

Umgomo woshicilelo okanye upapasho lweendaba (Press Code)

I-Press Council yaseMzantsi Afrika kunye ne-Interactive Advertising Bureau South Africa zamkela lomgomo njengoyena ekuncediseni ukulawula lopapasho lweendaba kunye nezomnatha apha eMzantsi Afrika.

Intshayelelo

Amaqonga osasazo asekelwe ukwanelisa iimfuno zoluntu. Inkululeko ethi izuzwe kuwo inika ubani ithuba lokuzihlalutyela kwimiba enefuthe ekuhlaleni kwaye ingundoqo ekufezekiseni isithembiso se-demokhrasi. Le nkululeko ithi ixhobise abemi beli ngolwazi ukuze benze izigqibo eziqiqileyo kwi miba yamihla le, ndima leyo inikwa ingqwalasela ku-Mgaqo-Siseko wo-Mzantsi Afrika.

1. Wonke ubani unelungelo kwinkululeko yentetha, lungelo elo liquka:

- a) Inkululeko yoonondaba namanye amaqonga osasazo;
- b) Inkululeko yokwamkela nokunikezela ngolwazi nezimvo
- c) Inkululeko yobuchule bobugcisa; kwakunye ne
- d) Nkululeko kwezemfundo nakuphando lwe sayensi.

2. Ilungelo kwiCandelwano (1) alinabeli uyokutsho ku:

- a) Phembelelo lwemfazwe;
- b) Phembelelo lodushe olungenasiphelo; okanye
- c) Ukukhokela ukonyanya ngokwe bala, uhlanga, isini okanye inkolo kwaye oko kuthathwa njengokukhuthaza umonakalo.

Amaqonga osasazo awanika ingqwalasela lamalungelo egameni labemi beli kwaye nawo athi akhuselwe ngalamalungelo njengaye nawuphina ummi weli. Wonke ubani unoxanduva lokukhusela nokunwenwisa lamalungelo ngokwengqwalasela yamatyathanga akhokela ekuwasekeni; oonondaba, uluntu gabalala kwakunye no-rhulumente bona bathi ngokupheleleyo benze ilizwe ledemokhrasi.

Umsebenzi woonondaba uphantsi kweliso elibukhali loluntu ngalo lonke ixesha. Msebenzi lowo waziwa njengoku cacisa ulwazi olusemdleni ngokwenene okanye olubalulekileyo kubahlali. Njengee ntatheli sizibandakanya nezona ziphezulu izikhundla ukugcina igama elihle nokuthembakala eluntwini. Oku kuthetha ukuzungula inyaniso ngalo lonke ixesha, ukuphepha umonzakalo, ukupapasha abantu ngabantu kusasazo lwethu kwiminyhadala, sibonisa uvelwano kubantwana namanye amaqela aphantsi koxinezelelo, sibonisa intlonipho kumasiko esintu ngakubafundi nabo bafake inxaxheba kusasazo kwaye sizimele geqe.

Sahluko 1: ULWAZI NEENKQUBO EZIVELISWA NGOONONDABA

1. Ukuqokelela nokusasaza iindaba

Oonondaba maba:

1.1 benenkathalo yoku sasaza iindaba ngoku nyanisekileyo, ngokwenene nangaphandle komkhethe.

1.2 sasaze iindaba ngendlela egxile emxholweni ngokulinganayo, - ngaphandle kweenjongo okanye ukungakhathali kokutyeshela iinyaniso ngokophazamiso, ukubaxa okanye ukungapapashi ngokufanelekileyo, ukususwa kwezimvo nokushwankathela;

1.3 sasaze oko kungaba kanti kuyiyo inyaniso, izimvo, izithyolo, ulwimi nokuzigqibela, zonke ezi zinto zivezwe gca ukuba zizo ngokwenene.

1.4 fumane iindaba ngokusemthethweni, msulwa nangaphandle komkhethe, ngaphandle kokuba umdla woluntu ukhokela ndlela-yimbi;

1.5 sebenzise ulwazi oluphethene nabo kwiinjongo zobuntatheli kuphela;

1.6 zazise njengoko kuchaziwe ngentla, ngaphandle kokuba umdla woluntu ukhokela ndlela-yimbi.

1.7 jongisise ubunene nobunyani benkcukhaza ezithandabuzekayo, ukuba kuyakwazeka, ukuba akunjalo oku kuyaku chazwa;

1.8 phande, ukuba kuyakwazeka, izimvo zabo ba bandakanyekayo ukuze kufumaneke uphando olungqingqwa phambi kopapasho okanye usasazo, ngaphandle kokuba bathintelwe ukuba baphande okanye ubungqina butshatyalaliswe okanye amangqina agrogriswe. Lowo ubandakanyekayo kumele anikwe ithuba eloneleyo phambi kokuba aphendule, ukuba izimvo azifumaneki, oku kuyaku chazwa;

1.9 chaze ukuba ingxelo epapashiweyo iimalunga neenkukhaca olungaphelelanga, ze bachaze xa zithe zafumaneka iinkukhaca ezo;

1.10 ngxengxeze ngokupapasha iinkukhaca ezigwenxa okanye bakhawuleze bapapashe ingxelo elungisa oko kuthe kwa papashwa ngaphambili, ingcaciso okanye isingxengxezo.

1.11 ngokukhawulezileyo bachaze xa ibali eli-online lithe lalungiswa okanye isingxengxezo okanye ingxelo elungisa oko kupapashwe ngaphambili ze bayamise oko kumbhalo lowo, ngelixa ibali lona lipapashiwe.

1.12 nganyanzeleki ukuba basuse naliphina ibali elinganyhashi mthetho kwaye;

1.13 ngasebenzisi umsebenzi womnye njengowabo.

2. Uku zimela noku ngaboni-ngasonye

Oonondaba maba:

2.1 ngavumeli ushishino, ezopolitiko, neenkanuko zeziqu ukuba zibe nefuthe kwi ngxelo leyo, kwaye baphephe

ukukhabana kwezimvo kwakunye nomsebenzi ongahle ubangele abafundi ukuba babe nentandabuzo kwi phephandaba, ukuzimela kwalo.

2.2 ngavumi ukwamkela izipho ezinganefuthe kwingxelo yabo;

2.3 chaze ngokucacileyo xa iqela langaphandle lithe lane nxaxheba eliyidlalileyo ekucholacholeni iindaba; kwaye

2.4 wohlule amabali kwiintengiso neminyhadala yabaxhasi ngokucacileyo.

3. Imfihlelo, Isidima neMbali

Oonondaba maba:

3.1 chule ukunyathela, babe nenkathalo kwimiba ephethelene nobomi babantu. Ilungelo labucala lingahle linyhashwe ngumdlu woluntu;

3.2 nike ingqwalasela emmandla kumasiko nezithethe zaseMzantsi Afrika athetha ngokukhuselwa nokuhlonelwa kwesidima sabantu abathe baswelekelwa nentlonipho abanayo ngakwabo baswelekileyo, nabantwana, abadala, nabo bakhubazekileyo ngomzimba nangengqondo;

3.3 yiphathe ngononophelo imiba ephethelene nesidima nembali, ezi ngahle zinyhashwe kodwa kuphela xa kusemdlani

woluntu, naxa:

3.3.1 ingcombolo leyo ipapashiweyo iyinene nenyano; okanye

3.3.2 ingcombolo ifikelela kwintetha ekhuselekileyo nemalunga nophando oluyinyano; okanye

3.3.3 ingcombolo leyo ifikelela kwingxelo eyinene nengenamkhethe malunga neentshukumo zasezinkundleni zamatyala, ePalamente nakuyo neyiphina indibano exoxa amatyala omthetho; okanye

3.3.4 kuthe kwamkeleka ukuba ulwazi lupapashwe ngoba lulungiselelwe ngokufanele imigomo yezobuntatheli eyamkelekileyo; okanye

3.3.5 ibali elo lithe layinxalenye yengxelo eyinene nengenamkhethe yengxabano ummangali athe wabandakanyeka kuyo;

3.4 ngawachazi amagama abo bangamaxhoba odlwengulo, amaxhoba okuxhatshazwa ngokwesini nokuquka ugrogriso ngokwezesondo okanye baveze abo baphila neHIV/Aids ngaphandle kwemvume yabo kwakunye nemvume yabo badala kubantwana nakubantwana abo (Ukuqwalasela amabakala okukhula kwabantwana ahlale etshintsha rhoqo), kwaye umdla woluntu ube ubonakala, kwaye kusemdleni womntwana ikakhulu.

*Iqela le-World Health Organisation likucacisa ukuxhatshazwa ngokwesini ngoluhlobo: "Ukuxhatshazwa ngokwesini kuquka izenzo eziqala ukuxhaphaza ngokwentetha erhabaxa uyokuthi ga kukuzithathela

ngolunya, nezinye izenzo eziyimpatho-gadalala ukususela kuxinezelelo lwasekuhlaleni nogrogriso lokonzakalisa.."

4. Ukhuselelo lwenkcukhaca zomntu

Oonondaba maba:

4.1 thabathe amanyathelo okuqinisekisa ukuba iinkcukhaca zabantu abanazo zikhuselekile ekusetyenzisweni gwenxa, ukulahleka nokufikelela okungavumelekanga kuzo;

4.2 qinisekise ukuba iinkcukacha zabantu abaziqokelelayo ziyinene, ziphelele kwaye zihlaziyiwe;

4.3 thabathe amanyathelo okungqinisisa ubunyani benkcukhaca zabo kwaye ukuba sikhona isidingo, benze utshintsho kwezonkcukacha;

4.4 papashe iinkcukacha ezoneleyo ukuchaza abo kupapashwa ngabo nanjengoko iinkcukacha ezifana needilesi zingabangela ukuxhatshazwa ngakumbi kwabantu , kuqinisekiswa ukukhusela ilungelo labo labucala; kwaye

4.5 zise abo babandakanyekayo kwaye bathabathe amanyathelo anesihlahla okuthomalalisa noluphina ucalucalulo apho kuthe kwarhaneleka ukuba umntu ongenamvume uthe wafikelela kwiinkcukacha zabantu ezikoonondaba.

*"Iinkcukacha zabantu" lulwazi oluphethelelene nomntu ochazwayo, nophilayo, woqobo ukanti apho kudingekayo, umntu lowo uchaziweyo nophilayo, okuquka kungaphelelanga, (a) kulwazi ngokwebala, isini, ukukhulelwa,

ukutshata, ubuzwe, uhlanga okanye intsusaphi ngokokuhlala, ubudala, impilo yomzimba okanye ingqondo, imo yempilo, ukukhubazeka, inkolo, isazela, amasiko, ilwimi nokuzalwa kwalowo ubandakanyekayo; (b) ulwazi oluphetelene nemfundo okanye irekodi lempilo, impatho-mali, ulwaphulo-mthetho okanye imbali yempangelo yalomntu; (c) neyiphi na inombolo, uphawu, idilesi ye e-mail, idilesi yendlu, inombolo-mnxeba, ulwazi lwendawo, iinkcukacha ezi-online okanye omnye umsebenzi oyanyaniswa nalomntu lowo; (d) iinkcukacha ezingemo yomntu lowo; (e) izimvo zabucala okanye oko kukhethwe ngumntu lowo; (f) amaxwebhu olwazi athunyelwe ngumntu lowo namele ukuhlonelwa okanye amaxwebhu alandelayo angalhe aveze ulwazi oluqulathwe kumaxwebhu okuqala; (g) izimvo zomntu ngomnye umntu; kwakunye (h) igama lomntu lowo ukuba livezwa kwakunye nolwazi oluphetelene nomntu lowo okanye ukuchazwa lubala kwegama lomntu lowo kungahle kuveze lwazi luthile ngomntu lowo.

5. Ucalucalulo neNtetha egadalala

Oonondaba maba:

5.1. phephe ukuquka ingxelo enocalucalulo ngokwebala, isini, ukukhulelwa, umtshato, uhlanga okanye intsusaphi ngokwentlalo, ubudala, ukhubazeko, inkolo, amasiko, ulwimi nokuzalwa okanye okunye, banga bhekisi kwintetha elolohlobo ngendlela nayo ecalucalulayo. Bayakuthi babhekise kumabakala angentla kuphela xa isisidingo

kwingxelo epapashiweyo kwaye ukuba isemdleni woluntu;
kwaye

5.2 basebenzise ilungelo noxanduva lwabo loku papasha ngokulinganayo kwaye banike ingxelo kuyo yonke imiba esemdleni woluntu nechasana nesinyanzeliso sokwala ukupapasha ingxelo ephembelela imfazwe, evuselela udushe olungenasiphelo okanye intetha egadalala - ukutsho ukukhokela ucalucalulo olungebala, ubuhlanga, isini okanye inkolo kwaye oko kubonwa njengokuqhaywa udushe olunokudala umonakalo.

6. Ukumela

Oonondaba bangazimela ezabo izimvo kwimiba engundabamlonyeni, ukuba ziyawuveza umahluko phakathi kwenyani nobuxoki kwaye zingacinezeli, zinyhashe okanye ziguqule inyaniso.

7. Intetha ekhuselekileyo

7.1 Oonondaba banelungelo lokunikezela ingxelo okanye bagxeke nayiphina intshukumo okanye isehlo esisemdleni woluntu; kwaye

7.2 Intetha okanye ingxelo egxekayo ikhuselekile nokuba inzulu, iyabandlulula, ithatha icala okanye inesibaxo ukuba ayina bubu kwaye isemdleni woluntu, iqulatha lonke uphando

Iweenyaniso ezi ipapashwe ngendlela ecacileyo ukuba kukuhlomla nje.

8. Abantwana

Ngokokuqulathwe liCandelo 28.2 kuMqulu waMalungelo* oonondaba maba:

8.1 thathe unonophelo olummandla xa bepapasha ngabantwana*. Ukuba likhona ithuba lokuba ingxelo leyo idale nawuphi na umonakalo emntwaneni, mntwana lowo akasayi kubuzwa mibuzo, ukufotwa okanye achazwe ngaphandle kwemvume yomzali okanye umntu omdala onakekela umntwana kwakunye nemvume yomntwana (Ukuqwalasela amabakala okukhula kwabantwana ahlale etshintsha); nomdla woluntu;

8.2 ngapapashi ubuhenyukazi babantwana*; kwakunye

8.3 ngachazi abantwana abangamaxhoba okuxhatshazwa nempatho-gadalala, okanye abantwana abatholwa okanye ababanjelwe ulwaphulo-mthetho ngaphandle kwemvume yomzali okanye umntu omdala onakekele umntwana kwakunye nemvume yomntwana (Ukuqwalasela amabakala okukhula kwabantwana ahlale etshintsha rhoqo); ube umdla woluntu ubonakala kwaye kusemdleni womntwana ikakhulu.

*U-Section 28.2 woMqulu waMalungelo kuMgaqo-Siseko woMzantsi Afrika uthi: "Oku semdleni womntwana kukona okungundoqo kwimiba ephethelene nomntwana lowo."

*"Umntwana" ngumntu ongaphantsi kweminyaka eli-18 ubudala.

*Ubuhenyukazi babantwana buchazwa kumthetho we Mifanekiso bhanya-bhanya naba Papashi ngoluhlobo: "Nawuphina umfanekiso okanye inkcazelo yomntu wokwenyani okanye oqanjiweyo, nokuba ngumntu onjani na, ochazwa okanye oneminyaka engaphantsi kwe-18 ubudala, oveza lowo ebandakanyeka kwisenzo sesondo okanye eveza amalungu obuni bakhe, bethabatha inxaxheba okanye bencedisa omnye umntu ukuba athabathe inxaxheba kwezesondo neneenjogo zokukhuthaza ukwabelana ngesondo kubafundi beendaba okanye umfanekiso ocacisa amalungu omzimba omntu ngendlela ejongeka ngathi ixhaphaza ngokwesondo."

9. Udushe, imiboniso erhabaxa

Oonondaba maba:

9.1 qaphele, banonophele kwaye babe noxanduva xa bepapasha malunga nobundlobongela, udushe, nokubulaleka;

9.2 ngathinteli, bakhuthaze okanye balwenze luhle udushe okanye ulwaphulo-mthetho; kwaye

9.3 phephe iinkcukhaca eziveza ulwaphulo-mthetho olurhabaxa, udushe okanye ukwabelana ngesondo, ngaphandle kokuba umdla woluntu ubonakala unamandla -

nalapho kumele kuvezwe umbhalo ocacayo olumnkisa ngobunzulu benqaku elo kuchazqwe nokuba alibalungelanga abantu abakwiminyaka ethile, abafana nabantwana.

10. Izihloko, iiNgcaciso-mfanekiso, iiPoster, iMifanekiso nemifanekiso bhanya-bhanya/nomathotholo

10.1 Izihloko, iiNgcaciso-mfanekiso, neePoster akumelanga zilahlekise uluntu kwaye kumele zinikezele ingcaciso ecacileyo malunga nengxelo okanye umfanekiso lowo upapashiweyo; kwaye

10.2 Imifanekiso neemifanekiso bhanya-bhanya/nonomathotholo akumelanga zilahlekise okanye zenziwe ukuze zilahlekise .

11. Indawo zolwazi ezihlonelweyo nezingachazwayo

Oonondaba maba:

11.1 khusele iindawo nabantu ababanika iinkcukhaca - olukhuseleko ngumthetho owaziwayo kwisizwe se-demokhrasi nenkululeko;

11.2 phephe ukusebenzisa iinkcukhaca ezisuka kubantu abangafuni kuchazwa, ngaphandle kokuba ayikho enye indlela yokuqhubeka nophando olo, kwaye kumele be baqaphele ukuqinisekisa iinkcukhaca ezo ngokwaneleyo; kwaye

11.3 ngapapashi iinkcukhaca ezinokuchaphazela intembeko ngaphandle kokuba umdla woluntu ubonakala ummandla.

12. Ukuhlawulelwa ulwazi

Oonondaba mababuphephe ubuntatheli obungaqondakaliyo nalapho abo banolwazi bahlawulwa imali ukuze banikezele ngncukhacai, ikakhulu xa bengabophuli-mthetho - ngaphandle kokuba iinkcukhaca ezo ziyakupapashwa ngoko mdla woluntu kwaye ukuhlawula kunyanzelekile ukuze oku kwenzeke.

Isahluko 2: ULWAZI NEENTSHUKUMO EZIVELISWA NGABALANDELI

13. Imigomo

Oonondaba:

13.1 abanyanzelekanga ukuba bathomalalise ulwazi lwabalandeli-ndaba ngaphambili kwexesha;

13.2 mabakhokelwe yi UGC (User-Generated Content) nequlathwe kuMgaqo Siseko weli loMzantsi Afrika, nelawula ukususwa kweenkcukhaca;

13.3 bangazisusa iinkcukhaca zabalandeli ngokomgomo lowo;

13.4 mabawuchaze ngokupheleleyo umgaqo-nkqubo eluntwini kwaye bachaze ngokucacileyo ukuba:

13.4.1 ukungqinisisa, nakuphina, ekumele kulandelwe ngabo bayakuba ngabalandeli, kwakunye nayiphina imiqathango nemimiselo ngelixa lobhaliso;

13.4.2 iinkcukhaca ezingavumelekanga kwaye

13.4.3 nendlela uluntu olunokubazisa ngalo ngenkcukhaca ezingavumelekanga;

13.5 apho kudingekayo, bapapashe ingxelo kumaqonga abo. Ngxelo leyo inyhasha ukupapashwa kwenkcukhaca ezingavumelekanga;

13.6 kumele bazise uluntu ukuba uluvo loluntu (UGC) lupapashwe nqo luluntu, kwaye aluchazi zimvo zoonondaba;

13.7 kumele bakhuthaze abalandeli ukuba bathumele izikhalazo ngoluvo/nkcukhaca olungahle lunyhashe umgomo ongentla; kwaye

13.8 kumele bawahlole ngononophelo amaqonga abo afumaneka online najoliswe ebantwaneni.

14. Uluvo neenkukhaca ezingavumelekanga

Uluvo luthi lube lolungavumelekanga xa lunyhashwa yigomo yeUGC kwaye kwiCandelo 5.2 walomthetho (nogxila kwiCandelo 16 loMqulu waMalungelo, enyhasha nayiphina into ekhabana nemigomo yeUGC)

15. Ukhuseleko

15.1 Likhuseleko koonondaba ukubonisa ukuba ayingabo ababhale okanye abahlalutye uluvo olo kukhalazelwa lona;

15.2 Kodwa, apho ummangali ethumele imbalelwano kwiziko-ndaba elo, ecacisa ngoluvo olo, echaza kananjalo ukuba luvo olo lupapashwe phi na kwaye ngeziphi na izizathu (Bona iCandelo 14); ngoko oonondaba kumele;

15.2.1 basuse uluvo olo lwalomntu baze bamazise ummangali ngokufanelekileyo; okanye

15.2.2 benze isigqibo sokungalususi uluvo baze bazise ummangali ngokucacileyo. Ukuba kunjalo ummangali usenako ukukhalaza kwi-Press Ombud nengagqiba ukuba uluvo olo lupapashwe lilungu elo.

*Eli Candelo lisebenza xa isikhalazo sifakwe ngakwilungu ngokweengxelo noluvo olupapashwe ngabalandeli kuwo onke amaqonga apho oonondaba bapapasha khona ulwazi.