

CONSTRUCTIVE MEDIA
Prof. Dr. Muhammad Mokhtar Jum‘ah
Minister of Awqaf

Media all over the world undoubtedly plays an important, vital and essential role that cannot be neglected or overlooked. Purposeful media refer to the constructive, and not the destructive, media. No one can deny that contemporary international media adopt several approaches; some are nationalistic and serve the national causes, whereas others are politically biased or against the regime, balanced or controlled. Other media are either commercial, social or personal.

The value of each media institution or means is measured by its ability to serve the nationalistic causes; its adherence to the professional code of ethics, media values and the balance, depth and vision of its leading personalities, writers, thinkers and reporters, as well as how professional its employees are. Each media or any other institution should have a professional control unit which measures how professional each of its departments and employees is in such a way that contributes to developing it and its ability to compete at the national and international levels. In other words, it conducts a self-monitoring process which stems from its nationalistic feeling and professional conscious.

Undoubtedly, the national press institutions contributed and is still contributing significantly to correcting the course of media and its participation in serving the nationalistic causes as well as making these organizations earn more respect and appreciation among citizens in general and intellectuals and thinkers in particular.

The economic and intellectual conferences held by large newspapers are fruitful events and worthy of praise and appreciation. Likewise, focusing on the issues of thought, opinion and deep analysis contribute to creating a clear image and a strong vision and even out-of-the-box ideas before the decision-makers in such a way that stresses the clear difference between destructive criticism and objective criticism, which is a valuable addition to the intellectual, cultural, administrative and economic fields. It is the kind of criticism, which we all welcome, encourage, benefit from and view as an addition, and not a defect, as long as it takes into account the professional principles and the national interests, and has the political common sense sufficient to manage affairs which should be the focus of professional training courses and consecutive generations should bequeath to the subsequent generations.

Moreover, the leading figures of media should instill these notions among the youth, emphasizing the importance of continuous communication and dialogue between officials and media men. They must have integral relationship guided by the national interests to ensure accuracy. A senior journalist puts it saying, “I learnt from my teachers that to lose one hundred scoops is better and more beloved to me than losing my credibility by publishing a single false piece of news.”