



***Building child-oriented media contents in Algeria:
A review of legislation challenges and media social responsibility issues.***

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Abstract:

Journalism is a fundamental agent in the construction of the personality of citizens in general and of children in particular through the contents published through the media. However, several slippages in the way of informing and entertaining this category are recorded, increasingly threatening their physical and mental health.

This contribution aims to demonstrate the need for the media to apply the principles of social responsibility in the treatment and dissemination of content intended for children, while exposing the commercial or ethical issues and constraints that may explain the shortcomings recorded in this area.

Keywords: *Social responsibility of the media, deontology and journalistic ethics, law of 12/15, civic journalism; public journalism, responsible advertising.*

1. Introduction:

Journalism has long been considered a noble profession, fourth power, guarantor of freedom of expression, scout of public opinion, fundamental agent in the construction of the personality of citizens. This observation becomes more significant when it comes to the most vulnerable fringe of society; children; who are very attentive and highly sensitive to media contents, audiovisual content in particular, through television or multimedia screens; sources of entertainment par excellence, but also of information, creation, learning, exchanges and communication, and to which they are continually exposed.

Audiovisual media must contribute to the development of children and enable them to take advantage in a reassuring way of the opportunities they offer in terms of learning and leisure, to enjoy an experience of exposure to thoughtful, studied and adapted to their often undisclosed or expressed needs, allowing them physical and mental protection from the dangers of society, a seamless integration into collective and universal values, helping them to better prepare themselves to understand the world around them, and to participate and integrate in a healthy way into life in society.

However, several slippages have been recorded in this field in Algeria and in many similar countries in terms of development, translated into a quantitative and qualitative lack, both in terms of information and entertainment, of content intended for the family of general way and to the child in particular, through the excesses that often offend the different individual and social sensitivities recorded in this environment or anyone can claim journalist. Consequently, several media and/or content are often singled out by citizens and families who denounce a profession where irresponsibility continues to grow, and demand better treatment of content intended for children.

All these factors contribute to the lack of public interest, particularly among children, in the various media and content which are supposed to be intended for them and for the whole family through television in favor of new technologies, for which children seem to display a real addiction, finding that all parents were able to record especially during periods of emptiness caused by the various crises and in particular recently by the Covid19 pandemic, a period which was marked by increased and unprecedented use by children - n' having not found alternatives on traditional media - content from all sides broadcast by smartphones, video game consoles and social networks .. Indeed, the radio took 38 years to have 50 million listeners, television reached 50 million viewers in 13 years, but it took Facebook just one year to benefit from more than 200 million users and reach 1.65 billion active users in 2018 the world .. (Mihai Bădău, 2018).

This represents an additional risk factor for children in terms of audiovisual entertainment as long as the content broadcast by new media is increasingly attractive and creative for children, but also escapes any possibility of monitoring or control given the speed with which these contents are disseminated and propagated; a real threat to the balance of this fringe of society which absolutely must be protected from it.

All of these elements should push us to shine the spotlight on journalistic malevolence towards children, and to ask ourselves about the means that must be implemented in order to restore to the profession its social and moral dimension in terms of contents intended to children. To do this, we will try to expose the factors that may be at the origin of these failures, starting with the economic and commercial issues of media companies that govern the production and distribution of media content, then we will focus the need for the media to apply the principles of social responsibility in the processing and dissemination of

content intended for children while exposing the issues and constraints of a commercial or ethical nature that may explain the failures recorded in this area.

We can summarize all these issues in the following question:

What are the principles of social responsibility necessary for audiovisual and multi-media activity in Algeria? And what are the challenges for a better treatment of the contents intended for children?

Before elaborating on all these questions, let us first dwell on the definition of social responsibility in general, that of journalists and the media more specifically, before examining the nature of the constraints and the efforts made in terms of ethics of the profession that can serve as a framework for better media protection of children.

1- Definition of corporate social responsibility:

1-1. Corporate social responsibility:

Corporate social responsibility (CSR) is an ethical concept that considers that an individual or an organization has the obligation to act for the benefit of society at large (Pélissier, 2015, p 215-229), it represents today a key element of strategic management and marketing. Its best-known definition describes it as "the ongoing commitment of companies to adopt ethical behavior and to contribute to economic development while improving the quality of life of workers and their families as well as of the local community and society at large. wide" (Schopfel, 2016, p 36). Indeed, in the 1960s, companies and then public services and organizations began to define an ethical and normative framework for their contribution to society in general and to social protection in particular, beyond their industrial and commercial.

1-2. Organizations social responsibility:

Today we are witnessing the emergence of a new concept relating to the responsibility of organizations (RSO), it is the responsibility of an organization vis-à-vis the impacts of its decisions and its activities on society. and the environment, resulting in transparent and ethical behavior that (MEDDE, 2011):

- Contributes to sustainable development including the health and well-being of society.
- Takes into account the expectations of stakeholders.
- Is integrated throughout the organization and implemented in its relationships.

2. Mediasocial responsibility:

The definition of a scope and content linked to the specificities of public establishments and enterprises can therefore apply to media organizations, which must campaign to deserve the status of "moral conscience of public opinion" and of civil society. . In this perspective, the journalist is considered as a social actor and the values that form the basis of his professional action are the universal values: peace, democracy, freedom, solidarity, equality, education, rights rights, women's rights, children's rights, cultural diversity, tolerance, social progress, learning to live together, peaceful resolution of conflicts, etc.

The professional journalist is convinced that freedom of expression does not mean freedom to say and write whatever comes to mind, but to express, with responsibility, what can contribute to the good of our communities, even humanity. He does not look for the sensational, and does not eat at the rack of the tabloid press. Its titles and texts go in the direction of democracy, tolerance, forgiveness, the value of life, human dignity and a certain maturity in the approach of differences and contradictions (Gomez, 1995).

Although the responsibilities were clearly identified with the traditional media, those on the new media take a new turn and are the subject of confusion and various questions following the democratization of web 2.0; Faced with new content produced by users, journalists find themselves faced with a great danger: the loss of identity in a space where the lines differentiating the journalist from the reader are becoming more and more diluted, or we no longer know who is communication professional when everyone can produce topical information and claim to have the truth. (Mihaibădău, 2018), hence the usefulness of a responsible and ethical approach in order to give media professionals a clear and readable identity.

2-1. Social responsibility and civic journalism:

“Civic” journalism is defined by Thierry Watine as being journalism which “aims to provide people with opportunities for intervention in order to get them to act, helps them to do their work as citizens, which encourages people to take action. action, to get involved, to think that it is up to them to solve the problems, and to encourage interactivity between journalists and citizens. It seeks to create a dialogue with the readers, instead of confining itself to transmitting information in one direction...” (Pélissier, 2015, p 215-229). He does not advise the press to relinquish its watchdog role but instead adds other responsibilities to it, the essential of these responsibilities being information, civic journalism is therefore a type of journalism which helps the public to regain the feeling that it can do something to change the situation and, in essence, stimulate "democracy".

2-2. Giving meaning to the content:

On the academic level, the publication in 1956 of the work "Four theories of the press" by Siebert, Schramm and Peterson is considered until today as the starting point of the theoretical conceptualization of the social responsibility of the media, the analysis must be done at the level of the journalist who must contribute to the social and political transformations of his country, his main role is less to inform about events than to "give meaning" to the world around us, and its productions can therefore only disrupt or, on the contrary, reinforce the social discourses that pre-exist them (Delforce, 1996). This is how the journalist is given new individual and social responsibilities both for the purpose of constructing the meaning of the information and contributing to a clearer and more understandable vision of the world for his audiences.

2-3. New responsibilities in the media exercise:

This function of “giving meaning” makes the journalist a social actor in his own right, and not a simple witness-mediator outside the social game. Fulfilling this social role fully means adopting a civic stance that imposes specific ways of looking at things, thinking about them and talking about them. Faced with the proliferation of information sources made available to the

general public, “giving meaning” to information is becoming a societal need and demand. (Delforce, 1996).

In his quest for truth, the professional journalist must, on the basis of his social responsibility towards himself and towards the public, always be a correspondent of peace and hope. This does not mean concealing the existence of problems, social ills or contradictions, but present them in a thought-provoking way. Formatted in this way, the information helps to identify the origin of the malfunctions observed in an attempt to resolve them. It can even compel political authorities to be transparent, and when government actions lack transparency and authorities or individuals seek to conceal events in an attempt to escape accountability, the press and media in general have a role to play, if it is concerned with working for the good of the community and putting itself at its service... (Gomez, 1995).

3. Applications and challenges of SR on child protection:

To study the impact of the SR of journalism on the protection of minors, which is the subject of this contribution, we are going to think about this responsibility on the scale of personal and professional ethics on the one hand, and with regard to taking into account the economic and commercial constraints or pressures of the media organization which can also enlighten us on the paradox of the application of this responsibility which can go against the very ideology which governs its exercise :

3-1. The ethical challenges:

Deontology guides the journalist in the exercise of his profession, by defining the duties incumbent on him, in order to ensure and consolidate the right to information, which should be exercised freely but with responsibility (Bangre, 2008, p 847-857).

As for ethics, it addresses values rather than the observance of duties. Journalistic ethics, or the deontology of journalists, is a kind of code grouping together reference texts approved by the trade unions of the journalistic profession. The application of these rules guarantees freedom of expression and the fundamental right of citizens to receive true information and honest opinions.

The main characteristic of ethics lies in its objective, which is to lead the information professional to question the subjects he is dealing with and their consequences, positive or negative. In other words, it is about developing in the journalist the ability to make responsible decisions on their own (Pelissier, 2015).

3-1.1. International conventions:

In this sense, there are many reference texts relating to respect for private life, respect for the dignity of individuals, the refusal of unfair methods, the refusal to promote particular interests contrary to the general interest, but also the prohibition of all collusion and compromise. We can cite the most important (Bangre, 2008, p 847-857):

- the Universal Declaration of the Rights of Man and Citizen (1948)
- The Declaration of the Duties and Rights of Journalists, known as the “Munich Declaration” (1971).
- The Unesco Declaration on the media (1983).

- The Council of Europe Resolution on the ethics of journalism (1993).
- The Charter of Professional Ethics for Journalists (last amended in 2011).
- the Global Ethics Charter for Journalists of Tunis of June 12, 2019.

These universal conventions are considered as a source of inspiration for several countries and in particular Algeria in order to adapt these rules to the local social context and define the duties and the fundamental values which must be observed and respected in the exercise of the profession of journalism. , among which we can cite: objectivity, honesty and accuracy, impartiality, respect for the public, which includes respect for privacy and human dignity, for which standards of sobriety and integrity, fairness, independence, critical thinking, constant questioning, lucidity and vigilance, which lead to identifying and measuring the impact of his writings.

3-1-2 . On the Arab and African level:

Efforts in this area are lagging far behind, given the history of our country and of several Arab and African countries, which reveals to us that it was in the wake of the colonizer that the media, in particular the press and the radio, were introduced, primarily to serve the information needs of the colonial administration. In terms of legislation and ethics, we can record the holding of several conferences on the African and Arab scale and the ratification of several conventions relating to the protection of children and the media, here are a few examples (Miloud, 2018, p 589 - 577):

- Arab Convention on the Rights of the Child (December 1984)
- United Nations Convention on the Rights of the Child (1989)
- World Declaration for the Protection and Prosperity of Children (1990)
- Arab Plan for Child Protection (1992)
- UNICEF Global Plan for Childhood Culture in the Arab World (1993).
- "Children's rights media" symposium in Manila (Philippines) in 1996.
- Conventions on the rights of the child of African countries in Accra (Ghana) in 1997.
- Arab framework for the rights of the child. Amman Jordan (2001)
- Charter of the United Nations (A world fit for children) 2002.
- 4th Arab symposium on the rights of the child. Marrakesh 2002
- Workshops for journalists against violence against children and the defense of their rights in the media. Cairo (2015).

3-1.3. In Algeria :

The protection of children from risks and threats from all sources, and in particular threats from potentially faulty media content and new technologies, has been reflected in Algeria's accession to the International Convention on the Rights of the Child. , but several other conventions quoted above did not see the participation of Algeria and in particular in the period of the decade 90 where the country rocked in inappropriate political and social conditions. Some other conventions in which the country has participated and ratified have remained a dead letter in terms of application given the unstable security and political conditions.

More recently, we can note two conventions in terms of child protection, one is under the aegis of Unesco and represents the application of the organization's plan for the protection of

children in the Algerian part. : Law No. 12-15 of July 15, 2015 on the protection of the Algerian child initiated by the national agency for the protection and promotion of childhood under the aegis of Unesco (law 12/15) . The second concerns the Convention on the Rights of the Child of the LADDH (Algerian League for the Protection of the Rights of the Child).

Finally, in 2017 we witnessed the creation of a network of journalists from the audio-visual sector bearing the slogan “Media, friends of children” aimed at “the protection and promotion of children through the media”(El massa, 2017), focusing the work of its workshops after a period of training around the mechanisms for mastering tools for designing media content intended for and around children while respecting the ethics of the profession and the principles of the international convention on the rights of children, as well as the Algerian law of the child of 2015.

The examination of the first two documents reveals the predominance of amendments concerning legal aspects of the life of the child and an absence of laws governing the relationship of the child with the world of the media, or of recommendations or sanctions in cases of breaches inherent in the freedoms of children vis-à-vis the media, except for what concerns sanctions 'from 150,000 to 300,000 DA provided for against those who infringe the privacy of children' in article 140, and heavier sanctions ranging up to 1 to 3 years imprisonment in addition to the same fine against any person or entity that exploits children through the means of communication regardless of the form of the medium in matters that go against the ethics and general order' and this in article 141 of the first law.

With regard to the Laddh convention, one can note a slight concern to go in depth through the development of the child's right to freedom of expression and to access and reception of all types of information 'without borders', and this in its article N° 13, which leads us to ask several questions as to the use of the expression 'without borders' as long as it raises many questions which deserve more guidance and regulation regarding the consumption of content received by the child via the Internet and social networks.

If we continue our examination of the articles of this convention relating to children's use of the media and new technologies, we find article 17 which is specifically dedicated to new communication technologies and to the use and even the production content disseminated by these same means of communication, and in which the countries which have ratified the convention are urged to: ' Recognize the important function of the new media, which guarantee the dissemination and access of the child to all sources national and international and especially those that aim to promote its social, spiritual and moral development, as well as its physical and mental health, and for this reason, countries must (Laddh Convention):

-Encourage new media for the dissemination of information and content of proven social and cultural benefit (according to article 29 of the same convention)

-Encourage the international collective work of production and exchange and dissemination of these contents from all national and international cultural sources.

-Encourage the production of books for children and their distribution.

-Encourage new media to pay particular attention to the linguistic needs of children while respecting diversity.

-Encourage the implementation of appropriate directional and orientation principles to protect children from content that may harm them or go against their interests.

It is clear that these articles or even these conventions have a restricted and general aspect when they address the ethical aspects of the relationship of the media to children through the content intended for them. The regulatory effort should not be restricted to specific media (the new media in this case) and neglect the other media bodies, particularly those of a public nature, which have the task of protecting children and promoting them on the social and cultural level.

4- Children Media content strategy in Algeria:

The essential questions concerning cultural media products intended for children must be centered on the challenges of developing and developing methods of production and distribution of content intended for children, firstly via television, a medium that deserves to regain its place as The first informant and entertaining agent par excellence of society in general and of children in particular, it must focus more on more realistic questions with a view to establishing the principles of social responsibility with regard to children.

Algeria, like many Arab and African countries, has not failed to express its will and its obligation to protect children against any threat to their physical and mental health. But ethics in terms of protecting children from the effects of the media - which remains insufficient compared to the evolution of the audiovisual landscape - cannot lead to concrete results if it remains cloistered in a superficial framework and out of step with the reality of the Algerian society in general and the Algerian child in particular.

Indeed, until 2012, viewers had no choice but to watch the ENTV (public channel), and in this time of the single channel, several entertainment programs were able to attract the attention and interest of more than a generation until the beginning of the 90s marking the beginning of a period of social and political destabilization and contributing to the regression of all production of all kinds, and since the promulgation in February 2012 of the law on the liberalization of audiovisual which put an end to five decades of state monopoly, private channels have multiplied (45 in total in addition to the creation of several other public thematic channels.

But a quick review of the audiovisual media landscape in Algeria reveals that of the 45 operating private channels, none is under Algerian law (thus the companies are domiciled abroad in Lebanon, Jordan or even Great Britain in particular), fault application of the legislative texts regulating this landscape. As a result, only seven (07) channels are officially accredited by the Ministry of Communication while all the others operate in a gray area (Alilat, 2015), an informal environment through which all actions are possible; in accordance with the Information Act 2012 and the Penal Code, which define the abuses of media bodies subject to sanctions; such as contempt of the leader and the symbols of the state, but several other slippages which are part of the daily exercise of a journalist are again not specified, yet the pressures and sanctions can come from several directions (government , justice ..) they mainly concern the editorial lines which oppose the authorities which represent unwritten red lines but not to be exceeded..

Indeed, the ARAV (Organization responsible for the control and regulation of audiovisual content in Algeria) often sees itself intervening for slippages relating to expressions deemed outrageous, or insults, satires with regard especially to senior officials in the rare entertainment programs with a satirical vocation that our television channels have, but does not

intervene when images of violence using children for 'sensational' purposes are broadcast, or when television channels use images from social networks without cite the source to feed reports from official newspapers, or when television channels abuse the image and values of the Algerian family (when a woman rapes her husband at prime time during the month of El biladRamadhan 2018), any more than when the ENTV ignores a neighboring country and does not even bother to mention it on the occasion of a victory during a prestigious sports competition, a component very popular with young people and even children who by this way of doing things learn a very bad lesson of tolerance and fraternity between peoples, or when this same organization ENTV abandons its mission of public service and uses terms with racist connotations denigrating a region of the country (the Zouaves for example), when we call for unifying dialogue..

5- Methods to make media content aimed at children more responsible :

Means relating to the professionalization of the profession and aimed at making the processes of production and distribution of audiovisual content more responsible can bring value in terms of the treatment of media content and in particular that intended for children by observing the following methods :

5-1. the identification of the needs and the “frame of reference” of the children:

An essential question for better treatment of content intended for children and better design of programs and content intended for them in terms of information and entertainment, it undoubtedly starts from the obvious notion of information feedback in communication or Feedback, without which any content disseminated cannot be identified as belonging to the frame of reference of the audience, in this case the child.

In this sense, it is very useful to recall the essential need for the use of polls through which citizens in general and children too can express their expectations based on the principle of the social responsibility of the media is that the journalist must make a service to the public, the originally American idea attesting that the journalist must listen to the public in testimony to the systematic use of Public Journalism which appeared in North America in the 1990s, it tries to reconcile the need increasing recapture of the media by citizens with the principles of the market economy and liberal democracy, in its more participatory version. (Pélissier, 2015, 215-229).

Through the results of consultations with citizens via opinion and satisfaction polls, the aspirations of different audiences are noted and taken into account as to the themes they wish to see or follow on the different channels, it is also a privileged means to specify their preferences as for the frequency and the timing of these contents, to give their opinions on the current contents in order to bring the necessary regulations. This data is certainly of a great utility for the media if they wish that the content they broadcast is in line with the expectations and aspirations of society.

The main idea being that the journalist has an obligation towards public life which can be summed up in his ability to choose the best chance to stimulate civic decision-making and the understanding of the problems by the public; the ability to take the initiative to inform about the main public problems in such a way that this public has a better knowledge of the possible solutions and of the values that can be committed to alternative actions (Lambeth, 1998, 15-35).

The contribution of sociological, psychological and anthropological studies in terms of knowledge of children in the Algerian context is certainly not to be neglected, the academic contribution of researchers and study centers must be the raw material and guideline of content designers. intended for children as they represent a reliable source of information in matters of social phenomena related to childhood, as well as the sociological and psychological profile of the child allowing to understand the content intended for him according to the Algerian context and social and cultural variables.

Taking these aspirations into account is becoming more and more urgent today, in a context of economic and health crisis, with an increasingly polarized public opinion, and a lasting mistrust of institutions in general and the media in particular.

5-2. Enrich content themes to build more trust:

The right to information is not the preserve of media owners, nor is it the monopoly of journalists. It is the community that holds the right to information, and when it comes to children, the content intended for them must be for them a source of knowledge and discovery of the world in a credible and secure way while respecting their right to information and freedom of expression.

Based on the principles of social responsibility of the media cited above that several conventions and regulations seem to neglect, the media must involve citizens, involve families and children in the production of content for which they must give meaning, in order to restore trust between audiences with growing and more defined expectations, because children expect the media to improve their understanding of social and environmental phenomena by enriching their content offerings on themes with which they can identify.

The work in collaboration with the Ministry of Education in Algeria can prove to be of considerable recourse in order to multiply the efforts of education in social responsibility and citizenship emanating both from school and from media content. The themes established in the school programs can also serve as a reference for the media in order to support them through content with the same scope, for example more programs dedicated to environmental or social issues whose need and demand in the Algerian context. continues to grow like pollution, or one can imagine content aimed at awareness campaigns led by children, benefiting from the cultural richness of our country to promote the values of diversity, respect, fraternity and tolerance among young people, integrating environmental and societal issues into the core business is a major challenge in the media sector, which could enable players to assert themselves in a highly competitive ecosystem.

The media can devote weekly editorials to the issues most desired and requested by different audiences, especially children, such as children's health or the harmful effects of the Internet. This could make television contribute to raising children's awareness. to societal themes and thereby play its role of modeling the general taste of audiences, and of protecting the values of society in order to succeed in restoring trust with its audiences, which proves to be an essential issue because the media have the capital role of contribute to creating links and making society more harmonious.

5-3. Economic and commercial issues through more responsible advertising:

These issues are linked to the constraints of the daily exercise of the information professions and constitute a question that is all the more sensitive in that they come into contradiction with the very ideology of the profession of journalism, first and foremost founded on independence. They can be summed up in several constraints inherent in the notion of the incompatibility of the social responsibility of the media with the economic and liberal stakes of modern media companies, which resort to the instrumentalization of the "public" considered as a given but not never questioned, nor problematized for "journalistic" purposes (Tetu, 2008, 71-88). A feeling of growing precariousness in the information professions results from the rationalization of media production, the primary objective of which is to increase the profitability of companies, which has a direct impact on the quality of life and the morale of most journalists and several among them had to gradually give way to sales departments and advertising agencies, to such an extent that the main managers of the media now very often come from the major business schools... without ever having had the slightest concrete experience in terms of journalism practice. (Watin and Beauchamp, 1996).

This race for profitability directly linked to the race for ratings finds as a battle horse the excessive and abusive use of advertising which remains a means of survival for several media companies in Algeria. However, in terms of advertising management, the majority of audiovisual media companies in Algeria do not fall under the scope of Algerian law but nevertheless share an advertising market estimated at more than 195 million dollars and reach an audience of nearly 8 millions of households (Alilat, 2015), all crowned by the absence of a law on the exercise of advertising, leaving the field free for communication charlatans to use advertising space despite respect for societal values and the principles of basis of practice, while the stakes around responsible advertising are accelerating in the West, where advertising agencies are working in terms of social responsibility to help brands move forward by strengthening their commitments and improving their communication around initiatives deployed. They also encourage responsible campaigns through advantageous tariff offers (Vertone, 2020).

5-4. Protect children from the overconsumption of content through more responsible distribution:

The consumption of content is beginning to raise certain questions concerning its consequences on the population, but above all on the environment. Excessive binge-watching could be the cause of sleep disorders, obesity and psychological disorders. The growing consumption of screens among the youngest is particularly worrying, as it would be responsible for learning delays, particularly in language (Vertone, 2020). To allow consumers to moderate their consumption and control the use of children and adolescents, a certain number of features are beginning to be implemented: screen time limit on TikTok, at Netflix, deactivation of automatic switching to the following episodes ..etc. Users' attention is drawn to streaming. While it has considerably reduced the production of physical media (CDs, DVDs, etc.), it consumes a lot of energy, so the challenge is to reduce the ecological footprint of streaming through more responsible distribution.

Conclusion :

The role of the media is to expose facts likely to help the public and in particular children to access the truth and to discover the world in the healthiest and most objective way. The importance of the social dimension in this profession is no longer to be dismantled, especially since it is claimed by all the stakeholders in the process of producing and disseminating information. It is however more than imperative in developing countries where the journalist has the duty to be a social actor and a scout of public opinion, an environment favorable to all kinds of failures revealing a lack of vision on the role and the place of journalists who easily fall into the traps of neglect and disinterest in this category through the content they publish, and indulge in manipulation, misinformation and sensation even in content or children are the main actors, or they are exploited and used instead of being protected...

The social mission of journalists is essential, especially in sick societies or those in the midst of reconstruction, where self-censorship seems more and more topical, where red lines are often set by channel managers to avoid sanctions, enjoying the flagrant lack of pressure and civic demands from a public (citizens, families, etc.) who have become skeptical of the positive role of the media, the lack of professionalism and the inexperience of certain journalists, the absence of a national ethics council, the non-existence of an ethical charter in newsrooms and the race for ratings, associated with the economic and commercial issues of the media which have become economic enterprises in search of commercial profit and whose aimed easily join the liberal spirit which cannot agree with the standards and values dictated by a social and ethical responsibility.. can give rise to all slippages, to calls for hatred, racism or intolerance.

In a changing environment where the strong link in the social responsibility of journalists and the media, freedom, seems to be lacking, objective information armed with an unfailing responsible spirit must be at the center of all production processes or media broadcasting, especially with regard to children.

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