

4TH DAY OF THE VIII SCHOOL OF MEDIA ETHICS OF THE PRESS COUNCIL IN BIH

Practical Application of Theoretical Knowledge

The Students were visited by Ms. Lejla Dervisagic, Project Manager for the Media Department of the Council in Europe in Strasburg

The School of Media Ethics of the Press Council in BiH provides journalism students the opportunity to acquire additional knowledge on media self-regulation, the Press Code of BiH and European standards of Speech and Expression. How to practically implement this knowledge - was demonstrated during the fourth working day of the VIII School of Media Ethics of the Press Council in BiH. The agenda included practical exercises - simulation of the work of the Complaints Commission of the Press Council in BiH.

The students resolved citizens' complaints to the coverage of the press and online media in BiH, and, through analysis of the complaints and articles from the press and portals, acquired

direct insight into cases of breaches of the Press Code of BiH. The practical exercises were moderated by Ms. Ljiljana Zurovac, Executive Director of the Press Council in BiH and Enes Osmancevic, PhD, Professor at the Faculty of Philosophy in Tuzla and Member of the Complaints Commission of the Press Council in BiH.

Multiple Benefits

- I knew that the Press Code of BiH exists, I knew that it has 15 articles and their content, but never until now did I have the opportunity to see how the Code is applied, nor how the complaints procedure worked. The knowledge I gained through this practical exercises will serve me when I start working as a journalist. In addition, in two months I have an exam at my college, from the subject "Editorial Responsibility in the Media" and one of the questions regards the application of the Press Code of BiH - Sara Slijepovic, student from the Faculty of Political Sciences in Banja Luka, did not hide her excitement.

The students, this time again, had the opportunity to discuss, ask questions, solve professional journalistic dilemmas in field of implementation of media ethics. How do the adjudications of the Complaints Commission stimulate the long-term proves of strengthening professional media coverage standards; how does the Press Council in BiH act as a mediator between the citizens and media; why is publishing of a denial often experienced as a loss of honor in the journalism community, instead of it being treated as a realization of the right to a different opinion and freedom of expression - this is just a part of the debated questions.

- Today's exercise of the practical application of the Press Code of BiH enlightened me about a completely different way of reading the press. I think that after gaining this new knowledge on practically applying the Press Code, I will read the papers as a journalist in the future, and not as a layman. At the faculty, we just have theory, but not the chance to see the practical implementation of professional reporting standards - says Ivana Juric, journalism student from the Faculty of Philosophy in Tuzla.

Guardians of Democracy

During the fourth working day of the VIII School of Media Ethics, the participants were joined by Ms. Lejla Dervisagic, Project Manager of the Media Department of the Council of Europe in Strasbourg. Ms. Dervisagic, in her speech to the students, pointed to the importance of respecting Article 10 of the European Convention on Human Rights and Essential Liberties, which guarantee the freedom of speech and expression. The students were also acquainted with the recommendations of the Council of Europe that regard the fight against hate speech, as well as with the manner of work and jurisdictions of the Media Department of the Council of Europe.

- You role is very important, journalists are the guardians of democracy - said Ms. Dervisagic to the young journalism students, and future professional journalists.

The VIII School of Media Ethics of the Press Council in BiH officially began on November 17th 2013 in Konjic and it gathered 47 journalism students from journalism faculties of the University of Mostar, Sarajevo, Banja Luka, East Sarajevo and Tuzla.

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