<table>
<thead>
<tr>
<th>Title</th>
<th>Broadcasting deliberation code.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>1986</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/339">http://hdl.handle.net/10220/339</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
Broadcasting Deliberation Code
Chapter II. News Broadcasting

10. No news shall distort the truth. Facts shall be reported objectively and fairly. No agitating expressions shall be used.

11. In the coverage and editing of news, care shall be taken not to violate individual interests and freedom nor to damage individual honor.

12. Public matters of conflicting interests such as those related to politics, economy, religion, and other social matters shall be handled impartially from many viewpoints.

13. In commentaries, opinions shall be clearly distinguished from facts, and commentators should be identified.

14. When unconfirmed facts are reported or reports from other media are quoted, their sources shall be given. Unless approved by the original broadcasting station, none of its broadcasts can be relayed or rebroadcast.

15. Even if it is factual, cruel expressions shall be avoided. In particular, prudence shall be exercised in reporting crimes involving minors.

16. The public good should be respected in live broadcasts from the spot, and it should be seen to it that such broadcasts are not exploited for improper purposes or advertisement.

17. The following matters shall not be made public:

a. The name, address or picture of a kind that can identify even implicitly, minor suspects or accused or women who were sexually assaulted.

b. The names of those offices or organizations which are not directly involved in dishonorable incidents such as crime or which are considered needing social protection.

c. The identities of the relatives or protectors of suspects or the accused.

d. The identities of persons merely suspected of involvement in incidents.

18. The ways and means of crime shall not be explained in unnecessary detail or in an inflammatory fashion.

19. In reporting matters being deliberated by government offices, prudence shall be exercised lest such reports impede or otherwise affect such deliberation.

20. On political matters, an impartial position shall be maintained so that no specific political parties or other political organizations shall be prejudiced.

21. Those contents or expressions which may cause shock or uneasiness in listeners or audience shall be avoided. In particular, those matters prone to cause confusion in the economic order shall be handled discreetly.

22. When the contents of broadcasting turn out to be not factual, they shall be cancelled or corrected without delay.

Chapter III. Educational and Cultural Broadcasting

23. The target of educational broadcasting should be made known clearly. Such broadcasting should be prepared instructively and properly with a consistent and systematic approach.

24. The plans and contents of educational broadcasts should be properly publicized in advance to listeners or audience.

25. The freedom of religion shall be respected. No specific religious sects shall be slandered nor shall religious rituals be ridiculed or profaned.

26. No attempt shall be made to make persons appear as if they appeared in a broadcast unfoundedly.

27. The honor of the deceased shall be fully respected, unless there are some specific reasons to do otherwise.

28. Entertainment-oriented sports which are not intended for the cultivation of sound mind and body, shall be handled discreetly.

29. Nothing shall be done that gives the impression of advertising specific commodities, business establishments or performance sites in any way. In particular, no moderator can induce performers into making remarks to such effect.

30. Counseling of a kind prone to undermine public order or virtuous customs shall not be broadcast.

31. Broadcasting about medical activities or medicines shall be made in a way that will not cause any uneasiness or worry. The use of narcotics for other than medical purposes shall be described only as an evil practice.

32. In the handling of matters related to genital organs, venereal diseases or contraception, care shall be taken not to abet anti-social practices or undermine the integrity of marriage or home life.

33. No superstition shall be handled affirmatively nor shall unscientific living manners be encouraged.

34. Traditional national culture and art shall not be described in a way that denigrates it or holds it in contempt.

35. In broadcasting historical facts as materials, care shall be taken not to adversely affect national dignity or pride, and thorough studies shall be made so as not to present such facts incorrectly.

Chapter IV. Performances and Entertainment Broadcasting

36. Efforts should be made to provide listeners or the audience with sound amusement, and to enhance their lives with. Vulgar or immoral materials, language and conduct shall be shunned.

37. Descriptions that make little of life, such as praising of suicide, shall not be made.

38. The force of arms and violence shall not be extolled attractively. The consequences of all
39. Cruel conduct or physical or mental suffering, such as homicide, torture, violence, lynching, killing of women or children or prostitution, shall not be described in detail in a provocative manner.
40. Reckless, abnormal or immoral love affairs and sensual or provocative description of love shall not be broadcast. In particular, the timing of dramas or other programs dealing with love affairs shall be adjusted properly in consideration of the effect they will have on adolescents.
41. In the use of dialects or unique regional customs, care shall be taken not to cause any displeasure among, or undermine the pride of the residents of the areas to which they belong.
42. The conjugal system and home life shall be respected. Any material having a negative effect thereon shall not be handled.
43. Excessively luxurious living, stage decorations or clothes shall not be described or used lest they cause any discomfort between social classes or encourage spending.
44. In the description of physically or mentally handicapped persons or other hapless persons, care shall be taken not to offend similar persons. Discrimination against legitimate trades shall not be handled affirmatively.
45. When the form of news is used in drama, care shall be taken not to cause it to be mistaken for news broadcast.
46. Undue use of sleeping pills or stimulants shall not be handled affirmatively nor be described attractively.
47. Gambling or other speculative activities shall not be encouraged or described attractively.
48. Use of lethal tools or poisons shall be described discreetly. The name and fatal dose of the poison used in suicide or crime shall not be disclosed concretely.
49. The conduct of criminals or the process of the investigation and arrest shall not be described in excess details so that they can not be used as model.
50. The description of judicial procedures or court sessions shall be correct, and the process of the execution of law shall not be described as violence.
51. When a superstition is described in drama, the fact of its being a superstition shall be made known clearly. The effects of superstition shall not be handled affirmatively.
52. Films or stage performances harmful to virtuous customs or featuring decadent content shall not be broadcast. In particular, the programs of films or stage performances considered not good for children and adolescents shall be broadcast late at night.
53. When children appear in broadcast programs, their roles shall be those that do not harm their character or aesthetic sentiments.
54. Due courtesy shall be extended to those listeners or audience who appear in programs. Equal opportunity shall be provided for participation, and screenings for participation shall be conducted fairly. In particular, no excess amount of prize in cash or goods shall be offered lest it should encourage speculation.
55. Jargon or vulgarism tending to undermine the use of proper language shall not be used. Unless absolutely needed, no words of foreign origin shall be used.
56. In programs involving prizes or free gifts, the methods of application and screening, details of prize or free gifts, and method and date of the announcement of successful applicants, shall be duly noticed.
57. The following items shall be applied only to television programs.
   a. Images considered as nude even in silhouette are prohibited.
   b. No specific part of the body of performers shall be lewdly engrossed on the screen.
   c. No excessive exposure of the body of performers or vulgar behavior or costumes shall be allowed lest it should offend listeners or audience.
   d. Those which should be covered up under the general social custom shall not be exposed.
   e. In the description of violence involving guns or knives, care shall be taken not to prompt any modeling of such violence.
58. Even in programs intended for the promotion of virtue and the approval of vice no decadent, irrational or other unhealthy content shall be excessively described.
59. Plagiarized works shall not be used in broadcasts.

Chapter V. Musical Broadcasting
60. Lyrics and melodies (including the manner of singing) tending to undermine the dignity of the State and the pride of the nation shall not be broadcast.
61. Music of a kind prone to undermine the cultivation of sound national aesthetic sentiments and the fostering of a cheerful social environment shall not be broadcast. In particular, music of decadent, nihilistic, pessimistic or desperate nature are prohibited.
62. Music shall be selected carefully giving consideration to its appropriateness at different hours of the day.
63. When foreign songs are sung by Korean singers, they shall not be sung in their original languages only.
64. Songs whose lyrics or melodies are plagiarized shall not be broadcast. Those songs which are clearly modeled after others shall be considered as having been plagiarized.

Chapter VI. Children's Broadcasting
65. Effort shall be made to cultivate the sound and progressive character of children as well a. to help ensure their healthy growth.
66. Effort shall be made to
State of Newspapers, Broadcasting and the News Age
Reporting, Editing and Product
Broadcasting and Advanced Commmunication
Newspaper Sales and Circulation
Advertisement

Chapter VII. Advertising Broadcasting

73. Efforts shall be made to foster a sound industrial climate, activate commercial ethics, and promote conveniences for the people's sound consumption.
74. Advertising shall be clearly distinguished from programming.
75. Exclusive or exaggerated contents shall not be handled.
76. Those descriptions whose meaning is not clear or which cause panic among listeners or audience shall be avoided.
77. Advertisements of menstruation equipment shall not be handled. The timing of liquor advertisement shall be adjusted properly in consideration of its effect on children and adolescents.
78. Advertising foreign-made goods shall be limited to those legally imported. Prudence shall be exercised lest such advertisement should lead to a relative decline in the popularity of domestically-produced goods.
79. Commercial advertisement in a foreign language shall not be handled unless its use is unavoidable.
80. Prudence shall be exercised in the advertisement of medicines. In particular, contents prone to cause reckless or wrongful use of medicine among listeners or audience shall not be handled.
81. Plagiarized advertisement shall not be broadcast.

Chapter VIII. Supplementary Rules

82. The matters prescribed under each chapter may be applied to the overall area of broadcasting instead of being limited to pertinent areas only.
83. Detailed matters necessary for the implementation of this Code shall be determined separately.
84. Matters not covered by the Code shall be in accordance with various laws, regulations and general social practices.
The social mission of Korean journalists is extremely important, all the more so because the nation is confronted with the task of reconstructing the homeland into a democratic, unified, independent country. Thoroughly aware of this, Korean journalists have organized the Korean Newspaper Editors Association chiefly among the editors of daily newspapers and news agencies across the country and have adopted the Press Ethics Code in order to rectify press ethics and firmly uphold their journalistic integrity. Journalists have pledged themselves to be faithful to the Code and to fulfill the people's expectations of good journalism. Not only editors but all engaged with the press shall abide by this Code. Since this Code calls for voluntary implementation, there is no authoritative organization which enforces it. However, if newspapers and journalists are unfaithful to the Code, they will surely lose public support and thereby endanger their very survival.

**Freedom**

Freedom of the press, one of the most basic rights of human beings, must be protected so as to satisfy the people's right to know. The press has complete freedom to report and comment. Although any violation of public interest is subject to control under general law, there can be no law restricting or interfering with the freedom of the press. Freedom of the press, of course, includes freedom to criticize and oppose any such law.

**Responsibility**

The press, being a social instrument, has a special public position, and journalists command a unique social standing. However, this position results only if the press gives the public a true picture of affairs and the public uses this picture as the basis for their judgments. Therefore, the most important responsibility of the press is to faithfully serve the public interest based on the realization that the public relies upon the press. This responsibility also constitutes the most important reason for preserving the press' special public position. The press displays its special position concretely by being always dauntless in the pursuit of justice, courageous in opposing injustice and in siding with and speaking for the weak.

**Reporting and Commenting**

The speedy and faithful dissemination of facts is vital to reporting. Therefore, the facts subject to reporting must be limited to those whose value can be verified in terms of their source and content. In commenting, a journalist's independent beliefs and opinions should be expressed fairly and courageously. In particular, any prejudice that deliberately distorts or evades the truth should be guarded against. Journalists should be sincere toward the public by being as thorough and correct in reporting and commenting as possible.

**Independence**

The press should stand on the principle that all persons are equal before the law, and should not be swayed by any political, economic or other social prejudices. At the same time, the press cannot be used privately for individual interests running counter to the public interest or for worthless or immoral purposes. Journalists cannot escape responsibility simply because others ordered or requested special treatment.

**Honor and Freedom**

The press should respect the honor of others and cannot violate individual rights or sentiments out of curiosity of evil intent. In parallel with the demand for the freedom of the press, the press should have the magnanimity to recognize the freedom claimed by others.

**Dignity**

A high degree of dignity and pride is required of the press because of its public position. In particular, vulgar conduct or any activity resulting in vulgarity cannot be tolerated.
Guidelines for Reporting

1 Interpretation of the provisions of Articles 3 and 4, Chapter "Honor and Freedom of Others," Guidelines for Implementation of the Press Ethics Code (October 13, 1961):

1. Even if it is for public interest, no undue personal attacks or low language can be used.

2. The name and amount of the lethal dose of the medicine used in suicide shall not be given. However, such may be reported in incidents related with crime or carrying a special social significance.

3. Cruel methods of suicide shall not be described.

4. Since the words "group suicide" can be an inaccurate expression in case it involves children and other family members not willing to die, accurate expression shall be used depending on the incident. At no time should such incidents be reported in a way that caters to the public’s curiosity nor should they be beautified.

2 Notice in Reporting Suicides (January 8, 1967):

In consideration of the effect the reports of suicide have on society, the Commission makes the following rules as the criteria for such reports, based on the spirit of the provisions of Article 3, Chapter "Independence," Guidelines for Implementation of the Press Ethics Code.

1. The name and amount of the lethal dose of the medicine used in suicide shall not be given. However, such may be reported in incidents related with crime or carrying a special social significance.

2. Cruel methods of suicide shall not be described.

3. Since the words "group suicide" can be an inaccurate expression in case it involves children and other family members not willing to die, accurate expression shall be used depending on the incident. At no time should such incidents be reported in a way that caters to the public’s curiosity nor should they be beautified.


1. No individual honor shall be damaged unless so doing is for the
Broadcasting Deliberations Code

Preamble

This Code has been prepared and is hereby promulgated in order to contribute to the promotion of public welfare and national culture and to the enhancement of the public role and standards of broadcasting, in awareness of the mission of times and social responsibility required of broadcasting.

Chapter I.

1. Human dignity and values shall be respected, and the honor and rights of others shall not be violated.

2. The dignity of the State, the national flag and the national anthem shall be respected, and national interests, basic democratic order and national independence shall not be undermined.

3. The competence of law shall be respected, and all laws shall be obeyed by. In particular, illegal conduct undermining public order shall not be encouraged or praised.

4. Efforts shall be made to take the lead in enlightening the people’s spirit, to contribute positively to the preservation and creative development of national culture, and to purify the national language by using only standard and proper words.

5. Truth shall be disseminated, social justice respected, and the public position of broadcasting maintained.

6. Specific interest groups, beliefs or ideologies shall not be supported or defended, except for those broadcasts approved for specific purposes.

7. The aesthetic sentiments of the people shall be respected, and contributions shall be made toward the enhancement of public morals and social ethics. In particular, effort shall be made to protect the integrity of home life.

8. The aesthetic sentiments of children and adolescents shall be nurtured, and guidance shall be offered so that they may develop sound characters.

9. Effort shall be made to promote international goodwill and understanding. In particular, no pre-