangladesh's Penal Code of 1860 and under the Code of Criminal Procedure of 1898,[18] has been common. Similarly, the Special Powers

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[16] http://cjms.fims.uwo.ca/issues/05-01/ahmed.pdf, access on October 15, 1014.

[17] http://cjms.fims.uwo.ca/issues/01-01/ahmed.pdf, access on 22 November, 2014

[18] The daily New Age, Date September 15, 2014, p – 13.

Act of 1974 allows detention of up to 120 days without charge and in the past this law was used to arrest journalists.

Harassment of journalists

It is a common issue in Bangladesh that hinders growth of media freedom. According to the IPI report:

Sixteen journalists have been killed in Bangladesh since 1998, making the country one of the most dangerous for journalists . . . Some were killed for investigating or exposing illegal activities, while others died at the hands of the security apparatus, in particular the infamous Rapid Action Battalion (RAB).

According to another report, a total of 33 journalists were assaulted in a total of 18 incidents across the country from January to March 2008 which signifies the problems for journalists working in the country.[19]

Furthermore, the IPI stresses that impunity with respect to murder of journalists is one of the greatest problems in Bangladesh. According to the report, 'journalists remain under the impression that the government has not taken these murders seriously and has not done enough to discourage or stop attacks against journalists'.

"Politicians don't want to solve the problem. They want to escape the problem," ajournalist who has faced persecution by the RAB, most likely in connection with his investigative reports, told IPI. He added that the RAB uses the expression "caught in the crossfire" to refer to the deaths of some journalists at the hands of RAB representatives.

Partisan journalists

Another problem for news media industry in Bangladesh is journalists' political affiliation. The IPI mission found that there is a deep political polarization that prevails among journalists working in various private news media. The report says, 'Journalists and editors who met with the IPI Mission complained that the media tend to favor either one of the two main political parties– the Awami League and the BNP -- with great disregard of their professional duty of fairness' overlooking the fact that 'good journalism is good business'.

Tension between media and government

There has always been tension between the media and government of Bangladesh. Whenever a news report criticizes government we see government bashing the media, advising it to be more 'objective' and report on 'factual basis'. On the other hand, according to IPI, 'Journalists, in the meantime, felt that politicians fail to understand that holding

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[19] Ain O Salish Kendra, Human Rights in Bangladesh 2008, Dhaka, 2009, p – 113.

government to account is one of the fundamental roles of journalism. This means that many politicians fail to appreciate the importance of investigative and independent journalism.' The IPI report stresses that: 'the government is perceived as abusing its power to allocate advertisements by refusing to advertise in newspapers perceived as critical of its policies. This deprives newspapers of an important source of revenue, exercising undue pressure on editorial independence.'

Corporate ownership and interest

At present one of the emerging trends in media ownership is that big conglomerates own newspaper and private satellite channels. Theoretically and in practice therefore news media are influenced. As a result in the recent past we saw 'media war' among major national dailies and television channels. Furthermore, since unfortunately advertisements are still a major source of revenue generation, as per a telephone survey conducted by this writer among various business reporters, it has emerged that some news against big multinational companies which provide handsome amount of advertisements to print and electronic media died before publication.

Lack of professionalism and incentives

Apart from a few national privately run satellite televisions and newspapers, 'good-wages' for journalists is still a big problem for the news-media industry. Therefore many journalists are reportedly involved in unethical activities.

Apart from the aforementioned constraints, other severe problems such as manipulation in providing news, hurdles in gathering news in rural areas and confiscating licenses of private satellite television channels and radio, limited activity of the Press Council (which is a state assigned institution to look after media accountability in the country, at least in theory), also characterize the news media in Bangladesh.

For a democratic government it is essential to maintain a media, which is free from censorship since media freedom signifies the right of free speech and is crucial for promoting respect for differences of opinions, a key aspect of a democratic society. However, in Bangladesh, despite the media playing a positive role in upholding the democratic values in many aspects, freedom of media is still heavily constrained.

For example, even after the landslide win of Bangladesh Awami League which has formed the government in 2009 with overwhelming support given by the people of Bangladesh after the election held in 2008, we have seen unfortunate clamp down on web-based media promoting citizen journalism and voices of ordinary people. Therefore temporary closure of YouTube and Facebook in addition to closing down of private

satellite channel Channel 1 and temporary shutdown of Daily Amar Desh reinforces the fact that media in Bangladesh is still far from being free which brings us near to the point that the democracy and good governance in Bangladesh still has many challenges to overcome where the challenge of media freedom is not a stand-alone factor. It should be kept in mind that crackdown on media has been a normative practice by governments since its inception as a country. The degree and dimension of crackdown, however, varies from regime to regime.

Media can to Help Build Democratic, Capable, Responsive and Accountable States

Different types of states may require different approaches to media support:A helpful way of categorizing the types of media interventions that may be appropriate in different types of states'[20] This typology encourages development actors to consider different media interventions according to whether states are closed, in conflict, transitional or stable. It views audience participation as critical to all governance work. Although interventions will differ markedly according to whether states are closed, in conflict, transitional or stable, media has important effects in almost all states.

- In closed states, such as Burma, Zimbabwe or Iran, engaging in overt governance programming may be too sensitive. Instead, governance messaging can be integrated into programming by focusing on 'softer' issues like health and education, for example by exploring service delivery. At the same time, these activities can also lead to skills transfer (e.g. computer assisted journalism, importance of balanced presentation of facts drawn from multiple sources). Drama can be a useful format for exploring issues too sensitive for discussion in factual formats. And in some cases external programming (a radio and web initiative aimed at engaging youth) can create a platform accessible to those inside a closed country. Opportunities also exist for supporting external exiled media who can help mediate the public space when closed states open up.

- In conflict and emergency states, media work may focus primarily on providing lifeline programming (such as Darfur Lifeline in Sudan) designed to help audiences survive; however where possible conflict resolution and peace-building messaging can be integrated into this programming. Authority may also consider working with or creating local media platforms – radio in particular that give voice to affected populations and in turn give credibility among affected populations to

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[20] BBC World Service Trust (www.bbc.co.uk/world service/trust/indes.shtml), access on February 27, 2013.

the messaging that may come from productions from the international community. Life critical information programming can be made to evolve over time into programming that has governance dimensions for actors in conflict and disaster zones.

- In states in transition, it may be appropriate to support long-term, large scale initiatives focusing on media reconstruction and capacity building, media regulation, increasing dialogue and debate, and building legal structures to protect independent journalism. Media support in the context of elections (e.g. media support for public debate and election monitoring, independent media monitoring by civil society and others) can be particularly important. There may be continuing government control leading to opposition voices being excluded from media. To address the latter requires high standards of professionalism (such as objectivity and fairness) known and implemented by all media, and supported by transparent institutions and regulatory processes. In such instances, an appropriate focus may be on national policy, legislation and regulatory institutions for media that can foster democratic development and meet the needs of poor and marginalized people. Media can emerge and change rapidly in states in transition, normally in response to market demand. Understanding these changes and supporting appropriate regulatory responses can help strengthen citizen-state relationships.

- As states become more stable, the focus shifts to facilitating governance through public service broadcasting support, media policy advice, budget monitoring programming, and support to dialogue and debate.

A diverse, dynamic and free media is vital for good governance and development. Free and independent media (radio, TV, newspapers, internet etc.) provide a critical check on state abuse of power or corruption. Media can facilitates informative and inclusive public debate on issues of concern to people living in poverty and give greater public recognition to the perspectives of marginalized citizens. Finally Media can strengthen internal mechanism of government and accountable the state to the citizen and support the improvement of state services as well as its proper distribution.

Policy Recommendations for media freedom in Bangladesh

In order to provide a free-media environment in the country, I would recommend the following:

Firstly, the authorities are required to react positively to the journalists' criticism, bearing in mind that they are not rivals but co-workers in ensuring a democratic government in the country where

criticism is good for a healthy democracy. The legal authorities should ensure that all Bangladeshi laws meet international standards on press freedom and are in line with the spirit and intent of Article 39 of the Bangladeshi Constitution.

Secondly, laws and practices of law-enforcers which go against the well-being of journalists must stop. Harassment of journalists will not bring any good results.

Thirdly, owners of media must emphasize on building an institution rather than using it as a tool for serving their business interests. At the same time, corporate influence on the media must be reduced as it is against the spirit of free media in the country.

Fourthly, an independent watchdog should be formed overlooking media freedom and its activities.

Finally, journalists should be offered common ground to develop independent and voluntary codes of conduct affirming fair, balanced and accurate journalism. Here financial reward in a competitive market for journalists and elimination of partisan journalism are critical factors.

Conclusion

Despite so many constraints, Bangladeshi media played a brave and praiseworthy role in upholding democratic and good governance values in the country whether it was during the time of illegal army regimes or autocratic democratic regime.Whether or not the media can promote good governance also depends on the media themselves. A UNESCO publication on Media and Good Governance (2005) clearly reveals what the media should be. The main responsibility of the media is to provide comprehensive, analytical and factual news and opinion to the people on every day issues and event of popular concern. To fulfill its duty and responsibility, media must work according to the fundamental principles of professional ethics as well as norms and values of journalism. The areas that media should cover are Press freedom, Right to Information and freedom of expression, Accuracy and Objectivity, Impartiality and Diversity of Opinion, Fairness, Violence, Crime and Anti-social Behavior, Protection of the Underprivileged, Political Impartiality, and Election. Therefore, a patriotic government and media owners must realize the potential of media freedom for a democratic society and take necessary measures to lessen legal, political and business controls over media.