



***The Role of Media in Disseminating and Combating Corruption in
Institutions and Government Administrations
A Foresighted Perspective on Reality and Prospects***

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Abstract:

The media in its various media, especially audiovisual and electronic, which convey the facts live from the scene of the event, has played a key and effective role in showing the corruption practiced by the repressive regimes of freedom and rights, through which the ranks united across the entire world, whether in solidarity and synergy or help and support, or followed the same direction to get rid of the corruption that state institutions, including the disadvantages or rather the corruption occurring in them of various kinds, administrative, political, economic, cultural... This was approved by the United Nations Convention on corruption, which stressed the need to involve the media in the fight against corruption due to the great role they play, so it was necessary to open channels of communication between the media and various state agencies without restrictions preventing access to information and media access to the latter, the imbalance in these agencies will be revealed and thus the possibility of identifying the mechanism that addresses it and eliminate it..

Keywords: *Media, Mass Media, Corruption, Institutions, Government Administrations, Reality, Prospects.*

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I. INTRODUCTION

The media has a great responsibility; it is the first and direct influencer in the lives of individuals and communities, and this requires the media to be completely transparent in transmitting information, and the message that is hoped to reach individuals based on the available means, and it also requires that everything related to the media used is clearly defined known to the public and not shrouded in mystery.

Moreover, as Dr. Ali Abu Leila, professor of theory in sociology, says, it " supports the motivation of the actor towards action, that is, establishes enthusiasm towards the action to accomplish it. Also, the media's performance towards consciousness by providing knowledge and energy to it, it helps its instability, and then this consciousness undergoes constant change, either due to the influx of new meanings on its arena, or by deepening its perception of real events that have matured for action.

However, we find that the media may play a negative role in building awareness, as it may falsify awareness by providing it with false knowledge regarding the issues of interest, thereby hindering the development of objective awareness. Hence, he is unable to develop the appropriate action or behavior in the face of events and interactions ... Thus, the information becomes a mechanism of underdevelopment to a large extent". (Media and society shaping culture and building a virtual society pp. 59-60).

1.The concept of media:

The word media is derived from science, (ihdaden, 1984, p. 10) the Arabs say, inquire the news and teach him it means he became aware of the news after he asked to know it, linguistically, the meaning of the media is to convey the news, the same meaning that scientists call the information process, and in other words, the media means reporting, i.e. broadcasting, disseminating and disseminating information among people.

Dr. Abdul Latif Hamza says: "the media is to provide people with journalistic news, sound information and established facts . ..". (ihdaden, 1984, p. 14)

"The media is the dissemination of facts and opinions in an appropriate format by means of words, sounds or images and, in general, by all signs that the public understands,"says Fernand Theroux. (ihdaden, 1984, p. 14)

In fact, the media is a modern concept that applies especially to the communication process, which uses modern means such as press, radio and television, and in the old days the word media was not called the communication process, but the Islamic religion defined a type of communication called reporting or calling, which is closer to the modern concept of media, an updated word (Information) translated from European languages.

And informing is the transfer of a message from the sender to the receiver without exaggeration, amplification or distortion. That is, the transfer of the message and the image that is located and real.

2- elements of the media image:

The sender: the one who submits the informational message.

The medium: the channel that conveys the media message.

Content: it is the content of the information message.

The Recipients: it is the recipient of the information message.

3. differences between information and communication: (kharif, Delio, & others, 2003, p. 09).

The communication process is a process that takes place between two parties and in

which opinions are exchanged, where they are in a constant process and the exchange of roles between the parties is a two-way process and there is a reverberation, while the media process goes in one direction from the sender to the audience without there being a reverberation or it can be reverberation but after a long time (dialogue, television.....Etc.).

The media, unlike communication, is closely linked to the modern means of press, radio and television.

Unlike the media, it differs from it in the prevalence of the news, as it is not a condition in the occurrence of the communication process, which means that communication has a social meaning, while the media is limited to a purely informational concept.

The media takes one direction from above to below, so unlike communication, there is an exchange in the media process, it differentiates between the source of the news and its receiver.

The media describes reality, which means that it must be characterized by objectivity and realism and move away from subjectivity, which distorts reality. (kharif, Delio, & others, 2003, p. 09).

4. The origin of media and communication :

A - The concept of media and communication:

They are tools, means and methods that allow the exchange of information, provide entertainment, achieve education and news to a wide fan base, and are also used to disseminate news, opinions and ideas among people objectively and without distortion to create a high degree of awareness, knowledge and awareness among the audience of the recipient of the media material so that this knowledge expresses the mentality of the masses, their trends and inclinations . (Salama, ghabawi, & Attiya, 1991, p. 23)

According to Dr. Abdul Latif Hamza, the media and communication provide people with the right news and hard facts that help people form correct opinions about a fact, if this process is devoid of honesty, it does not become a media in the right sense, but something else that would have been a shading of the public.

B- Types of media and communication: (Salama, ghabawi, & Attiya, 1991)

There are more than one means of communication, there are read means of communication, in which the written word is used, such as newspapers, magazines and books, there are audible means of communication, and communication is carried out by the audible word, such as radio, and there are audiovisual or "audiovisual" means of communication, in which the audible word and the visual image are used together, such as television and cinema, in addition to Applied Psychology and silent language in communication, such as nodding, smile, handshake, hand movements, gaze session, appointments and facial expressions.

We also find brochures, which are a special readable media that aims to inform the sender of ideas and information about any organization, its policy and achievements in order to gain their support and trust. the brochure contains data of interest to the organization's audience and contributes to spreading the information message to a large number of individuals in a short time. it is distinguished that the holder of the brochure has enough time to read and absorb the ideas and explanations contained therein, which is a means of a personal nature. We also find public invitations and media visits, that a public or open invitation can be used for many purposes, through which customers, suppliers, consumers and journalists are informed about how the organization works on nature, and the goal of a public invitation or hosting a number of media outlets to conduct an informational press visit to the organization may be to inform the masses and various media in a practical way and have a

news value that contributes to improving the reputation of the organization and improving its image before the masses, which ensures their integration and experience of its reality, their connection and their sense of belonging to it . (Salama, ghabawi, & Attiya, 1991).

C) Media and communication characteristics:

1-characteristics of the means of reading: this means is distinguished from others by the fact that it can be easily saved and transferred, and it also facilitates the reader the opportunity to choose and select, he can also postpone reading it as well as reread it and use only the sense of sight and the audience of the read message is heterogeneous, "read by different categories of age and gender", including the specialist who tends to read books and scientific periodicals, including the non-specialized audience who read daily newspapers, and general magazines, and some of them combine the two, and we point out that these publications are subject to publishing laws and censorship, but it is slow since it has to be mailed and write press responses which takes a period of time . (Salama, ghabawi, & Attiya, 1991)

2-the characteristics of Audiovisual Media: it represents the message in the form of a sound and a moving image together and it can be controlled to receive it or not, and the medium here is often television or cinema, and the difference between cinema and television, that the former benefits the recipient by sitting receiving the message all the time, and in the middle of an audience he does not know and people around him restrict his movement, and there may be interference, but the TV can be controlled by closing it, (abdelaati, 2002, p. 145) lowering its voice or answering the phone, then listening and watching again, and these things affected the reception of the message, as it can be said that the Echo in the cinema faster than him on TV .

3-characteristics of audible means: they are inexpensive means for the listener, as their receivers are cheap and affordable and use only the sense of hearing, they can also be saved and repeated, and they are intended for entertainment, and if they do not reach the rank of television, they have a wide audience of several levels, and the audience can select and choose programs, but the Echo return is low. (Salama, ghabawi, & Attiya, 1991).

5.The fourth estate the media

It is represented by Read, Video, Audio and electronic media, as well as media, professional and Trade Union institutions and formations, and its authority is voluntarily United in various forms, including monitoring, monitoring and evaluation, in addition to detection, documentation and exposure, as well as highlighting and guiding official authorities to cases of corruption that are revealed through journalistic work in following up and documenting news and events. The influence of the fourth authority on the issue of fighting and exposing corruption manifestations effectively and effectively is always linked to the level and size of its independence and the extent of the freedom granted to it .there is no ability, role or effectiveness of the press in confronting and fighting corruption without independence and freedom and without constitutional protection for journalistic work. (Al-Akili, 2023)

6.The role of the media in the fight against corruption

The media represents an important link in the episodes of confronting, fighting and exposing the manifestations of corruption and exposing and holding the corrupters accountable, as it is a major axis of the efforts of societies and governments to reduce the phenomena of corruption and stop its devastating consequences and repercussions.

Information through its various means , tools, templates, forms and methods has played pivotal and important roles in many social, cultural, economic and political issues and affairs throughout the ages, and has contributed in the same framework to the development of the idea of family reunification and family integration in the process of building society, and

sending the pillars of society and the state with all its components .

The media are becoming increasingly important in addressing society's issues, and their responsibilities towards expressing the interests of the masses are also emerging, as they are considered one of the means and tools of expression, guidance and social control, and represent an independent force in society. new roles for the media have emerged in light of the scientific and technological revolution and the rapid spread and transmission of information in short moments, (abdelaati, 2002, p. 148) represented by the reorganization of the relationship between the state and citizens and the redistribution of the Centers of political and social forces within society in various institutions, as the expansion of more media freedom has led to it becoming more influential in the formation of public opinion.

7. Freedom and autonomy :

If freedom and independence are available, the media in its three forms can be the most important means of popular control over the political power and its administrative apparatus, and an important weapon of the fight against corruption, as the press is one of the most important means of expressing the opinions of citizens in democratic systems, (Ali, 2009, p. 98) and journalism has become indisputably the primary public opinion tool in expressing the seriousness of the tasks performed by the press in monitoring He exposed cases of corruption and oversight of government agencies and institutions.

8. Ethical responsibility and Justice

The importance of the media in addressing community issues is increasing, and its responsibilities towards expressing the interests of the masses are also highlighted, as it is one of the media and tools of expression, guidance and social control, and represents an independent force in society, as the expansion of granting more media freedom has led to publishing becoming more influential in forming public opinion and determining its directions, which confirms the need for the media to adhere to social and ethical responsibility in presenting various topics towards the individual and society, so that media coverage is committed to emphasizing the image of the event, clarification and careful organization of the details presented to ensure accuracy and impartiality, distance from the effects and everything that contradicts the values of At the same time, it contributes to the (Ali, 2009, p. 113) achievement of an impartial and fair monitoring of the manifestations of corruption and the detection of spoilers .

9. Awareness and guidance

"Media awareness of the dangers of corruption gains strategic importance in advanced countries. This importance should be multiplied in developing countries, where their populations rely on the information and facts provided by their governments to shape their behaviors and reactions." (Achouri & belkhiri, 2023)

The efforts of the media are focused on persuading public officials and citizens to abandon the behavior and actions associated with the phenomenon of corruption, basing their influence primarily on certain values such as the supreme interest of the homeland, belonging to this homeland, the oneness of loyalty to the homeland, good citizenship, human virtues, reward and punishment.

10. Monitoring, Investigation, and Disclosure

represent the most challenging, crucial, and complex task. At the same time, it represents the most effective means of voluntary public oversight when approached with professionalism, diligence, transparency, integrity, and neutrality. Voluntary public oversight mechanisms are effective, diligent, and rich in terms of confrontation results in the battle

against corruption and corrupt individuals. The role of the media can also be magnified in this confrontation by promoting investigative journalism as the most important in exposing corruption issues in society. Persuading media institutions to allocate pages to follow up on corruption issues and urging civil society organizations and the private sector to support specialized newspapers in combating corruption, in addition to the serious work of allocating annual awards for the best topics on combating corruption or for individuals fighting corruption and dedicating themselves to confronting this scourge that disintegrates society and causes dire consequences for all its fields and sectors. Holding training courses for journalists on specialized investigative journalism and ways to uncover corruption issues. (Achouri & belkhiri, 2023)

11.Obstacles to Media Efforts:

The media effort in combating and exposing corruption and corrupt individuals faces multiple and diverse obstacles and difficulties that threaten complete disablement of this effort, resulting in one of the most important weapons being withdrawn from the confrontation arena with corruption and corrupt individuals. These obstacles and difficulties are determined by the following axes:

A-Legislative and Legal Obstacles:

This axis is linked to the constitution and its package of provisions and clauses that regulate and support journalistic freedoms and work. It does not stop there but extends to the extent of the constitution and the legislative authority's ability to translate this into a reality on the ground that provides the groundwork and cover for a free, independent press without restrictions, pressures, and obstacles.

B- Professional, Technical, Administrative, and Intellectual Obstacles:

The most important obstacles include the occasional inability of institutions to achieve convincing results that motivate individual efforts or the collective effort of the institution in the task of combating corruption. Convincing media efforts are difficult and require vision, study, and high professionalism in formulating the media discourse related to corruption. (Amira & belkhiri, 2023)

1. Sometimes, the institution or journalist encounters a lack of interest from the targeted audience in the media discourse on corruption and the ways to confront and combat it, which may weaken the resolve of the institution and journalists to continue striving and maintaining anti-corruption campaigns.
2. Weak coordination between authorities, official institutions concerned with corruption issues, media agencies, and the absence of coordination among the media themselves regarding the formulation of a common strategy to confront and combat corruption.
3. Poor choice of media types in anti-corruption campaigns, which may lead to the waste and scattering of efforts and valuable information with broad importance, due to their association with a media outlet with limited circulation or weak professional capacity to capitalize on that information to achieve a journalistic strike that resonates widely.
4. Restriction of journalistic freedoms and the state's efforts to control and seize media outlets or define its dealings with phenomena and events related to corruption are among the most significant obstacles to the media's efforts in combating corruption and corrupt individuals.

12.Elements and Factors of Success and Empowerment:

The possibility of success for the media in its battle against corruption and corrupt individuals can be achieved through a combination of factors and elements, some of which are related to the efforts and capabilities of the media itself, while others are related to external

factors. (Amira & belkhiri, 2023).

1. Media institutions should strive in their coverage of corruption issues to shed impartial and fair media light on the role of administrative oversight in regulating, monitoring, and exposing corruption and confronting it.
2. Emphasizing the use of reliable media outlets and presenting the opinions of opinion leaders and elites in society in the media to enhance credibility and deepen the audience's evaluation of corruption issues.
3. Accompanying media efforts with a process of periodic evaluation and review that allows for timely adjustments to style, content, and methods regarding anti-corruption campaigns and combating corrupt individuals.
4. Giving a greater role to the media in combating corruption by promoting investigative journalism as the most crucial in exposing corruption issues in society. Encouraging media institutions to allocate pages to follow up on corruption issues and urging civil society organizations and the private sector to support specialized newspapers in combating corruption.
5. The necessity of political will and governmental determination to make serious decisions and take strict measures to provide the elements of corruption control and prevent the waste of state resources and obstruct development plans, aiming to achieve normal rates of economic and consequently social development.
6. Free media is essential in combating corruption. Media freedom allows effective participation in the process of accountability, transparency, and representation of citizens' interests and defense of them, in addition to exposing cases of corruption that threaten the fate of society's members and the future of development in their countries.
7. Ending the state's monopoly on audio, visual, and print media, whether through direct ownership or through coercive authoritarian control. If the authorities do not practically own newspapers or other media outlets, they control them through individuals or entities close to them. Independent media outlets face various forms of governmental pressure.
8. Confronting governments' attempts to monopolize the media and limit press freedom (often through manipulation of funding and financial needs of private media institutions) to reduce their role in instilling civil culture values and contributing to the formation of a public opinion resistant to corruption.
9. Achieving a free media is inconceivable without support from civil society forces. Therefore, these forces should be encouraged to engage in the media battle for the benefit of all. Civil society, based on fair and effective democratic foundations for society development, is the first ally of free media. It should instill courage in journalists to confront suppression, defend those who are oppressed, and advocate for changes in restrictive laws on press freedoms. Civil society, due to its interest and scope, is better able to employ media in the fight against corruption.

Conclusion:

In conclusion, for the media to elevate itself and attain the professionalism and proficiency required, it needs to adhere to certain standards that assist in its distinction and advancement. The Code of Professional Conduct established by Al Jazeera Media Network could serve as a guiding principle in this regard. These standards include:

1. Ensuring the accuracy and validity of information from various sources, avoiding errors

due to negligence, refraining from distorting facts and information under any pretext, abstaining from making judgments on matters and subjects without proper evidence, and avoiding descriptive analyses not based on known facts, data, and information.

2. When analyzing and commenting on topics and events, it is essential to consult knowledgeable individuals with diverse perspectives. Building a stance or opinion without considering others may reflect negatively on the channel. It's important to avoid stereotyping and common preconceived judgments based on ethnicity, religion, gender, age, geographic location, disability, or social status. Differentiating between news reporting and analysis/commentary is crucial to avoid bias and partiality.
3. Providing opportunities for all parties involved in a news story or controversial issue to clarify their positions, respond to any accusations leveled against them, or rectify any misattributions or misrepresentations promptly. If it's challenging to include conflicting viewpoints during the presentation of controversial topics, efforts should be made to offer opportunities for those unable to express their perspectives initially in subsequent episodes.
4. Carefully selecting guests for news bulletins and talk shows, ensuring their eligibility and familiarity with the topics discussed. Avoiding ambiguous titles for guests that don't accurately represent their roles (such as labeling someone a "thinker," "observer," or "political analyst" when they are known for a different profession or simply because they write articles or participate in media discussions). It's essential to treat guests and audience members respectfully, even if they provoke hostility, avoiding belittling or disparaging their opinions while still retaining the right to correct any misinformation presented.
5. During interactive and discussion programs, strive for fair distribution of speaking opportunities, avoiding bias towards one party over another. Simultaneously, ensure protection for audience members who contribute to programs from denigration or abuse by the guests. Politely and clearly draw attention to inappropriate behavior to maintain decorum.
6. Sobriety, not sensationalism, garners respect from your audience. Avoid exaggeration when describing events or presenting news. Journalists should not appropriate others' efforts and productions and attribute them to themselves, respecting intellectual property laws.

These standards, among many others, if adhered to, can aid in enhancing the efficiency of journalists across channels opposed to authoritarian regimes, receiving welcome recognition from fair-minded individuals, whether they are allies or opponents. Objectivity is the key to gaining credibility with the public across various media platforms.

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