

CONTEMPORARY INFORMATION CHALLENGES
FACING MEDIA IN AZERBAIJAN

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- **disinformation and propaganda**
- **fact checking initiatives**
- **role of media in promoting media literacy**

ALERT

- Lack of freedom and independence of media
- Irresponsible journalists
- Lack of professionalism
- Economic & political pressure
- Lack of dialogue
- Weak implementation of Legislation
- Unfairness with broadcast licensing
- Dominance of spin/no diversity
- Disinformation and propoganda

DISINFORMATION AND PROPAGANDA:

Challenges:

- State media
- no free private media
- no alternative source of information
- lack of media professionalism, due to lack of resources and independence

Recommendations:

- Financial monitoring
- Liquidation of state-run media
- Re-establishment of National Press Council, National Broadcasting Council and Fund of State Support for Development of Mass Media
- Lobby/Advocacy for implementation of the information law and decriminalization of defamation

FACT CHECKING INITIATIVES

CHALLENGE

- Constitution of RA (articles 50, 151)
- Article 10 (ECHR)

VS.

- Law on the Right to Obtain Information
- Law on Commercial Secrets
- Law on the State Registration of Legal Entities

“Everyone is free to legally seek, receive, impart, produce and disseminate any information”

Article 151-Legal effects on International acts

The laws above permit commercial entities to keep their registration information, including information about the ownership and structure

FACT CHECKING – DIVERSITY OF MEDIA CONTENT

Challenges:

- lack of pluralism and dominance of spin in the media.
- Govt's pressure on media.
- Poor access to information.

Recommendations:

- Promote ethics and self-regulation
- Legal framework for broadcast
- Improve dialogue between govt and media watchdogs
- Improve coordination between media, govt and civil society

MEDIA LITERACY IN AZERBAIJAN

- **Access** – only state selections, no alternative traditional, focus on social media
- **Analyze** – misinformation and propaganda works, believe in story, all sides active in social media
- **Evaluate** – low critical thinking due to lack of alternative media
- **Communicate** – no platform for free speech on traditional media, only social media, but with consequences

MEDIA LITERACY IN AZERBAIJAN

- **No legal framework**
- ***More focus on media literacy education of children and teenagers***
- **Practical steps by the State:**
 - Meetings and conferences with representatives of the media and journalists associations;
 - Research;
 - Trainings for parents;
 - Trainings for teachers. (*source NTRC*)

SOLUTIONS

- Advocacy for media freedom
- Legal training to protect journalists
- Ensure better access to print media in regions
- Development of alternative media and multi platform reporting
- Simplification of broadcast licensing
- Promote safety for journalists
- Decriminalization of defamation
- Promote transparency of ownership
- Better coordination between sectors