



TURNING THE PAGE OF HATE:

A MEDIA CAMPAIGN FOR TOLERANCE IN JOURNALISM

When it comes to hate speech, journalists and editors must pause and take the time to judge the potential impact of offensive, inflammatory content. The following test, developed by the EJN and based on international standards, highlights questions in the gathering, preparation and dissemination of news and helps place what is said and who is saying it in an ethical context.

1. STATUS OF THE SPEAKER

- How might their position influence their motives?
- Should they even be listened to or just ignored?

2. REACH OF THE SPEECH

- How far is the speech traveling?
- Is there a pattern of behavior?

3. GOALS OF THE SPEECH

- How does it benefit the speaker and their interests?
- Is it deliberately intended to cause harm to others?

4. THE CONTENT ITSELF

- Is the speech dangerous?
- Could it incite violence towards others?

5. SURROUNDING CLIMATE – SOCIAL / ECONOMIC / POLITICAL

- Who might be negatively affected?
- Is there a history of conflict or discrimination?

DON'T SENSATIONALISE!

AVOID THE RUSH TO PUBLISH

TAKE A MOMENT OF REFLECTION