



ANGLAIS

PRESS FREEDOM IN NEW COMMUNICATION MEDIA

News media in cyberspace, via international satellite broadcasts, and using other new forms of communication should be afforded the same freedom of expression rights as traditional news media. The texts adopted by the World Summits on the Information Society reflected that view. A free press means a free people. Press freedom on the Internet must be a fundamental characteristic of this and of any new communication system. This principle was embodied in UNESCO's 1997 Declaration of Sofia : "The access to and the use of these new media should be afforded the same freedom of expression protections as traditional media." This declaration, adopted by a broad cross-section of journalists from both East and West Europe, was formally endorsed by the member states of UNESCO at its General Conference in 1997.

A major priority must be implementation of Article 19 of the Universal Declaration of Human Rights : "Everyone has the right to freedom of opinion and expression ; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers." That pledge, made by the international community in 1948, must be a living reality everywhere.

There are many types of communication over the Internet and other new media, and it is important not to confuse them. News, for example, differs from such activities as pornography, pedophilia, fraud, conspiracy for terrorism, incitement to violence, hate speech, etc., although there may be news stories about such problems. Such matters as those listed are normally covered in existing national general legislation and can, if appropriate and necessary, be prosecuted on the national level in the country of origin. No new legislation or international treaty is necessary.

Some countries that have advocated controls over the free flow of information across national frontiers have tried to justify such controls on political grounds, regional value systems or national information sovereignty. Such controls are clearly in violation of the Universal Declaration of Human Rights.

Over the years, developing countries have complained of being unequal partners in world communication ability. The new information technologies afford just the opportunity for interactive and multi-way communication that these developing world critics have said they want. For **those** in many countries, Article 19 is still a promise rather than a reality. The new communication technologies could go a very long way toward fulfilling the promise.

Those who seek answers to the so-called "digital divide" neglect to recall that previous communication technologies such as printing, radio and television also started in advanced, more developed countries and spread virtually throughout the world, largely thanks to natural market processes. The rate of spread of each successive new communication technology accelerated radically. According to the International Telecommunication Union, **it** took 38 years for the first 50 million radio sets to be in place worldwide, 13 years for the first 50 million television sets, and just four years for the first 50 million Internet connections. More than a billion persons are now said to have access to Internet worldwide. Because general principles are at stake, there is concern that controls instituted for new communication technologies could "wash back" into controls over traditional news media. This would be regressive and tragic. Nothing that could work in this manner should be permitted.

A number of proposals for regulation and controls now being made were rejected during the now-discredited campaign for a "new world information and communication order." There are clearly those at work who seek to revive and assert for their own purposes such restrictive proposals in the new guise of countering alleged threats and dangers posed by new communication technologies. These proposals must again be successfully resisted, just as they were earlier.

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50 Many of the fears over the new communication technologies expressed by officials
and politicians seem to reflect anxieties about the new and unfamiliar, which they do not
control. Such anxieties often reflect ignorance on what the new communication technologies
really are and of how they work. **They** can also reflect a fear of freedom. Discussions of
many alleged problems are often conducted on the basis of unproved assertions and
speculations. Rigorously researched, hard data is missing to describe the supposed threats
55 posed by the new communication technologies, with these unproven dangers used to justify
the calls for controls. If successful, proposals to control content and its dissemination through
new information technologies would severely constrain their rapid spread.

60 In the broader freedom of expression context, existing international copyright regimes
and intellectual property rights agreements are, generally speaking, an indispensable
encouragement to creation and innovation. Those who seek to undermine **them** on the
grounds of free access would, in fact, succeed only in drastically reducing incentives for
developing and distributing information.

65 Most people in the world continue to receive their news and information through
traditional broadcast and print media and are likely to continue to do so for the foreseeable
future. The various follow-ups to the World Summits on the Information Society provide both
opportunities to broaden the reach of freedom of expression as well as dangers from those
who would narrow it - unthinkingly or deliberately. Everyone involved in following up on the
unfinished business of those Summits should bear firmly in mind the need to maximize
opportunities for extending press freedom and to resist the threats to restrict it. To that end,
70 civil society and all those engaged in news flows over the Internet and other new media must
continue to be an integral part of the deliberations at every stage. The future of new and
evolving forms of communication cannot be left to governments and technocrats alone.

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“New Media : The Press Freedom Dimension

Challenges and Opportunities of New Media for Press Freedom”

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