

Media Representation of the Victims of Terrorist Attacks. An ethical and legal analysis of articles published by *The Telegraph*

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ABSTRACT. The current research continues previous explorations on the online media representation of the victims of terrorist attacks from an ethical and legal standpoint. The paper focuses on the interdependence between journalism, media ethics and media law by analyzing the manner in which the private British newspaper *The Telegraph* chose to cover several terrorist attacks which happened in Europe.

Keywords: Ethical portrayal, legal analysis, victims, terrorist attacks

An overview of the ethical press regulation in the United Kingdom The Independent Press Standards Organisation

The Independent Press Standards Organisation (IPSO) (Independent Press Standards Organisation 2014) from United Kingdom replaced The Press Complaints Commission in 2014, which was in charge of regulating the British printed newspapers and magazines. It functions as an independent regulator for the printed and online press by holding the members of IPSO accountable for their materials which violate the human rights and the

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ethical provisions stipulated in the Editors' Code (IPSO, Independent Press Standards Organisation 2019). It supports the freedom of press, while encouraging the journalists to maintain a righteous attitude. Every media outlet which publishes content in the UK or has a UK audience is welcome to join, with the condition of agreeing on the Editors' Code, creating an effective process for handling complaints and respecting the Complaints Committee's decisions.

Regarding the Editors' Code, IPSO stated that "It should be interpreted neither so narrowly as to compromise its commitment to respect the rights of the individual, nor so broadly that it infringes the fundamental right to freedom of expression – such as to inform, to be partisan, to challenge, shock, be satirical and to entertain – or prevents publication in the public interest". In the code it is mentioned, with the imposition of being respected, the right to privacy. It states that it is improper to photograph people without their consent in places where a certain level of privacy is expected and the fact that editors have to justify the intrusions into an individual's private life.

A part of the Editors' Code is dedicated to the "intrusion into grief or shock", stating that in the case of covering a subject which involves an individual's grief or shock, the approach has to be made with sympathy and the publication has to be handled carefully. The provisions regarding the right to privacy and the intrusion into grief or shock have to be taken into account by journalists when covering terrorist attacks. After the terrorist attack which took place in Manchester in 2017, IPSO updated the journalistic guidelines for covering events of this kind. The document provides key points for reporting on major incidents and key questions, which could invoke the ethical principles and moral values of the journalists. The key questions which could apply when covering terrorist attacks are "Does it show anyone who is injured or dead? Are they identifiable? – If so, how will you prevent intrusion into grief or shock when publishing the content?", "How will you approach someone who has been involved in the major incident, or their family or friends?", "Are you publishing any information which could lead to the identification of the person who has been injured or died?" (IPSO, Independent Press Standards Organisation 2017).

The guidance elaborated by IPSO after the terrorist attack which took place in Manchester shows that the journalists might have needed a set of standards which they could take into consideration when covering major events of this kind. After the terrorist attack which took place in Manchester in 2017, Daily Star had been found by IPSO to have breached several clauses. The case titled “12629-17 Gorman v Daily Star” was initiated by Pauline Gorman, who filed a complaint to IPSO, stating the fact that Daily Star, a daily tabloid newspaper, breached the Editors’ Code of Practice, by not respecting Clause 1 regarding Accuracy, Clause 2 regarding Privacy, Clause 4 regarding Intrusion into grief or shock and Clause 6 regarding Children in an article headlined “Slaughter of the innocents”. The newspaper had published photographs of individuals who had died or were missing in consequence of the terrorist attack which took place at a pop concert. Pauline Gorman, the complainant, filed the complaint because Daily Star published a picture of her daughter in the article about the attack, stating the fact that she was missing. The mother stated that the publication of her daughter’s photograph and linking it with that event and other missing or deceased people had been traumatic for their family and it also violated her daughter’s right to privacy. Independent Press Standards Organization found that Daily Star violated the Editors’ Code by four clauses. The first clause breached was Accuracy, due to the fact that the newspaper had published unverified information regarding a child. In the following day, the newspaper published an apology addressed to the complainant’s family, which the committee considered to be adequate as an attempt to fix the situation created. The Clause 2 regarding Privacy and the Clause 6 regarding Children had also been breached by publishing a photograph of a child, without asking for consent and intruding in the child’s private life. The committee had agreed that the situation created by Daily Star had repercussions among the complainant’s family, but it reached the conclusion that Clause 4 regarding Intrusion into grief or shock had not been violated, due to the fact that the complainant’s daughter had not been in the situation presented by the newspaper.

IMPRESS

On 25 October 2016, this regulatory system was recognized as the UK's first press regulator by The Press Recognition Panel because it had met the Royal Charter criteria on Self-Regulation of the Press. (IMPRESS n.d.) This regulator of the press was designed using the recommendations of Leveson, in order to have a society in which journalism and its practitioners are not influenced financially or governmentally. As it is stated on their website, Impress is empowered to assess whether a news media outlet respects the journalistic standards imposed by the system and decide on complaints filed against the publishers regulated by the company, while also providing an arbitration scheme for the publishers. This scheme represents an alternative to going to court and the decision is taken by an arbitrator who is chosen by the Chartered Institute of Arbitrators. (Impress n.d.) This regulator can also issue advisory notice to publishers regarding press intrusion in people's lives.

The Standards Code, which has to be respected by the members of Impress, is described as "practical and responsive" regarding the veracity and authenticity of the content published on online platforms, while also aiming "to protect the public from invasive journalistic practices and unethical news reporting". (Impress n.d.) The Standards Code presents what represents public interest, continuing with a list of ten clauses and guidance information on each of them. The clause number 3 relates to publishing pictures or identification of children who are under 16 years without the consent of the children or a responsible adult, mentioning the fact that it does not apply to "images of general scenes". The clause number 7 relates to people's privacy, mentioning that intrusive newsgathering or reporting should be done without intruding into a person's grief or distress. The guidance on clause number 7 states that "Children should always be treated as a special case. This means that children may have a heightened expectation of privacy, depending on the circumstances." The guidance available states that the clauses are not considered to be breached if the reporting or the publication on that subject served the public interest and it "outweighs the harm caused". (Impress n.d.)

The members of Impress have to respect the Regulatory Scheme and the possibility to opt for an insurance scheme. It is mentioned the fact that the Code Committee is “composed of experts who are responsible for advising on the Boards on the Code and for drafting guidance”. The Code Committee is regulating 136 publications from UK which are members of Impress and responding to complaints against them, while being also in charge of issuing advisory notice to any publisher. (Impress n.d.) The list of the complaint decision published on their website provides 19 decisions from 2017 till 2019 and the majority of them are related to clause number 1 of the Standards Code, Accuracy. Impress states that the complaint should be made directly to the publisher and therefore to the regulator if the publisher is a member of Impress. On their website people are able to complaints and ask for advisory notices, while the journalists can make an anonymous statement about the wrongdoings carried on by a news media outlet.

Ofcom

Ofcom is a UK broadcast regulator, which regulates TV channels, radio channels, video platforms on demand and other communication platforms. (Ofcom n.d.) As it is stated in the Code of Conduct for: Ofcom Board, “Ofcom is accountable to Parliament and, in a more general sense, to citizens and consumers. In support of its principles of openness and accountability, the Board will seek to lead with best practice.” (Ofcom 2019) This self-regulatory system proposes rules and provides broadcasting codes. The broadcasting codes are available on Ofcom’s website in the “Legacy codes” section. The first code dates back to 2005, while the last code available has been published in 2019.

The way in which is conducted the assessment of complaints is published on the Ofcom’s website and it is divided in three categories: television and radio licenses, BBC channels and on-demand services. In the document of procedures for television and radio licenses in regard to making complaints it is stated that the relevant sections from the Broadcasting Code for which a complaint can be filed are Section one: Protecting the Under-

Eighteens, Section Two: Harm and Offence, Section Three: Hatred and Abuse and Section Four: Religion. (Ofcom 2017) The Broadcasting Code consists of ten clauses and guidance, rules which apply for on-demand services and the legislative background of the code. It has been published on January 2017. The section two explores the limits of harm and offence, mentioning that the “relevant legislation includes in particular, sections 3(4)(g) and 319(2)(a), (f) and (I) of the Communications Act 2003, Articles 10 and 14 of the European Convention on Human Rights, and the BBC Charter and Agreement.” (Ofcom 2017) The section three which is related to “crime, disorder, hatred and abuse” covers materials which could incite crime or disorder. It is mentioned that the meaning of “terrorism” is represented by the definition provided by the Terrorism Act 2000 in section one. (Ofcom 2017) The section eight deals with intrusion into people’s privacy. In the section “Suffering and distress” it is mentioned the fact that broadcasters should not reveal the identity of people who have died or are victims of violent crimes and accidents if the families have not been informed first. In the same section it is mentioned that broadcasters should not intrude into people’s lives if there is an emergency, accident, a tragedy, “even in a public place”. (Ofcom 2017)

Relevant legislation of the United Kingdom

The legislation of a country should provide a detailed legal framework consisting of national laws and regulations for an efficient and upright functioning of every public and private domain which exists. Therefore, they have to respect the national laws relevant for the protection of victims enacted by the Queen and the legislative bodies such as the Data Protection Act 2018, the Protection from Harassment Act 1997, while the journalists in Scotland are compelled to respect in addition the Victims and Witnesses (Scotland) Act 2014 enacted by the Scottish Parliament.

In regard to the profession of journalism which is based on gathering information in order to inform the people, the legislation of United Kingdom should be accessed and respected when covering terrorist attacks and reporting on victims and their families. In United Kingdom the rights of the

citizens are protected by the Human Rights Act 1998 which was enacted in order to “give further effect to rights and freedoms guaranteed under the European Convention on Human Rights”. (National Legislative Bodies 1998) Article 8 - Right to respect for private and family life stipulates in the first paragraph that “Everyone has the right to respect for his private and family life, his home and his correspondence.” In the second paragraph are mentioned the exceptions in which the public authority could interfere with the exercise of this right. (National Legislative Bodies 1998) Therefore, journalists who are covering terrorist attacks should respect the right of privacy of the victims, of the victims’ family members and witnesses unless the dissemination of private and personal information regarding them represents an exception mentioned in Paragraph 2. In regard to journalism as a profession, in the first paragraph of Article 10 - Freedom of expression stipulates that everyone has the right to freedom to express their opinions, to receive and disseminate information and ideas while in the second paragraph it is mentioned that this right involves duties and responsibilities and it could be limited by certain “formalities, conditions, restrictions or penalties as are prescribed by law” with the mention that these are “necessary in a democratic society” in the interests of multiple aspects. (National Legislative Bodies 1998) Journalists should take into consideration out of those aspects the formalities, conditions, restrictions and penalties which exist in order to regulate the public safety, the protection and reputation of others and aim at preventing crime or disorder when covering terrorist attacks and disseminate information about the victims and their families. The Data Protection Act 2018 was enacted in order to ensure that personal information about people is protected and used uprightly by organizations, companies, government, other institutions or people. Personal information refers to details which make or help to make a person identifiable such as contact details, ID numbers, subjective data and sensitive information including race, health, political or religious views, biometrics, genetics and other affiliations. (B. 2020) The information collected about an individual should be used “fairly, lawfully and transparently”, “for specified, explicit purposes” and “in a way what is adequate, relevant and limited to only what is necessary”, according to the Principles stipulated in Chapter 2 of the Data Protection Act 2018. (Bodies, Data Protection Act 2018 2018) In Chapter 6,

Part 5 - The Information Commissioner, Section 124 - Data protection and journalism code it is mentioned that the Commissioner must create a code of practice which contains “practical guidance in relation to the processing of personal data for the purposes of journalism in accordance with the requirements of the data protection legislation” while promoting “good practice in the processing of personal data for the purposes of journalism”. (Bodies, Data Protection Act 2018 2018) The Commissioner may issue a penalty notice which requires the persons who failed to respect the practical codes to pay an amount of sterling set according to the matters mentioned in Section 155 such as “the nature, gravity and duration of the failure” and “the damage or distress suffered by data subjects”. (Bodies, Data Protection Act 2018 2018)

The right to receive and impart information as it is stated in Article 10 while serving the journalistic profession with its implied duties and obligations should be motivated by the public interest to that subject, which might outweigh the infringement of certain laws aimed at protecting the victims. When covering and reporting on terrorist attacks, journalists might be found guilty of harassing the victims, their families and the witnesses under the Protection from Harassment Act 1997 which aims at “protecting persons from harassment and similar conduct”. In Section 1 - Prohibition of harassment it is stipulated that “A person must not pursue a course of conduct which amounts to harassment of another, and which he known or ought to know amounts to harassment of the other” while in Section 2 - Offence of harassment it is stated that the people who are found to be guilty of this offence can receive the imprisonment sanction for maximum six months or/and receive a fine not exceeding level 5 on the standard scale. (Protection from Harassment Act 1997 1997) The Victims and Witnesses (Scotland) Act 2014 enacted by the Scottish Parliament in order to protect and support the victims and the witnesses stipulates in Section 1A - Further general principles applicable to victims which should be taken into consideration when covering terrorist attacks as a journalist. (Bodies, Victims and Witnesses (Scotland) Act 2014 2016) It is stated that victims should be treated in a respectful and sensitive manner and that their needs should be taken into consideration, especially when dealing with victims who are children, while ensuring that victims are protected from repeat victimization, intimidation or retaliation. In Section 9 -

Protection of victims it is mentioned that the authority must protect the privacy of the victims by preventing the identification of the victims and the disclosure of any images of the victims and their family members.

The media portrayal of terrorist attacks' victims should serve the public interest while being created with respect towards the ethical standards and principles of journalism but most importantly it should respect the human rights of the people involved and the afferent legislation which exists in order to set a degree of responsibility and protection for the citizens of the United Kingdom.

The Methodological Approach and the Research Questions

The current study is the second in a series aimed to explore the media representation of the victims of terrorist attacks and to observe how it is constructed in accordance with the ethical codes and standards and with the supranational and national legislation. The methodological approach remained the same². For the reader's convenience we reiterate it in the following paragraphs.

In order to have a clear perspective regarding the ethical and legal framework aimed at protecting the human rights and, implicitly the victims of terrorist attacks, the literature review consisted of exploring the representation of terror attacks in the media, the available journalistic ethical codes enacted by the press regulators, the national legislation, as well as the legislation of the European Union. The theoretical approach of this research paper led to the research questions regarding the noninfringement or the breach of the ethical and legal acts and generated the indicators for the assessment of the articles published on the online platforms of the newspapers. The research questions which were subsequently answered in the research paper were

² Aștefanei Iulia, "Media Representation of the Victims of Terrorist Attacks. An Ethical and Legal Analysis of Articles Published in Le Monde", *Studia Universitatis Babeş-Bolyai Ephemerides*, 66/2021, pg 41-42.

“To what extent does the selected news media outlet respect the ethical codes available?”,

“To what extent does the selected news media outlet respect the articles from the supranational and national legislation aimed at protecting the victims’ privacy?”

“Does the way in which the UK’s legal frameworks is constructed influence the media representation of the victims?”

“Does the media representation of the victims of terrorist attacks differ from an ethical and legal perspective if the attacks had happened in the country of the respective news media outlet?”.

The methodological design of the data collection

The quantitative and qualitative analysis of the news pieces published by The Telegraph were used in order to explore and evaluate the media representation of the victims of terrorist attacks.

The qualitative method used for gathering information about the media representation of the victims of terrorist attacks was the content analysis due to the fact that the examination of the articles was furtherly quantified in order to provide an answer to the research questions and to have a clear view of the subject of this research paper. The sampling consisting of articles which included information about the victims was analyzed according to the indicators generated by the literature review. The content analysis of the articles was quantified in a table divided in three sections: the analysis of the visual elements, the analysis of the text regarding the disclosure of personal data about the victims, the indicators for evaluating the noninfringement or the breach of the ethical and legal framework.

The indicators for the analysis of the visual elements i.e. the existence of visual elements with the victims, the existence of intrusive visual elements with the victims, the existence of visual elements in which the recognizable features of the victims were easy to identify might have been influenced by the personal interpretation of the visual elements and therefore, this represented a limitation of the qualitative analysis of the research paper. The media

representation of the victims included the media representation of the people who were present at the moment of the attack and had been physically and/or mentally affected by it. Furthermore, it is important to be taken into consideration the fact that the data coding of the articles which respected or breached the ethical and legal frameworks was conducted in accordance with these indicators.

The indicators for the qualitative analysis which presented information about the ethical and legal frameworks were divided in general indicators which were applied for the media representation of all the news media outlets and in special indicators which were applied individually according to the country of the publication. The general indicators i.e. the noninfringement of the ethical codes and the noninfringement of Article 8 of the European Convention on Human Rights were applied to all the articles The Telegraph, Het Nieuwsblad and Le Monde due to the fact that they are European newspapers. The special indicators were designed in accordance with the national legislation of the United Kingdom. For the evaluation of the articles published by The Telegraph the special indicator was the noninfringement of Data Protection Act 2018.

The research method provided descriptive statistics which analytically described the media representation of the victims and therefore, it represented the most suitable approach to gather, select, and evaluate the online articles published by The Telegraph, in order to answer the research questions and provide a better understanding of the importance of the journalistic ethical codes and the legislation aimed at ensuring the victims' protection.

The Analysis of The Telegraph

The Daily Telegraph, better known online as The Telegraph, is a private British newspaper owned by the Telegraph Media Group with a circulation of 317,817 per printed issue and 213,868 online subscriptions. It was founded in 1855 under the name "The Daily Telegraph and Courier" and in 1937 it merged with its rival publication, The Morning Post, and became "Daily

Telegraph and Morning Post", gaining recognition as a newspaper of record due to its large readership and by meeting the high standards of journalism. (The Telegraph Corporate n.d.)

The broadsheet newspaper has covered the relevant international and national events in printed form throughout the years, while also having addressed a wide range of subjects, including economics, politics, science and human-interest stories to its readership. Since 1994, due to the evolution faced by technology, the readers of The Telegraph have been given the possibility to access the news pieces and articles of the newspapers on the online website.

The brand's standards of providing stories of high journalistic value are being met in the online environment as well as in print, due to the fact that The Telegraph is regulated by the Independent Press Standards Organisation (IPSO). As a member of IPSO, the newspaper has to respect the Editors' Code which is set in accordance with the journalistic values, the people's protection and the freedom of the press, while complaints under the code of ethics can be filed and handled by the Complaints Committee.

The methods used to evaluate the online news materials published by The Telegraph, while taking into consideration the noninfringement or the breach of the ethical and legal framework aimed at protecting the human rights, were the quantitative and qualitative research. The qualitative analysis of the online content was discussed in accordance with the Editors' Code which ought to be respected by the publication.

The quantitative analysis was limited to 401 articles in total, divided in 241 news pieces covering the three attacks which happened in the United Kingdom, 51 news pieces about the three attacks which happened in Belgium and 109 news pieces reporting on the three attacks from France. (See Figure 1) The descriptive statistics show that the three attacks which had happened in the United Kingdom received the highest media attention from The Telegraph and this could be due to the national public agenda's interest.

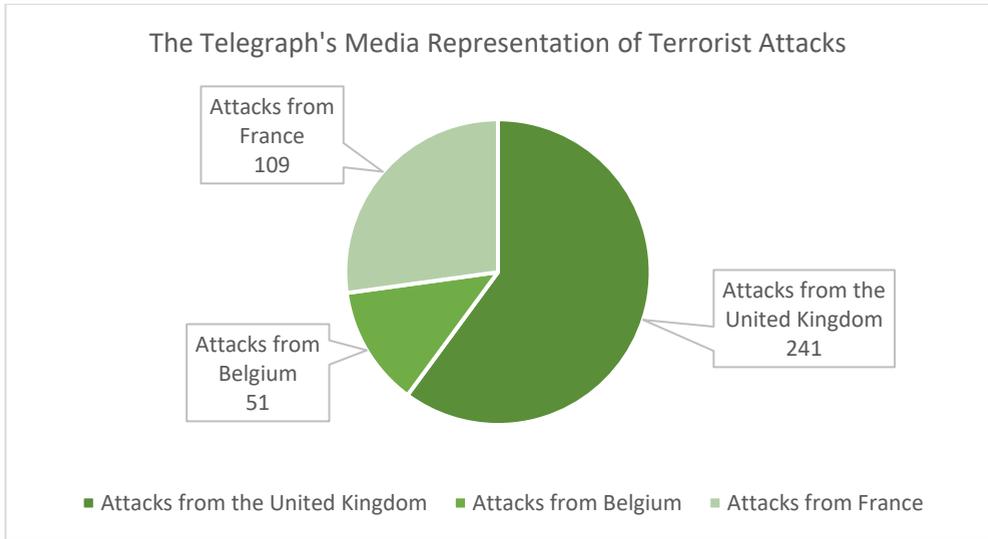


Figure 1

The preliminary sampling had been furtherly quantified based on two indicators: the existence of visual elements with the victims and the existence of personal data about them i.e. full name, age, profession, nationality. After the assessment of the sampling it had been concluded that out of 401 news media materials 184 of them had shared visual elements or personal information about the victims and were relevant for the subsequent quantitative and qualitative research. (See Figure 2)

In order to understand how The Telegraph positioned in regard to the subject of this research paper, the sampling consisting of 184 articles which contributed to the newspaper's media representation of terrorist attacks was primarily evaluated by descriptive statistics which showed that the online portrayal of the victims of the attacks which had happened in the United Kingdom was included in 66,8 per cent of the articles. Furthermore, the research analysis of the sampling was evaluated according to the pre-defined indicators of the qualitative research.

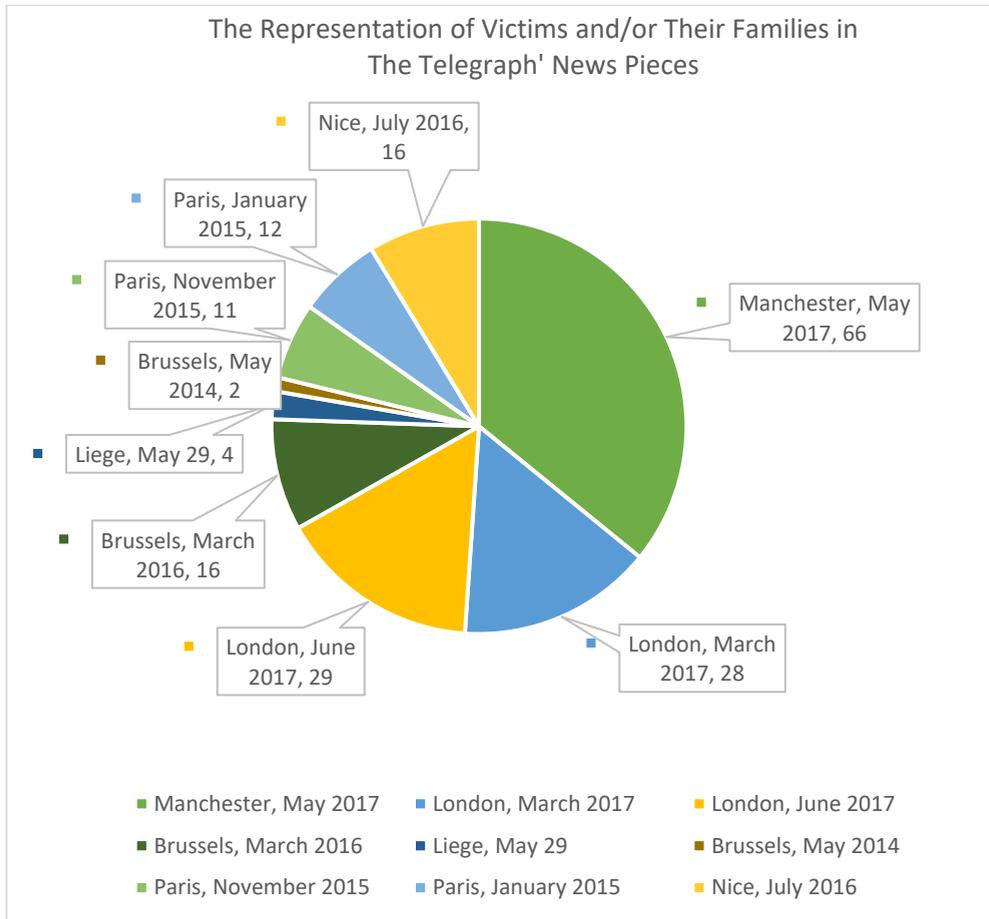


Figure 2

The Online Media Representation of the Victims of Terrorist Attacks which happened in the United Kingdom

The quantitative analysis based on the data coding of the journalistic materials published by The Telegraph about the terrorist attacks from the United Kingdom showed that out of 241 articles 123 of them had shared information about the victims. (See Figure 3)

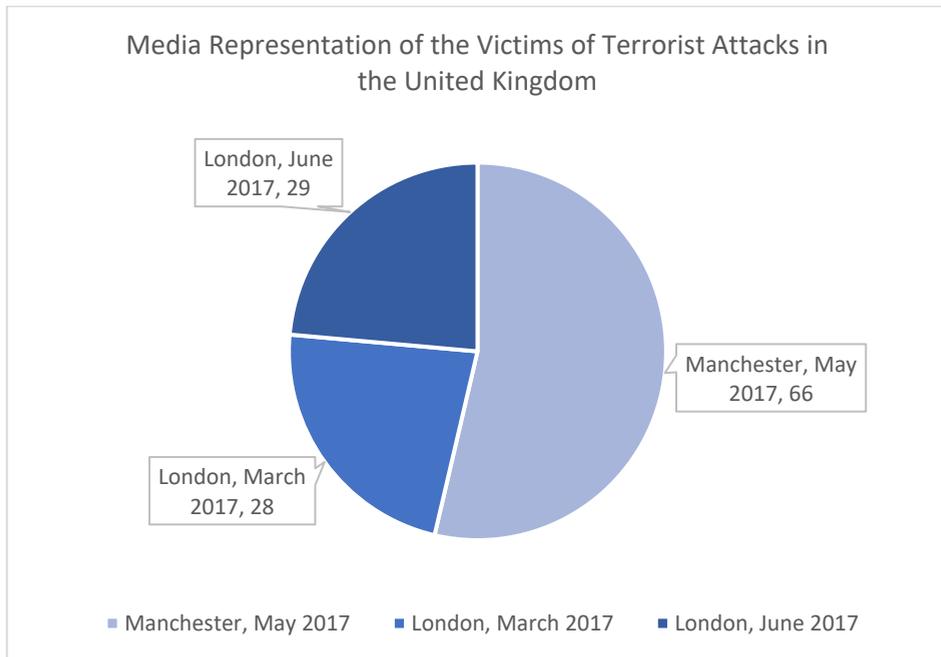


Figure 3

The Online Media Representation of the Victims of London Attack from June, 2017

The quantitative analysis of the 123 articles which included information about the victims of the United Kingdom attacks showed that the media representation of the victims of London attack was included in 18,8 per cent of the articles, similar to the media attention received by the victims of attack which happened in March. The descriptive statistics which resulted after the quantitative analysis of the personal data i.e. full name, age, profession, nationality showed that out of 29 articles 86 per cent of them had included the full name of the victims. (See Figures 4 and 5)

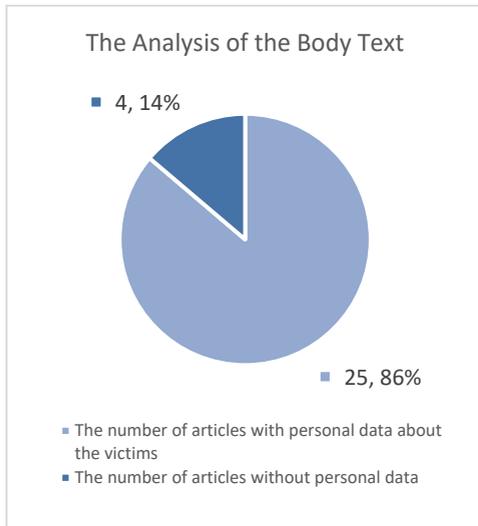


Figure 4

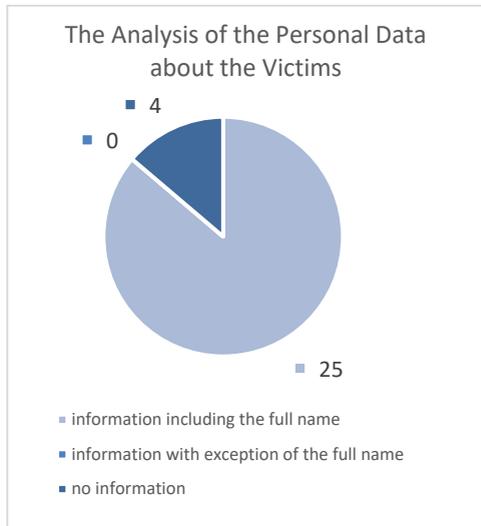


Figure 5

The qualitative analysis of the visual elements showed that every article had included visual elements, 26 of them included pictures in which the recognizable features could be easily identified, while 4 articles included intrusive photographs of the victims. The content analysis of the photographs which were defined as intrusive according to the pre-defined criteria mentioned in Methodology did not include recognizable features of the victims. (See Figure 6)

The following part of the qualitative analysis of the personal data and visual elements with the victims was conducted in accordance with the established indicators designed in order to assess the noninfringement or the breach of the ethical and legal framework of the United Kingdom. The content analysis showed that the online media representation of this attack's victims respected the ethical and legal framework, as well as the Editors' Code enacted by the Independent Press Standards Organization. (See Figure 7)

MEDIA REPRESENTATION OF THE VICTIMS OF TERRORIST ATTACKS

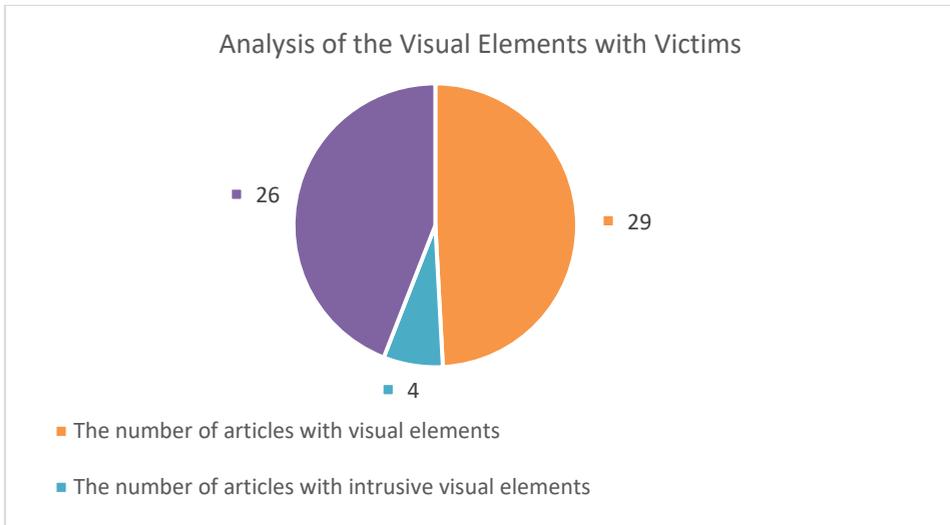


Figure 6

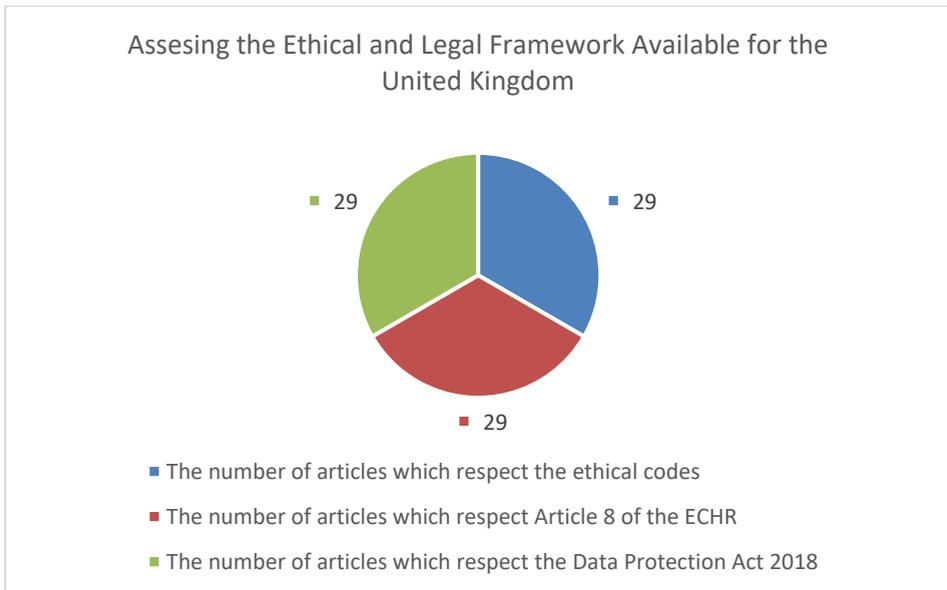


Figure 7

The Online Media Representation of the Victims of Manchester Attack from May, 2017

The data coding of the 123 articles which included information about the victims showed that the media representation of the victims of Manchester attack was presented in 54 per cent of the articles. This statistics could be motivated by the fact that the attack had the highest death toll out of the three attacks and that the targeted victims were children. According to the indicators designed for the personal information of the data coding presented in Methodology, the quantitative analysis showed that out of 66 articles 83 per cent of them had included personal information i.e. full name, age, profession, nationality while the qualitative analysis showed that all 55 articles included the full name of the victims. (See Figures 8 and 9)

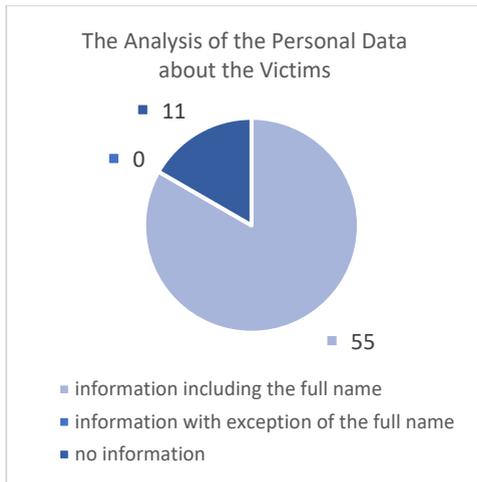


Figure 8

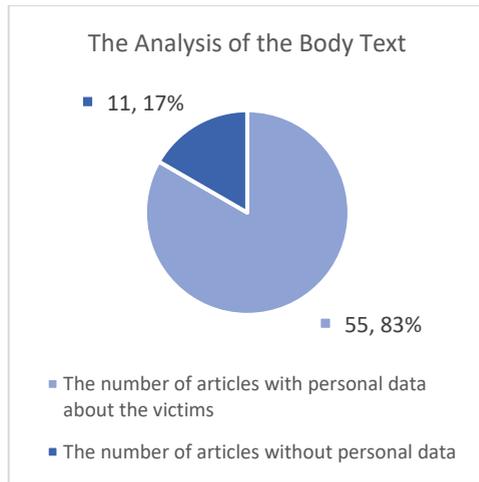


Figure 9

The qualitative analysis of the visual elements based on the data coding regarding the visual elements with victims showed that 58 articles out of 66 included visual elements, while 56 of them shared pictures in which the recognizable features of the victims could be easily identified and 4 of them included intrusive visual elements. As it was stated in the methodology, the

video materials which were included in the articles had been removed and this was considered a limitation of the research paper which ought to be considered. (See Figure 10)

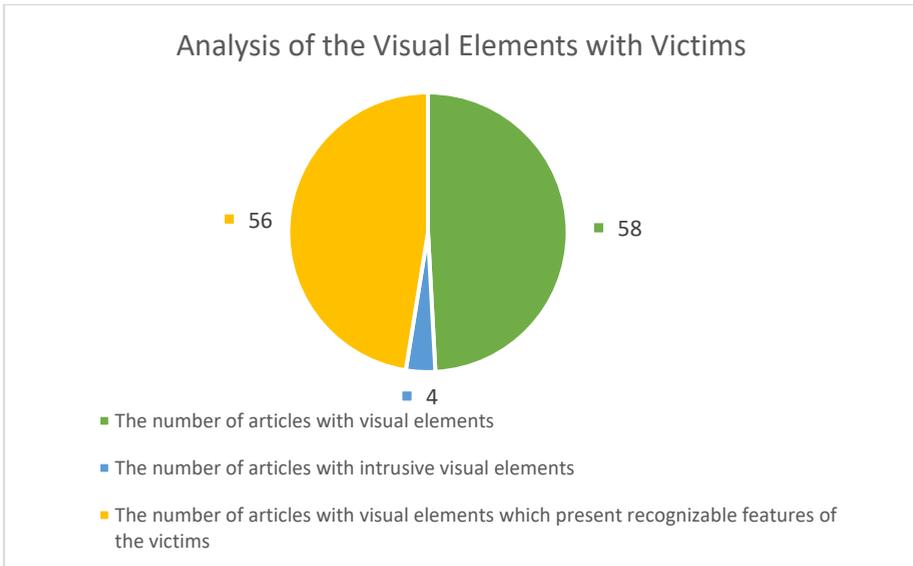


Figure 10

The following part of the qualitative analysis was conducted in accordance with the established indicators designed in order to assess the noninfringement or the breach of the ethical and legal framework of the United Kingdom. The content analysis showed that all 66 articles in which the victims had been represented in the online medium respected Article 8 of the European Convention on Human Rights and the Data Protection Act 28 and 62 articles respected the ethical journalistic codes. The visual elements which were considered unethical showed injured victims and according to the Editors' Code of Practice published by IPSO they could have been sanctioned under the Intrusion into grief and shock article. (See Figure 11)



Figure 11

The Online Media Representation of the Victims of London Attack from March, 2017

The descriptive statistics showed that the media representation of the victims of the attack which had happened in London was presented in 15,3 per cent of the articles. According to the indicators designed for the personal information of the data coding, the quantitative analysis showed that out of 28 articles 89 per cent of them had included personal data i.e. full name, age, profession, nationality while the qualitative analysis showed that 23 articles included the full name of the victims. (See Figures 12 and 13)

MEDIA REPRESENTATION OF THE VICTIMS OF TERRORIST ATTACKS

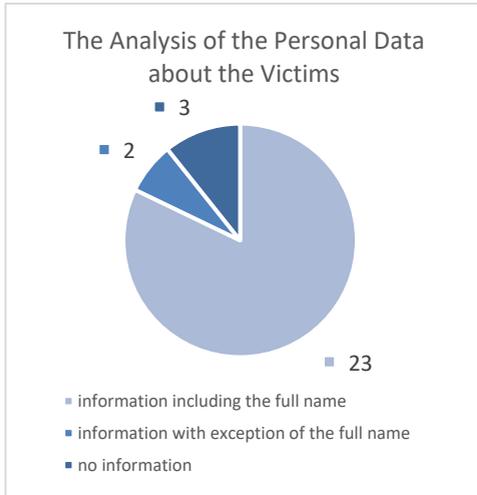


Figure 12

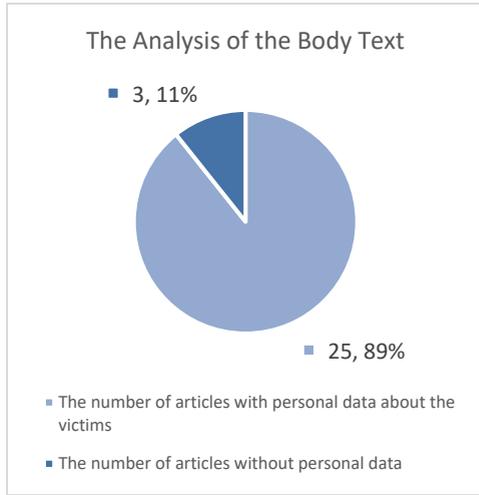


Figure 13

The qualitative analysis of the visual elements based on the data coding regarding the visual elements with victims showed that 25 articles out of 28 included visual elements, while 24 of them shared pictures in which the recognizable features of the victims could be easily identified and 7 of them included intrusive visual elements. (See Figure 14)

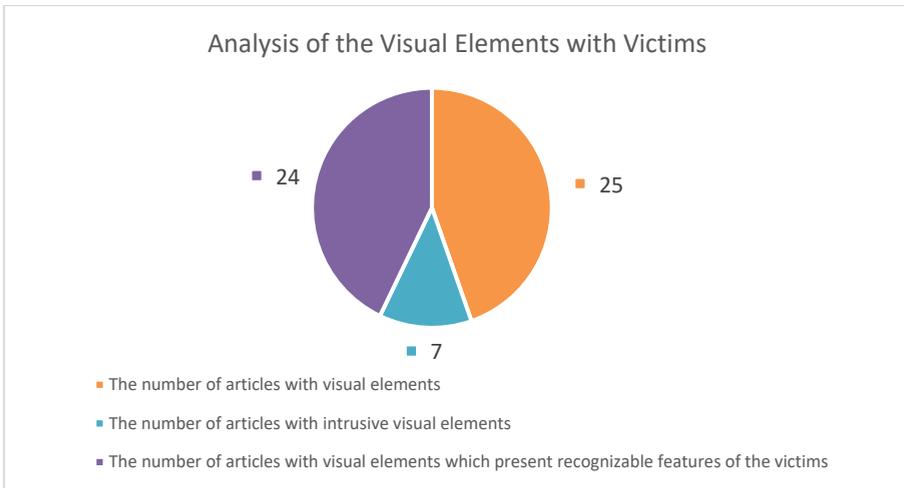


Figure 14

The subsequent section of the research analysis showed the results of the qualitative analysis based on the established indicators for evaluating the noninfringement or the breach of the ethical and legal framework. The content analysis showed that all the articles respected Article 8 of the European Convention on Human Rights and the Data Protection Act 2018 and 22 articles respected the ethical journalistic codes. The visual elements which were considered unethical showed people who were in a critical condition, being carried on a gurney or laying on the street. According to the Editors' Code of Practice the publishing of these pictures could be motivated by the public interest, while being an intrusion into moments of grief, shock and distress. The media representation of the victims of the London attack is more intrusive and unethical than the media representation of Manchester attack victims because the visual elements included in these articles presented people in a more critical state. (See Figure 15)



Figure 15

The Online Media Representation of the Victims of Terrorist Attacks which happened in Belgium

The quantitative analysis based on the data coding of the journalistic materials published by The Telegraph about the terrorist attacks from Belgium showed that out of 51 articles 22 of them had shared information about the victims. (See Figure 16) The descriptive statistics highlighted the fact that the attack which happened in Brussels, in March 2016 had received the highest media attention regarding the media representation of the victims. This information showed that The Telegraph’s media coverage and media attention could be influenced by the number of fatalities and casualties.

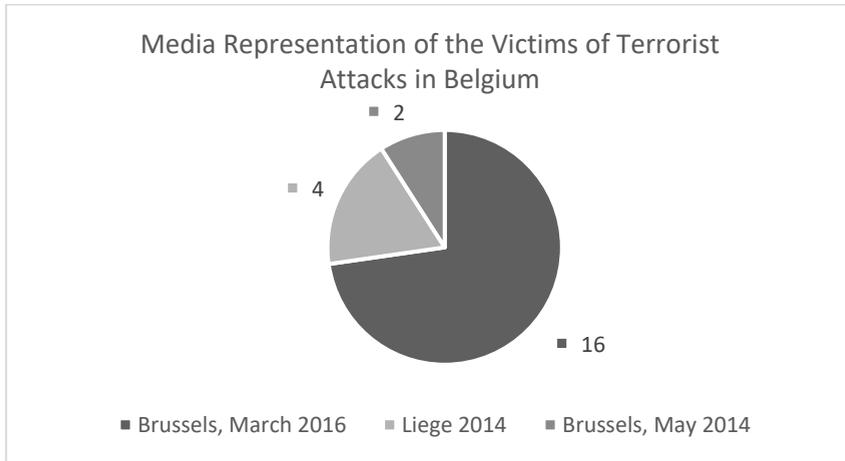


Figure 16

The Online Media Representation of the Victims of Liege Attack from May 2018

The Telegraph had published 5 news pieces on the online platform regarding the terrorist attack which had happened in Liege and 4 articles had met the criteria to be included in the established sampling for the quantitative and qualitative analysis. According to the indicators designed for the assessment of personal information about the victims, the quantitative analysis showed that all 4 articles had included the full name of the victims. (See Figures 17 and 18)

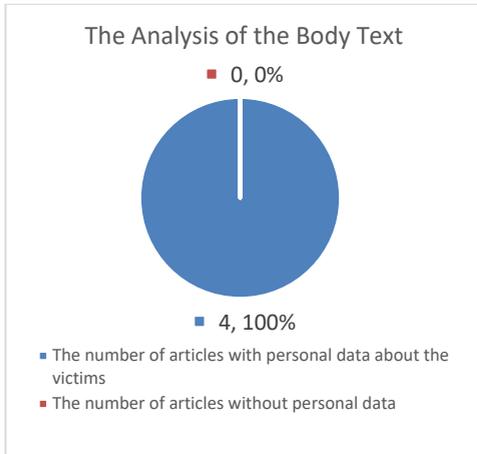


Figure 17

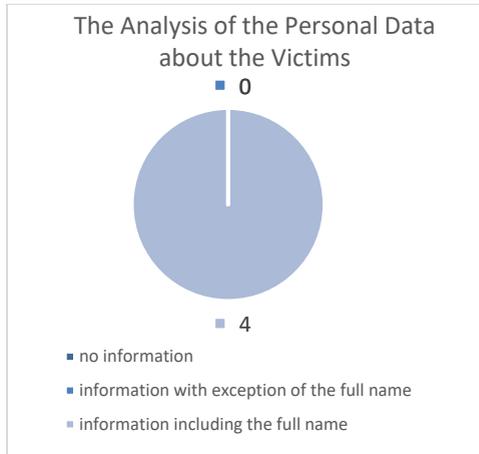


Figure 18

The qualitative analysis of the visual elements with victims based on the pre-defined criteria showed that one article out of the 4 had included photographs with the victims in which the recognizable features could be easily identified. (See Figure 19) The photographs were not intrusive and were used to create a portrait of the victims.

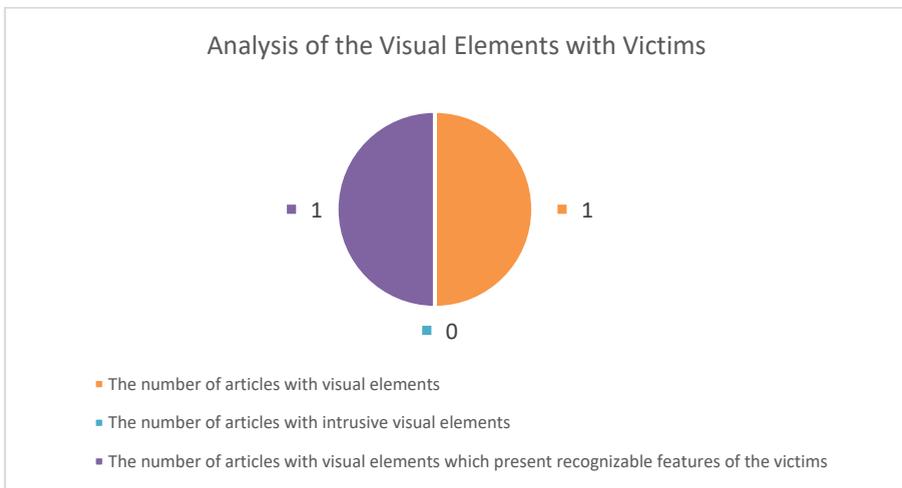


Figure 19

In order to evaluate the noninfringement or the breach of the ethical and legal framework by The Telegraph regarding the media representation of the victims of Liege attack, the qualitative analysis based on the content analysis of the personal data and the visual elements. The results concluded that all articles respected the ethical codes, Article 8 of the European Convention on Human Rights and Data Protection Act 2018. (See Figure 20)



Figure 20

The Online Media Representation of the Victims of Brussels Attack from March, 2016

The data coding of the 22 articles which included visual elements or personal data about the victims showed that the media representation of the victims of the Brussels attack which had happened in March, 2016 was included in 16 news pieces. The quantitative analysis based on the indicators designed for the evaluation of personal data showed that out of 16 articles 50 per cent of them had included the full name of the victims. (See Figures 21 and 22)

The qualitative analysis of the visual elements showed that 15 news media materials had included visual elements, while 9 of them shared intrusive photographs and 10 has published pictures in which the recognizable features

could be easily identified. (See Figure 23) The content analysis of the intrusive visual elements showed that one article had included gruesome pictures with the victims which violated the moral dignity and privacy of the people.

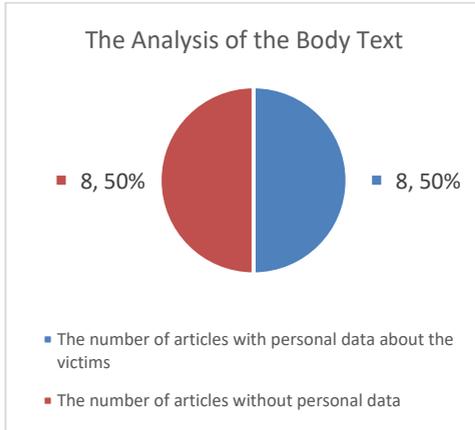


Figure 21

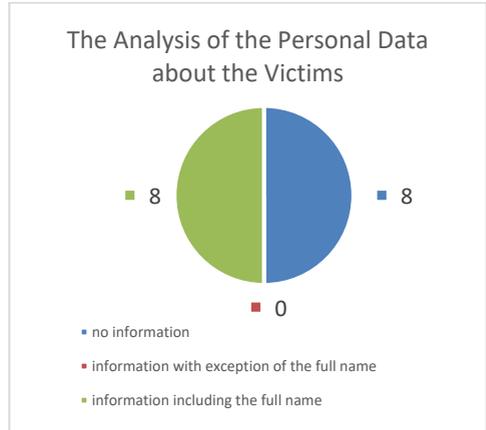


Figure 22

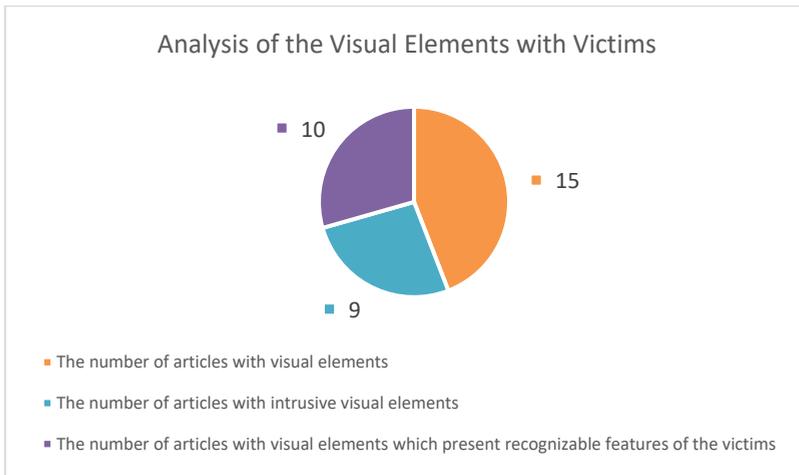


Figure 23

Furthermore, the qualitative analysis which was based on the data coding and content analysis of personal data and the visual elements with victims in accordance to the ethical and legal framework available for the

United Kingdom showed that out of 16 articles 11 did not respect the ethical codes, while all of them respected Article 8 of the European Convention on Human Rights, as well as the Data Protection Act 2018. (See Figure 24) The visual elements which were considered unethical showed people who were in a serious critical condition and could also be described as photographs with a high emotional impact for the audience. Therefore, according to the Editors' Code of Practice enacted by the Independent Press Standards Organizations, The Telegraph could have been sanctioned under the breach of Intrusion into moment of grief or shock due to the physical and mental state of the victims at the moment the photographs had been taken.



Figure 24

The Online Media Representation of the Victims of Brussels Attack from May, 2014

The analysis of the 9 articles about the Brussels attack from 2014 published by The Telegraph showed that the media representation of the victims was included in 2 articles which did not include visual elements with the victims.

According to the indicators designed for evaluating the personal information, the quantitative analysis showed that both articles had made public the full name of the victims. (See Figures 25 and 26)

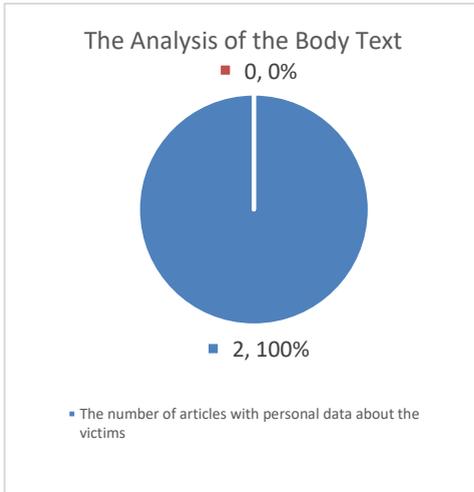


Figure 25

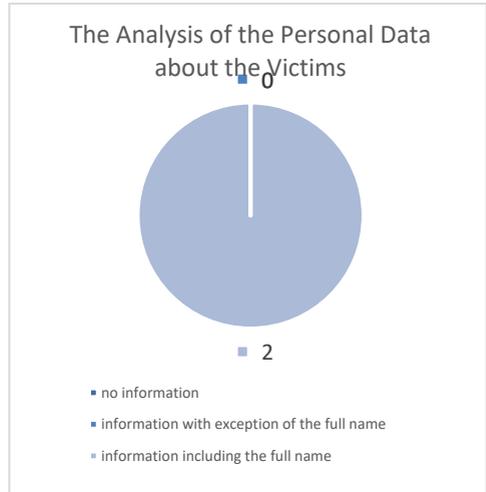


Figure 26

The qualitative research of the articles which included the media representation of the Liege attack victims in regard to the ethical and legal framework available for this newspaper concluded that both articles respected the ethical codes, Article 8 of the European Convention on Human Rights and Data Protection Act 2018. (See Figure 27)

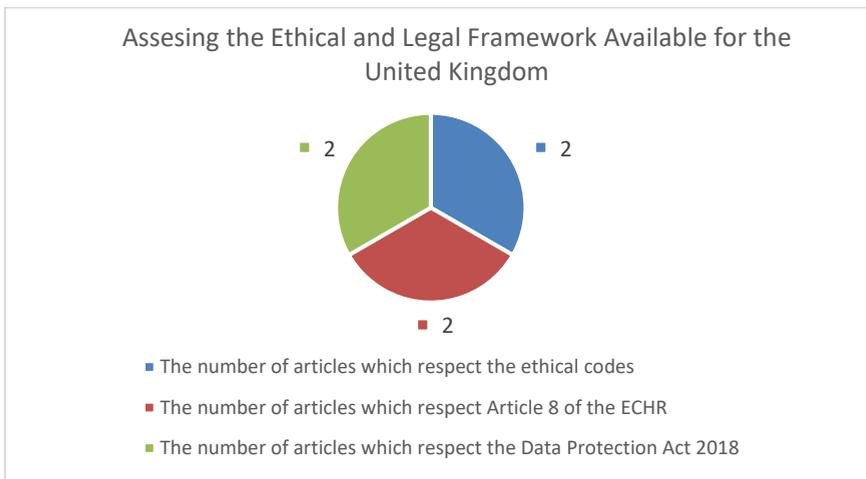


Figure 27

The Online Media Representation of the Victims of Terrorist Attacks which happened in France

The preliminary quantitative analysis based on the data coding of the 109 journalistic materials published by The Telegraph about the terrorist attacks from France which had met the pre-defined criteria i.e. existence of visual elements and/or personal data about the victims showed that 39 articles were representative for this research paper’s analysis. (See Figure 28) The sampling was furtherly assessed by analyzing the descriptive data which resulted due to quantitative analysis and the content which contributed to the online media representation of the victims.

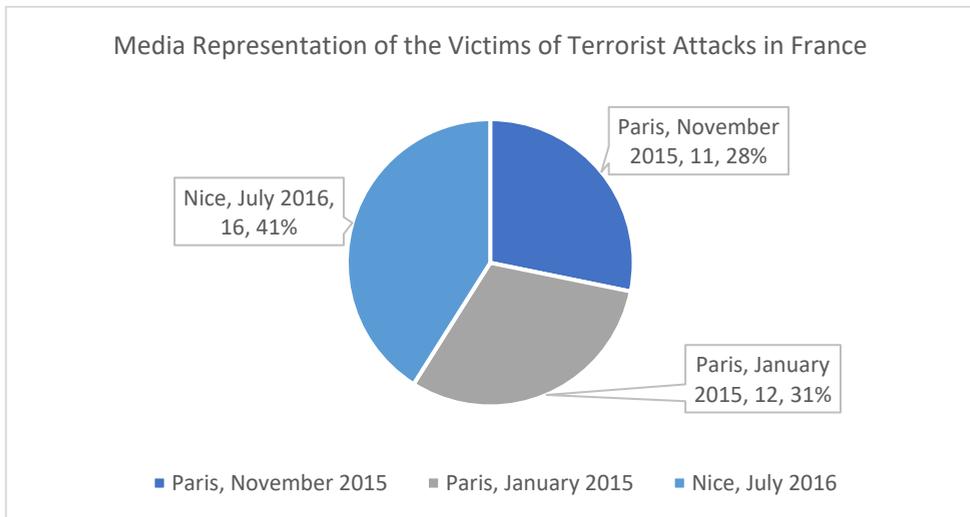


Figure 28

The Online Media Representation of the Victims of Nice Attack from July, 2016

The preliminary data coding of the 39 articles which included information about the victims published by The Telegraph showed that the media representation of the Nice attack’s victims was included in 16 online materials. The descriptive statistics regarding the personal data of the

victims showed that out of the 16 articles 50 per cent of them had included personal data about the victims. The qualitative analysis of the 8 articles which included personal information showed that 7 of them included the full name of the victims. (See Figures 29 and 30)

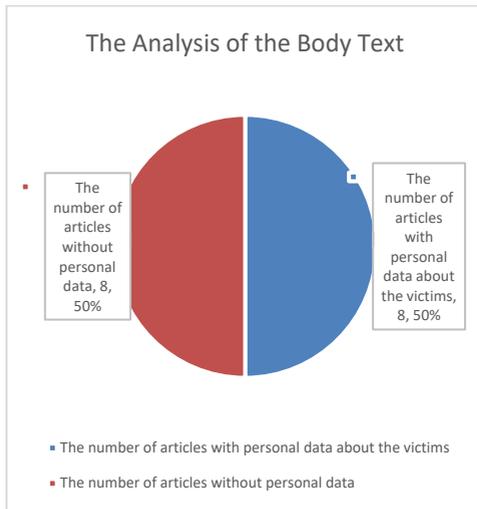


Figure 29

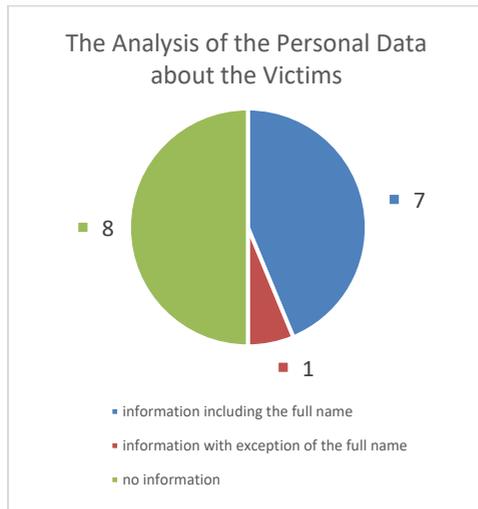


Figure 30

Furthermore, the qualitative analysis based on the data coding for the visual elements with victims showed that out of 16 articles 12 had included visual elements with victims, out of which 7 articles had included intrusive visual elements and 6 articles had included visual elements in which the recognizable features of the victims could be easily identified. The results of the content analysis showed that 58,33 per cent of the 26 news pieces had included intrusive visual elements of the victims. (See Figure 31) As an observation, it is important to be taken into account that they were defined as intrusive elements the photographs with the deceased persons surrounded by people who might have been family members despite the fact that they were covered. Moreover, the picture with the covered body of a deceased child was also considered as intrusive due to the emotional impact it might have had on the family members and because it was a child and therefore, it was considered unethical.

MEDIA REPRESENTATION OF THE VICTIMS OF TERRORIST ATTACKS

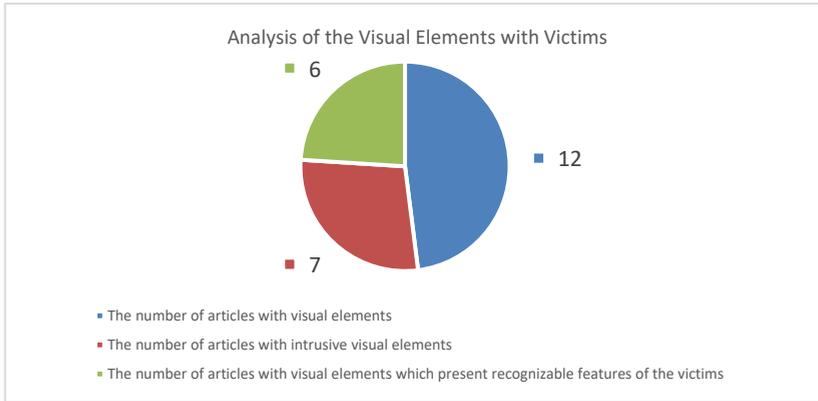


Figure 29

The subsequent results of the content analysis were achieved through the content analysis and the quantification of the information in accordance with the pre-defined indicators based on the ethical and legal framework of The United Kingdom. The qualitative analysis of the 16 articles showed that 9 articles respected the ethical codes and that all 16 articles respected the Article 8 of the European Convention on Human Rights and the Data Protection Act 2018. (See Figure 32) The visual elements which were defined as unethical showed people who were in a critical condition or the covered bodies of the deceased victims. Therefore, it cannot be argued that the published visual elements with those victims served the public interest mentioned in the Editors' Code of Practice which ought to be respected by The Telegraph.



Figure 30

The Online Media Representation of the Victims of Paris Attack from November, 2015

The Telegraph had published 34 articles about the Paris attack on the online platform and the qualitative research showed that the visual elements included in these articles was unavailable or it had been removed, with the exception of a summary of the event consisting of 16 pictures which had been embedded in the body of some of the articles. The 16 pictures were included in the qualitative research of this article with the observation that they are not relevant for the media representation of the victims. This constituted a limitation in the research analysis of the media representation of this attack. The data coding of the 11 articles which included information about the victims of the Paris attack published showed that all the articles made public personal data about the victims, while 10 of them published the full name of the victims. (See Figures 33 and 34)

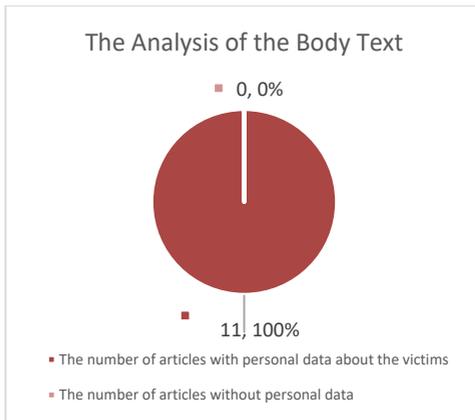


Figure 31

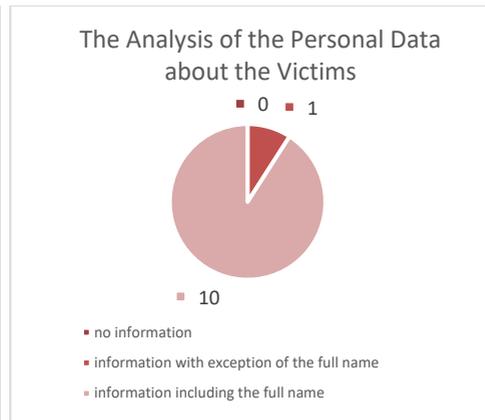


Figure 32

The qualitative analysis based on the pre-defined criteria for evaluating the visual elements showed that out of 2 images out of 5 surprised the recognizable featured of the victims who were in a critical state. (See Figure 35)

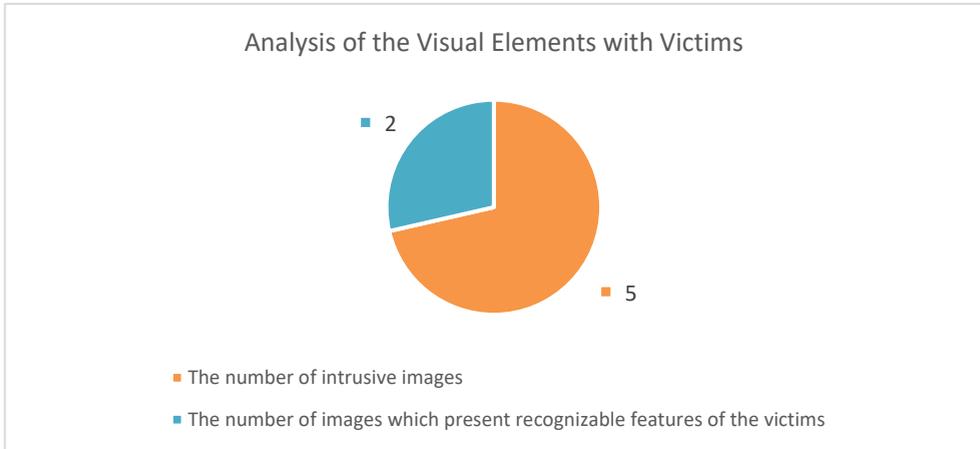


Figure 33

The Online Media Representation of the Victims of Paris Attack from January, 2015

The Telegraph had published 35 articles about the Charlie Hebdo shooting on the online platform and the qualitative research showed that the visual elements included in these articles was unavailable or it had been removed. This constituted a limitation in the research analysis of the media representation of this attack. The data coding of the 39 articles which included information about the victims of the attacks which had happened in France showed that The Telegraph had included the victims' media representation in 12 news media materials about the Paris attack from January, 2015.

According to the indicators designed for evaluating the personal information, the quantitative analysis showed that all 12 articles had included personal data i.e. full name, age, profession, nationality about the victims. The qualitative analysis of the published information concluded that 12 articles had included the full name of the victims and this could be due to the nature of the attack and the targeted people. (See Figures 36 and 37)

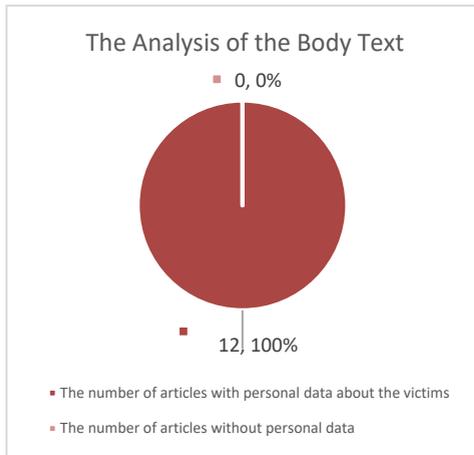


Figure 34

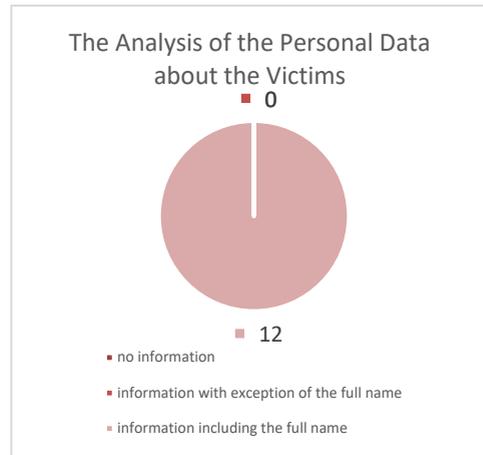


Figure 35

Conclusions

Addressing the initial research questions pertaining to the extent it respects the ethical codes, our research has shown that The Telegraph respected the ethical codes in proportion of 100 per cent in the media representation of the victims of London attack from June, 2017, 78,5 per cent for the Manchester attack and 78,5 for the London attack from March, 2017. The media representation of the victims of Brussels attack from March, 2016 was ethical in proportion of **68,7 per cent** and in proportion of **56,2 per cent** for the Nice attack. These statistics showed that The Telegraph created a more ethical media representation of the people who were victims of the attacks which happened in the United Kingdom.

With regards to supranational and national legislation aimed at protecting the victims' privacy, our analysis showed that The Telegraph respected Article 8 of the European Convention on Human Rights and that it is not relevant for the media representation of the victims of terrorist attacks because it aims at protecting the privacy of the people, while their portrayal in the media affects the victims' dignity and image, while it can also have a high emotional impact on them, on their families and on the

audience. The analysis highlighted the fact that the national legislation of the United Kingdom does not consist of legal acts aimed at protecting the victims' image in the media.

A clear concern regarding media ethics was observed. By taking into account the descriptive statistics representative for the noninfringement of the ethical codes it can be observed that The Telegraph and Le Monde created a more ethical media representation of the victims if the attacks had happened in their country.

Although the analysis of this paper provided answers to the questions about the ethical and legal frameworks aimed at protecting the victims and their rights while contributing to a deeper understanding of the importance of ethics in journalism, the results based on the sampling of this research paper cannot attest the general position of the selected newspapers regarding the media representation of the victims of terrorist attacks, but they underlined the interdependence between the role of journalism, the human rights and the ethical standards of this profession.

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