

## Ethics and the “red lines” in online media in Kosovo

PhD (C.) Lirie Aliu

*Contemporary Social Sciences-SEEU, Macedonia*

### Abstract

The journalist's social and professional status is a topic that requires a multidisciplinary approach to identify the ways of information and its assignment. Scientific reviews are subjects of a study in the interest of mass communication science, focusing on the field of journalism and communication politics on themes and expressed through the knowledge of people responses and their opinion. Nowadays in the time of modernity which is characterized by a fast increase, distribution and continuous interaction through media across the globe, thus making the mediation process an essential feature of society and of everyday life. Problems come to light when a false and defamatory statement about an individual is published to a third party, causing damage to the reputation of the person. Each state creates defamation laws, although Kosovo still has no law regarding defamation for online media even though it may be considered responsible for defamatory communications. Along with the transformation of technology conditions and tools the profession of journalism is transformed as well. The socio-professional status of a journalist depends so much on the objective situation of the journalist's profession, which, in addition to many other circumstances, is largely determined by the society they are trained and the media owner. And hence my research questions in relation to the news and credibility of the broader audience.

**Keywords:** Ethics, journalist, defamation law, online media.

### Introduction and methodology

Everything in the journalism begins and ends with the news, new information contain the answers to the six basic questions (Who, When, Where, What, Why and How) about certain events. (Kipling 1865-1936) (Hicks 2016) Further Allan Bell, says, “the stories contain stories and images of our day” (Balle, 2011, 21). Fair and correct information is only achieved through free media. Media freedom is one of the main pillars for the proper presentation of a democratic society, and righteously is considered to be the “fourth power” of a state, following the powers of the government, the decision-making authority and the judiciary (Bacaj, 2010). Mass media, especially last decades, affect public opinion with online information through local news portals, enabling large groups of widely distributed people to develop collective attitudes of public and political affairs; access to online newspapers simply tell people what issues are important and motivate the public to act. It may be a long struggle, but some independent media and civil society organizations in the Balkans are determined to counter the wave of false news and misinformation that is “flooding” the Balkans (JNK, 2017).<sup>1</sup> In Scherer book, “Do we need journalists?” writes, “The added value of professional journalists will also be the rapid stipulation of the context, essential to coping with the excess of information in an increasingly complex world, where the

<sup>1</sup> <http://kallxo.com/gjnk/fillon-lufta-kunder-makinerive-te-lajmeve-te-rreme-ne-ballkan/>.

simple transmission of " facts" is not enough. Journalists working through online tools are less pessimistic than their colleagues in the more traditional media platforms. The media are great power that can positively influence a society, as well as negatively, when the journalist is not answering only the truths in journalism reporting (Scherer, 2011, 30). Ethics should be the strongest point of a journalist, but it is the component that many ought to have as a starting point from the basic information that is almost never given to a certain event, to the violation of people’s rights even by journalists themselves. Here is the flagrant abuse of print media and other electronic media, confidential information for random people, photos of various events published without any criteria. The Code of Ethics represents a summary of ethical norms and ethics regarding the most important ethical issues encountered in journalism, ethical and unethical result that has faded because the handling and reporting of each problem is an ethical problem. Failure to apply the code of ethics is due to the lack of self-regulatory mechanisms in the media, the evolution of technology and the professionalism of journalists (Spahiu, 2016). Snapshots or montaged pictures can be accepted as illustrations only if it is clear that we are dealing with a collection. Anonymous text and signed with a pseudonym are considered editorial texts. Journalists should carefully observe the rules of the language and avoid using foreign words when this is possible (Gumelius, 2013).

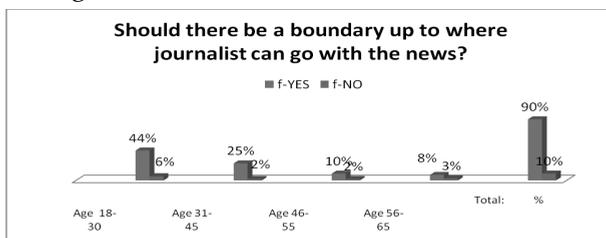
This Survey is of quantitative (questionnaire) and qualitative (authentic interviews) approach with 501 respondents from more than 2/3 of Kosovo region and 10 Qualitative interviews. Results are collected with valid questionnaires, given in frequency and percentage. Outcomes: Opinion of different age group as are shown in demographic **Table 1**. Main survey question is Q-1 *Should there be a boundary up to where journalist can go with the news?* and sub-questions SQ-2 *Should a libel law exist?*

f	Age18-30	Age 31-45	Age 46-55	Age 56-65	Total:		
	252	139	60	50	501		
	50%	27%	12%	11%	100%		
Primary	Elementary		Superior	Total	%		
9	2%	35	6%	8	2%	52	10%
1	0%	190	39%	258	10%	449	90%
10	2%	225	45%	266	51%	100	100%

**Table 1. Age and education**

**1.1 The journalist's red lines with the news**

The main question addressed to the respondents and the results obtained as in **fig. 1** below, but also answers from authentic interviews with journalists, editors, politicians, and sociologists.



## **Graph. 1 Q1- Should there be a red line to where journalist can go with the news?**

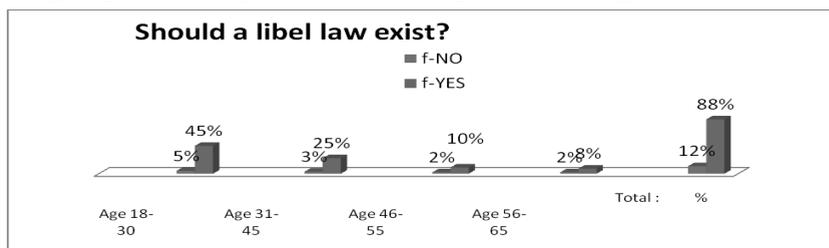
The majority of respondents believe there should be a limit and a policy should be taken to warn each journalist in order to preserve the integrity of others, however according to them the financial support of journalists would have an effect towards more qualitative journalism. Currently the journalist is not always impartial because they are dependent on the publisher or his "boss". From interviews with ten (10) sociologists, politicians, editors, and journalists, it is noticeable they support constant efforts to maintain the personal integrity of others. Sustainable funding would help to better journalism and more qualitative journalists. They think that the journalist should go uncensored, but there should be set a limit on people's privacy reports and be very familiar with the ethical codes. Journalist must be unbiased to avoid mistakes as a result of political, clan or religious influence, but nowadays the news is more dependent on the publisher than the journalist. According to Alfred Marleku, "Media are served by social networking statuses to build news, without consulting at least 2 sources, as required by the journalistic principles and ethics. Privacy today-in general is not much harmed by the media. It is willingly served to public through social networks. Today, spectacle is the main element of media functioning. The disgrace is normal, while ordinary speculation is taken as a working manner. But the level of ethics in social networks is minimal, or, frankly, it does not exist at all. In a significant number of cases news publications are made without proper foreseen verification of the necessary resources. If in the past the photo was accompanying the text in a newspaper or magazine, today's text is written inside the photo. This clearly shows that the principle today is the visualization of the message, making it as spectacular as possible for the purpose of sell and benefit. There is no ethics because it is something that depends on professional principles. When the news latter were compromised and seriously questioned- ethics neither exists nor simply believed but, they only depend on the will of the people to believe it or not (Marleku, 2017). Kadriaj (2017) adds: "there is an immediate need to preserve ethics in journalistic through legal mechanisms and to strain news because it is just degradation of the media and not for good reason of opinion and society as knowing that the media plays a decisive role in the orientation of the society. Halimi (2018) as a sociologist, responds, "It's not a about tendency. Media coverage affects the private sphere in continuity, depends on the extent. Afterwards the media are not subject to moral codes, but to some extent to the civil code. In relation to both, the media pay no attention to that. There are so many political developments that the media spend all the energy in dealing with them also dealing with corruption, nepotism, and so on. The more usual the developments are in a society, the more focus of the media will be directed to details, which may be related to the sphere of private zone. In a turbulent country like ours, privacy still remains a relatively intact domain. Journalistic education establishes the minimum basis for truthful coverage in relation to any development, but media liberalization has created great media diversity, as the journalistic ethics expression will be, that will depend on the media itself. Ethics is not an act, it is a constant effort to maintain professional integrity and this becomes possible mainly when the media are financially improved". According to journalist Sabedini (2017): "Each resource in

the field of information has defined the entry principle and each media or editorial has clear perspective what the boundary should be between what is realistic news and intentional defamation. To overcome this, it is necessary to train journalists and editors in the field of ethics and inform them about the rights of online media and the rights of the public, the reader and the citizen when the media defames them". Regarding the time needed to publish the news, a division of the roles and responsibilities of the journalists also the editors and other responsible people within a media should be made on time. Journalist, as a researcher, initially receives the directives from the editor in charge concerning the topic to be explored. In our country, for the realization of a research topic, a journalist usually needs one, up to several days, for confirmation and verification of the source of the news. Research topic may include many risks and obstacles that arise from various institutional factors. Kosovar media are largely driven by the owner and notify them based on their interest. The right to privacy is regulated by the law "On the protection of personal data". Since law enforcement in Kosovo is not at a satisfactory level, journalists have self-censorship when they inform private individuals as they may be focussed to the journalist for eventual misconduct. But, in the case of public people, there may be "deviation" or interference in privacy, when the concerned person causes damage or gives examples of maladministration or corruption. "Insider" and "Birn", are good examples of this kind of information. This research media is doing well and is an instrument of fighting negative phenomena. This form of information should be stimulated and supported, though they are often attacked by the "influentials". Of course, journalists, as people who realize the concept, articulation and propagation of mass information, play an important role in mass communication agencies as well as in new media. But they are not the only ones. Outside the journalism profession, but within mass communication agencies, they cooperate with other socio-professional groups such as media owners, shareholders, administrators of media companies, and information managers according their hierarchy. But even on a professional level, it has become complicated, still without a final answer in the international bibliography, what's the difference between the journalist and the media industry employee (Skana, 2014). Viewed in legal terms, Dardanian journalists "sail" in the heart of "freedom of the press" on one side, and "the right to personality protection" on the other side. However, a satisfactory study or possibly an "elementary school of journalism" would be, of course, important to today's Dardanian journalists... Since the word "journalist" is totally unprotected ... everybody, if fancy "can be" journalist"and, of course, hired as such! (Mekulli, 2013).

## 1.2 The power of mass media, law and defamation

The media's responsibility is like that of a witness in court, who swears and stands for "the truth and only the truth." But nowadays there is no media reporting, it is not the journalist who writes. It is the institution and the Public Relations Employee that reports. Therefore the Kosovo Code of Ethics Code of Ethics-Preamble does not apply. This Code derived from existing international standards of journalistic practice and seeks to serve as a basis for a self-regulatory system that would be considered professionally and morally compulsory for journalists, reporters, editors, publishers,

newspapers publishers, news portals and news agencies. Journalists and editors will obey the following ethical principles and will protect the professional integrity of journalism.<sup>2</sup> In the Constitution of Kosovo, Article 40 [Freedom of Speech] states that Freedom of speech is guaranteed. Freedom of speech includes the right to announce, broadcast and receive information, opinions and other messages without being obstructed by anyone. Freedom of expression may be restricted by law where such a thing is necessary to prevent the encouragement and provocation of violence and animosities based on racial, national, ethnic or religious hatred. Article 42.1 Freedom and media pluralism is guaranteed. 2. Censorship is prohibited. No one may interfere with the spread of information or ideas through the media, unless such a thing is necessary to prevent the incitement and provocation of violence and animosities based on racial, national, ethnic or religious hatred. 3. Everyone has the right to correct untrue, incomplete or inaccurate published information if he or she violates his / her rights or interests in accordance with the law.<sup>3</sup> Defamation is a general term, which according to the Law Against Defamation and Insult (Law No. 02 / L-65) means "the publication of a fact or a false declaration and the publisher knows or is obliged to know that the fact or statement is untrue, the meaning of which harms the reputation of another person".<sup>4</sup> Gossiping is more defined as a spoken or oral statement and it is not set aside in any form permanently. From both terms, "the publication of defamation is considered the most harmful because it is fixed and can be widely circulated."<sup>5</sup> The next sub-question in survey is whether defamation is passing unpunished by law and the respondents' responses were as in Fig 2.



**Graph 2. Q2-Should a defamation law exist?**

**Graph.2.** shows that group of 18-30 years old 45% responded that there should be law for defamation, group of 31-45 years 25% responded with yes, and age group 46-55 years comprise 10% of the total responses with yes, while the group of 56 to 65 years old with only 8%. In the total, 88% responses, responded that there should be a law on defamation. The group of participants with authentic qualitative interviews answered that a law should be appropriate, not a law that interferes with free speech,

<sup>2</sup> [http://www.presscouncil-ks.org/ep-content/uploads/2015/04/Press-Code-for-Kosovo\\_alb.pdf](http://www.presscouncil-ks.org/ep-content/uploads/2015/04/Press-Code-for-Kosovo_alb.pdf).

<sup>3</sup> Constitution of the Republic of Kosovo, 2008, <http://www.kryeministri-ks.net/repository/docs/Kushtetuta.e.Republikes.se.Kosoves.pdf>

<sup>4</sup> <http://www.digitalrightskosovo.com/file/2017/06/Mediat-digjitale-n%C3%AB-Kosov%C3%AB-N%C3%AB-kontroll-t%C3%AB-baraspesh%C3%ABs-mes-liris%C3%AB-s%C3%AB-shprehjes-dhe-reputacionit.pdf>

<sup>5</sup> <http://www.digitalrightskosovo.com/file/2017/06/Mediat-digjitale-n%C3%AB-Kosov%C3%AB-N%C3%AB-kontroll-t%C3%AB-baraspesh%C3%ABs-mes-liris%C3%AB-s%C3%AB-shprehjes-dhe-reputacionit.pdf>

because the interventions violate professional ethics and democracy. They insist on organizing debates on ethically sensitive issues such as xenophobia, insults, lynching, etc., because the peaks of democracy are achieved by correctness and vice versa. From authentic interviews by ten (10) sociologists, politicians, editors, and journalists, they all think that a law applicable to defamation must be achieved, but not a law that interferes with free speech, because flagrant interferences affect professional ethics. They insist on the necessity of the law for defamation, the punishment of manipulators, but the law without censorship and seek emancipation of journalists through standardised education. According to them, the independent media council deals with moral violations, but they remain only as some kind of findings. According to Cakolli (2018) "Similar to the one-click news, respectively the online portals, the particular laws on freedom of speech and the functioning of the media, should be supplemented by provisions that sanction any risk or case of defamation against any subject. This would guarantee more rigorous implementation of what is known as "journalistic ethics", and at the same time a higher level of responsibility for those who produce news. According to Mustafë Kadriaj, "Unfortunately, in the Albanian Speaking media we there are devalued portals where they least carry out their mission with any exclusion, as well as daily press that give more importance to Show Bizz- and filling up their pages with erotic images and deals with VIP's divorces and daily life of Show-Bizz, as well as TVs have fallen prey to this degradation for the sake of visibility and the worst thing is that even here there is misrepresentation of information in order to increase the visibility. So today we have commercialized media but at least informative media (Kadriaj, 2017). According to Hetemi (2017)"the judicial system should be responsive and treat carefully the news with intention to denigrate a personality. Especially if it has political aspect or moral denigration, and so on. According to the professor of journalism Selimi (2017) "Stereotypes arise when there are anomalies within society. In our society there are constant anomalies seen for several years. Not everything published is verified. In the media it is very important to verify news before being released to the public. Something else is learned and the other is acted upon. I know that printed media and audiovisual media are more responsible, while some of the media portals do not care for ethics. Sometimes they publish news not quite verified and untrustworthy. Famous people are always attacked by media and much more obvious lately. But a change that has taken place in recent years, which is something unusual, is that we are now learning a lot from the private lives of ordinary people. This is happening through Facebook, Instagram, Twiter, etc... The Kosovar press along with a change in political circumstances also the totalitarian journalism has ceased to exist (although sometimes there are attempts by the government to influence) and Kosovar journalism should be sought among many other libertarian and authoritarian theories (Rugova, 2009). The Kosovo legal system, as well as other legal systems, relies on the testimony of the witnesses. Witnesses by nature are vulnerable and often fragile people. They are often afraid of giving confirmation. It is in the public interest and of Kosovo as well-to facilitate each witness to give his/her confirmation. Unfortunately, the opposite is happening: the witnesses are threat and it is prevalent in this country. What for some people looks like an entertainment, for a man who tries to achieve justice when needed is a

life threat. A witness who has taken an important decision to give evidence and to achieve justice should be praised and not publicly threatened for his courage (Logu, 2018). The constitutional basis for the use of the right to communicate and exercise the profession of journalism includes also ratified international agreements such as the United Nations Universal Declaration of Human Rights, the European Convention for the Protection of Human Rights and Fundamental Freedoms and its Protocols, The International agreement on Civil and Political Rights and its Protocols, etc. These agreements are carried into the legislation of the respective states. Journalists and other media professionals have the right to remain silent about their sources of information. According to this law, revelation of the source of information can be made only at the request of the competent court, and this only if this information can not be revealed by other means and is very important for the protection of someone's life. Other countries also have the issues of protecting the sources of information. The threat of a witness is not only threatening the person directly. In a country like Kosovo, only a publication about the moral principles of his proof is a threat that he will not accept to be a witness for fear of his life (Borchard et Kuci, 2013). In public and social communication today we face a dense "traffic", which, for the sake of truth, lacks some "traffic lights". In order to guide this huge jungle of unsatisfied users of the new media and put in the function this "traffic" into professionalism and public communication. Everyone today act as journalist and editor in social media, but no one takes responsibility for the abusive effects of autonomy without restraint and the violation by the minimum professional standards.

### **1.3 Ethics and free speech in Kosovo, region and global journalism**

Journalists have the role to convey information, ideas and thoughts and the right to comment. By respecting ethical values and professional standards during the transmission of information, journalists must be honest, objective and accurate. The journalists' right and obligation is to try to prevent censorship and deformation of news. Following their task on building democracy and civil society, journalists will protect human rights, dignity and freedom, respect pluralism of ideas and attitudes, contribute to strengthening the rule of law and other subjects of public life (Çausidis and Bojarovski, 2012). Chairman of the Association of Kosovo Journalists Board, Zekirja Shabani, said that Kosovar journalists are facing major problems deriving from the non-compliance of the law, like the large number of threats and forceful attacks toward journalists, and so on. "As we have seen the report of Kosova e Lire, Kosovo even after 16 years continues to face great troubles, lack of enforceability of the law and continues to have a large number of threats, journalist are beaten and other obstacles that face journalists in Kosovo. The report also shows that Kosovo still remains a partially free country in every way, not just in terms of being a journalist," said Shabani. As a problem, he noted the circumstances in which many journalists work without work contracts and paid very little for their work. Shabani, as chairman of of Kosovo Journalists Association (AGK) urged all journalist to raise up their voice and not hesitate at all. He said that journalists enjoy greater freedom to suggest topics, and less freedom to decide what aspects of a story should be highlighted, or the

prospect that the news should include. Journalist's safety remains a concern which is contributed due to the lack of efficiency in the system of justice. There are no filtering mechanisms in the system to deal effectively with the cases of threatenings or attacks on journalists, especially of female journalists (Logu, 2018). Freedom of speech, freedom of the press, is human freedom, while in Kosovo, as is presented by the new report of Freedom House, journalists and media do not enjoy this freedom in a proper and satisfactory manner. The Law on Freedom of Speech came into force in 1948, but this law in Kosovo is still insufficient today, according to the table. Most of citizens believe that in Kosovo "fake news" was not a term many people used two years ago, but it is now viewed as one of the biggest threats to democracy, free debates, and western law. Yet, no one can disagree with what is, the extent of the problem, and what needs to be done about it. The origins of fake news, governments and powerful individuals have used information as weapons for millennia, to increase their support (Carson, 2018). Media ethics includes the ethics and moral principles of human values. One of the most arguable issues in the field of journalism is journalistic ethics. Ethics in the media is not only a concept that belongs to the modern world. The need for an ethical code in journalism has been one of the earliest concerns of journalism in the world and in Albania as well. The first initiatives to design a authentic ethical code in the world was in the last century. As any progress that has benefits has drawbacks too, media development has had a number of issues that are in progress and often have become the subject of public debates. World journalism has seen great development before the Albanian one. Media development, technological transformations created a more prominent public opinion in the selection and variety of information sources, and on the other hand this transformation has become a factor in creating a wide range of ethical dilemmas. In this way, the boundary between ethical and unethical is diminished because the treatment and reporting of each problem is in itself an ethical problem, so unfortunately ethics and unethics have become one (Spahiu, 2016). In Foniqi's book (2017), it is highlighted that: "According to the ethical codes of journalism and adopted by the Association of Professional Journalists, Sigma Delta Chi, 1987, Article III on Ethics says, "Journalists must be free from any interest other than the right to offer public the truth, then within this code under paragraph 3."The so-called resource of press communications should not be published or broadcasted without verifying the pronouncements for their newsworthiness, and 5. Journalist works according ethics that protects the confidentiality of the source of information. According to Foniqi always the news must be up to date, true, interesting and important. And to write a story the journalist use at least three sources: (1) various documents, (2) interviews and (3) personal observations. Is the code of ethics a leaflet that in the best case be kept in a drawer? Or, why should I get into troubles and look around, and if so, why? Generally speaking, discussions about code of ethics, mainly in seminars and trainings, focus on the idea that "good is to have it", but the environment in which we work do not offer luxury to discuss ethics. But media reality with a large variety of media-including the new online media-offers numerous challenges that confront the profession on its base: objective and fair reporting (Dervishi, 2014). The first page of the code is about providing reliable information and correct starting. The code of ethics underlines the

distinction to be made between the suspects, the detainees, the accused, and the perpetrator. The process that goes through the judiciary from the detainee to the perpetrator, takes time. During the reporting and especially during the comments or disagreement, journalists are obliged to respect the ethics of public speech and the culture of dialogue. The media should not reveal any photo, image, or audio or video arrangement that distorts the ideas or facts of the source, except in the case of caricatures, or comic pieces.® Following the work process of journalists, both beginners and old-hands, members of small and large newspapers, although at first glance seem very different, they have some common characteristics in the way they perform the task, as one may notice many similarities. One of the most eye-catching features is related to their attitude. The journalist is curious. First of all, he will know what he is doing. The journalist knows that persistence is important to reach the truth. Journalists should insist on addressing spokesmen of all groups of society instead of reporting only to those who have power. 'Fake News is fabricated and published information intended to deceive and redirect others with the belief of lies or suspicion of provable facts. In traditional definitions, the news characterizes the importance, the authenticity and the proximity. While talking about the value of the news, there is always thought of its relevance, usefulness and interest. But do all of these criteria apply all the time? The answer to this question is simply-no. Thus, the media often become their center by misinforming the public. Numerous reviewers and media institutes around the world have prepared some tangible steps on how to guard against the false news that can come to us at any time and different forms (Fana, 2018). Defamation is a general term which according to the Law against Defamation and Insult (Law No. 02/L-65) means "the publication of a fact or a false declaration and the publisher knows or must know that the fact or statement is fabrication, the meaning of which harms the reputation of another person. In a study titled "The Science of False News". A group of high-profile academics from different fields provided a strategy to better understand the false news, to prevent its broadcasting and impact. "There is little research focused on fake news and there is still no comprehensive system for collecting data to obtain a active agreement on their accuracy. As technology advances, systems of fake news delivery are underway (Stafa, 2018). Along with the development of media with a high audience, it became possible to "give false witness" and damage reputations to a large extent, with very serious economic and political consequences. Courts should do well to weigh the right of press to freely publish about people s privacy and the right to preserve their privacy, reputation and peace. The situation is complicated in the absence of any federal statute regarding defamation. It is a matter of state law and every state has its own statutes. Laws on defamation are intended to protect people from fake and damaging statements made to them and today's insult may result in millions of dollars of compensation (De Fleur, 2002). In Macedonia, before and during the early general elections in December 2016, some investigative media in the country discovered some fake web pages that were linked to the then ruling VMRO/DPMNE party, which had begun producing fake news reports designed to discredit the Social Democrats who were then in opposition. Two such news pages at that time were recently registered in neighboring Serbia and Croatia, according to an investigation

by the local news portal NOVA TV. NOVA's investigation revealed that, all other portals were sharing the same false content for the leader of the Social Democratic Party, then in opposition. "It's obvious when you see several different news portals that support one side or the other, but convey the same texts exactly - even with the same spelling mistakes," remarked Adamceviski. (JNK, 2017). When criticizing the media for prejudice, misinterpretation, or any other ethical or journalistic mistake, concern in the field of action should not be too wide. Blaming generic "media" for the sins of some are often fiercer than the actual violation itself ... Stereotyping is wrong and often hated if it involves a group of people or a profession. The media are not corrupt or biased, but the individuals working on it are. Eliminating a suppressed discrimination may be impossible, but to facilitate it, it is supposed to start in journalism and communication schools for the reason that it originates there (Prato, 1995, 73). We know for decades that photographers somehow shape or interpret what they represent, but in the age of Photoshop readers have to be more careful to believe what they see, and writers of articles must be especially careful if the images they use are trustworthy. Today, when we portray all contradictory discussions, quick examples and image changes, journalists need more than ever to be aware of the ethics if such evidences are based on facts, statistics, study data, testimonies and the stories. Collecting factual and authentically information and transmitting practically determine what we mean by professional and scholarly journalism (Lunsford, Ruskiewicz, 2015, 59). The media often turn out to be in scene and in their studios are invited people not enough professional to handle an existing matter. An Albanian journalist wrote an article regarding these types of debates with political analysts, or as Mati wrote: "Observing the noise of these debates, more than when discussing enthusiastically and sometimes with hate for political figures, it makes the show disgusting. I have noticed that such analysts, beside the extreme pride, have not only the delusions of greatness, but also the impertinence to show up as people who know everything (Mato, 2018). Defamation and its qualification as a criminal offense remain debated in Europe between lawmakers on the one hand and groups of journalist rights on the other. Regulators and self-regulatory mechanisms In Kosovo, as a constitutional category and the Independent Media Commission (IMC) has been established to operate. IMC is an independent body regulating the Broadcasting Frequency spectrum in the Republic of Kosovo, licensing public and private broadcasters, defining and implementing broadcasting policy and exercising other competencies as defined by law (Ejupi & Abazi, 2015). Defamation is not dealt with by the Kosovo Criminal Code. Most other European countries treat defamation as a criminal offense. In a part of Europe's states and countries aspiring to integrate Europe, defame is punished through a fine which in some cases is higher if it is done through media. In other states prison sentences are prescribed in case of defamation or insult. In an interview by journalist Emanuela Sako with Armend Shkullaku in 2012, is said that journalism in Kosovo is cheaper and more developed, considering it more professional than ours in Albania? He replied: "Cheaper and more developed are relative terms, but it's more qualified than here. In Kosovo people think before they write, but here nobody thinks when writing. There is more desire for work and individuality. Or, if you want to remove headlines from newspapers or television

logos, all chronicles are alike, all news is the same, and there is no covering. Kosovo is ahead in this regard. Perhaps in the future, laziness may also affect them. Most of journalists have an English education, have lived in England, lived in America, Switzerland, Germany, Scandinavia and when they return to Kosovo they have their favorite program in BBC, FOX, and CNN (Sako, 2012).

## Conclusions

- ✓ There should be a limit for journalists when they submit the news, which is consistent with the opinions of respondents in this study, with a majority of 90% insisting that journalism should also have a limit on how to reach a news release.
- ✓ Social networks have implicated journalism. Journalists often come up with news from people who are worshipers of different leaders.
- ✓ Also responses from study respondents have shown that this is sometimes pertinent, problematic, stimulating debate and just a media industry. (See graph 1)
- ✓ Responders insist on the benefit of laws, and public opinion has thought that they are very useful and needs such a law most of them or 88% answered yes. (See Figure 2)
- ✓ The statement is untrue, the meaning of which damages the reputation of another person  
Regulators and self-regulatory mechanisms In Kosovo, as a constitutional category, the Independent Media Commission (IMC) has been established and operates.

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