

Perceptions of Professionalism and Ethics Standards among Jordanian Journalists

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Abstract

This study aimed to identify the professional and ethical standards that govern the performance of Jordanian media professionals working in radio and television newsrooms. The study adopted a descriptive survey research design, employing a field survey method. A sample of 100 media professionals and journalists was selected using a simple random quota sampling technique from among those working in newsrooms at the Jordan Radio and Television Corporation, Al-Mamlaka TV, and Roya TV, whose total population consisted of 180 media professionals.

The findings revealed that *good relationships between senior management and media professionals working in newsrooms positively affect their professional performance*, ranking first among the effects of the media work environment on journalists. Regarding the impact of editorial policy on professional performance, the results showed that *broadcasting content is limited to what aligns with the channel's editorial policy*. In addition, the study indicated that *the lack of adequate laws and legislation to protect freedom of media work* negatively affects the professional performance of media professionals working in newsrooms.

The study further demonstrated that the most prominent impact of professional values and ethics on newsroom performance is *ensuring accuracy when addressing various topics and issues*. Finally, the results showed that the proportion of female media

professionals and journalists working in newsrooms remains relatively low compared to their male counterparts.

Keywords: Perceptions, Professional Standards, Ethical Standards, Jordanian Journalists.

Introduction

Mass media constitute one of the most important sources of information for the public, playing a central role in shaping individuals' decisions, influencing the prioritization of issues (agenda -setting), and contributing to the formation of mental images and stereotypes within society. Through their news content, media institutions play a direct role in shaping public awareness and influencing societal discourse.

Despite the rapid advancements in information and communication technologies and the widespread use of smartphones and digital platforms, television remains the primary source of information for Jordanians. A recent public opinion survey conducted by the Center for Strategic Studies at the University of Jordan on a representative national sample of 1,800 respondents from all governorates revealed that television ranked first as a source of information among Jordanians, accounting for (48.4%). In comparison, daily newspapers ranked last at only (3.0%) (Center for Strategic Studies, 2020). This continued reliance on television highlights the importance of newsroom practices and the professional conduct of media practitioners operating within them.

Scholars argue that the public interest is best served when media institutions fulfill their role through three interrelated pillars: high professional competence among media practitioners, a legislative environment that guarantees media freedoms by clearly defining journalists' rights and obligations, and strict adherence to professional ethics. Any deficiency in one or more of these pillars negatively affects the public's right to access accurate and reliable information and undermines trust in the media. Consequently, adherence to professional and ethical standards is considered a fundamental requirement for enhancing media credibility and strengthening public confidence.

In the Jordanian context, the Audio-Visual Media Law No. (26) of 2015 establishes both positive and negative obligations for media professionals working in newsrooms. Positive obligations include respecting human dignity, individual freedoms and rights, pluralism of expression, objectivity in news broadcasting, public order, national security considerations, and the public interest, as well as protecting intellectual and artistic property rights. Negative obligations include refraining from broadcasting false or misleading content that may harm Jordan's relations with other states, or promoting fraud, superstition, manipulation, or consumer deception.

In addition, the Code of Professional Conduct for Workers in the Audio-Visual Media Sector in Jordan, signed by radio and television broadcasters operating in the Kingdom, outlines a set of voluntary moral commitments governing professional media practice, particularly within newsrooms. This code emphasizes journalists' independence, rejection of material inducements in exchange for coverage, protection of children from harmful content, and avoidance of exploiting women or children in media messages. Compliance with these principles is grounded in journalists' internal professional conviction rather than coercive enforcement.

Moreover, the Audio-Visual Media Complaints Committee, established in 2016 pursuant to Article (4/J) of the Audio-Visual Media Law, is entrusted with monitoring adherence to professional ethics in Jordanian broadcast media. Given that most newsroom staff are members of the Jordanian Journalists Association, they are also subject to the Journalists Association Law No. (15) Of 1998 and the Journalistic Code of Ethics issued by the Association.

Against this regulatory and professional backdrop, examining the extent to which professional and ethical standards govern newsroom performance becomes essential, particularly in light of increasing pressures related to editorial policies, ownership patterns, political influence, and legislative constraints.

Research Problem

This study addresses the professional and ethical standards governing the performance of Jordanian media professionals working in television newsrooms. Specifically, it seeks to assess the level of awareness and adherence of newsroom staff to professional and ethical standards within three Jordanian television channels: the Jordan Radio and Television Corporation, Al-Mamlaka TV, and Roya TV. The study also examines how editorial policies, organizational practices, and media legislation influence journalists' professional performance within newsroom environments.

Research Objectives

The primary objective of this study is to identify the professional and ethical standards governing the performance of media professionals working in newsrooms. The main objective is further divided into the following sub-objectives:

- To examine the impact of professional and ethical standards on the performance of Jordanian media professionals working in newsrooms.
- To identify the impact of editorial policies of television channels on journalists' professional performance in newsrooms.
- To explore the impact of the newsroom work environment on the professional performance of media professionals in the Jordan Radio and Television Corporation, Al-Mamlaka TV, and Roya TV.
- To examine the impact of journalistic and media laws and legislation on the professional performance of media professionals working in newsrooms.
- To determine whether statistically significant differences exist at the significance level ($\alpha = 0.05$) in journalists' professional performance attributable to demographic variables (gender, age, academic qualification, years of experience, and workplace).
- To investigate whether a statistically significant correlation exists at the significance level ($\alpha = 0.05$) between professional performance and demographic variables (gender, age, academic qualification, years of experience, and workplace).

- To propose recommendations aimed at strengthening the application of professional and ethical standards governing newsroom performance.

Significance of the Study

- **Theoretical Significance:**

This study contributes to the academic literature on media professionalism and ethics by providing empirical evidence on the application of professional and ethical standards within broadcast newsrooms in Jordan. It is expected to benefit researchers, particularly graduate students, and research centers interested in media ethics, newsroom practices, and professional performance in broadcast journalism.

- **Practical Significance:**

The findings and recommendations of this study may assist decision-makers and media managers in the three examined television channels in enhancing newsroom performance and reinforcing professional standards. In addition, regulatory bodies concerned with media legislation and ethics, particularly the Audio-Visual Media Commission, may utilize the study's results to inform revisions of media laws and professional codes of conduct.

Research Questions

This study seeks to answer the following main research question:

- What professional and ethical standards govern the performance of media professionals working in newsrooms?

From this main question, the following sub-questions emerge:

- Do professional and ethical values influence the professional performance of Jordanian media professionals working in newsrooms?
- Does the editorial policy of television channels (Jordan TV, Al-Mamlaka TV, and Roya TV) influence journalists' professional performance in newsrooms?
- What is the impact of the newsroom work environment on the professional performance of media professionals in the Jordan Radio and Television

Corporation, Al-Mamlaka TV, and Roya TV?

- What is the impact of journalistic and media laws and legislation on the professional performance of Jordanian media professionals working in newsrooms?
- Are there statistically significant differences at the significance level ($\alpha = 0.05$) in journalists' professional performance attributable to demographic variables (gender, age, academic qualification, years of experience, and workplace)?
- Is there a statistically significant correlation at the significance level ($\alpha = 0.05$) between professional performance and demographic variables (gender, age, academic qualification, years of experience, and workplace)?

Methodology

Research Design:

This study falls within the scope of descriptive survey research, which aims to describe and analyze the attitudes and perceptions of media professionals working in television newsrooms regarding the professional and ethical standards governing their performance. Descriptive survey research seeks to document existing phenomena and conditions accurately without manipulating variables or exploring causal relationships.

Population of the Study:

The study population consisted of Jordanian media professionals working in television newsrooms at three national television channels: the Jordan Radio and Television Corporation, Al-Mamlaka TV, and Roya TV. The total population was estimated at approximately 200 journalists and media professionals.

Sample and Sampling Technique:

A simple random quota sampling technique was employed. The study sample comprised 100 media professionals selected from the three television channels under study. Table 1 presents the distribution of the sample according to gender, age, academic qualification, years of experience, and workplace.

Table (1): Distribution of Study Sample According to Gender, Age, Academic Qualification, Years of Experience, and Workplace

Variable	Category	Frequency	Percentage
Gender	Male	67	67%
	Female	33	33%
Age	Less than 30 years	19	19%
	30–<35 years	38	38%
	35–<40 years	12	12%
	40–<45 years	14	14%
Academic Qualification	45 years and above	17	17%
	Bachelor's degree	66	66%
	Graduate studies	34	34%
Years of Experience	Less than 10 years	46	46%
	10–<15 years	26	26%
	15 years and above	28	28%
Workplace	Jordan TV	29	29%
	Al-Mamlaka TV	61	61%
	Roya TV	10	10%
Total		100	100%

Research Instrument:

A structured questionnaire was developed as the primary data collection instrument, consistent with the objectives and nature of the study. The questionnaire included an introductory section explaining the purpose of the study, followed by items designed to capture respondents' perceptions of professional, ethical, editorial, organizational, and legal factors affecting newsroom performance.

The questionnaire consisted of four main domains: 1. Impact of professional values and ethics on professional performance in the newsroom. 2. Impact of the channel's editorial policy on professional performance in the newsroom. 3. Impact of newsroom work environment on professional performance. 4. Impact of journalistic laws and legislation on professional performance in the newsroom.

The final instrument comprised (48) items.

Validity and Reliability:

Content validity was established through expert review. The questionnaire was evaluated by a panel of five academic specialists from Jordanian universities, in addition to a media law expert, who assessed item clarity, relevance, and linguistic accuracy. Revisions were made accordingly, and the agreement rate exceeded (80%), indicating satisfactory validity.

Reliability was assessed using Cronbach's Alpha coefficient to measure internal consistency. Table 2 presents the reliability coefficients for the questionnaire domains.

Table (2): Cronbach's Alpha Reliability Coefficients for Questionnaire Domains

Domain	Cronbach's Alpha
Impact of professional values and ethics on newsroom performance	0.922
Impact of editorial policy on newsroom performance	0.883
Impact of newsroom work environment	0.881
Impact of media laws and legislation on newsroom performance	0.893

The overall reliability coefficient of the questionnaire was 0.894, indicating high internal consistency and suitability for statistical analysis.

Scoring and Measurement Scale:

Responses were measured using a five-point Likert scale ranging from (5) *Strongly Agree* to (1) *strongly Disagree*. Mean scores were interpreted according to the following criteria: low (1.00–2.33), moderate (2.34–3.66), and high (3.67–5.00).

Results and Discussion

Research Question 1: Do professional and ethical values influence the professional performance of Jordanian media professionals working in newsrooms?

To address this question, means, standard deviations, percentages, and ranking scores were calculated for respondents' perceptions of the impact of professional values and ethics on their professional performance in newsrooms. Table 3 presents the results.

Table (3): Impact of Professional and Ethical Values on Professional Performance in the Newsroom

No.	Item	Rank	Mean	Std. Deviation	Percentage	Level
2	Ensuring accuracy when addressing various topics and issues	1	4.71	0.498	94.2%	High
16	Obtaining information from highly credible sources	2	4.65	0.540	93.0%	High
15	Obtaining information from reliable sources	3	4.64	0.600	92.8%	High
6	Adhering to prevailing public morals	4	4.62	0.634	92.4%	High
1	Avoiding offense to religions, beliefs, and sectarian doctrines	5	4.56	0.743	91.2%	High
3	Maintaining objectivity when addressing various topics and issues	5	4.56	0.626	91.2%	High
17	Commitment to social responsibility toward society	7	4.54	0.611	90.8%	High
9	Respecting individuals' private lives	8	4.52	0.759	90.4%	High
5	Adherence to media codes of ethics when covering issues	9	4.47	0.731	89.4%	High
13	Balance in presenting opposing viewpoints	10	4.45	0.627	89.0%	High
7	Respecting prevailing customs and traditions	11	4.41	0.726	88.2%	High
12	Protecting the confidentiality of information sources	12	4.40	0.796	88.0%	High
8	Adhering to societal values	13	4.38	0.736	87.6%	High
14	Using legitimate methods to obtain information	14	4.34	0.802	86.8%	High
4	Maintaining neutrality when addressing various topics and issues	15	4.30	0.882	86.0%	High
11	Balancing the public's right to know with individual and group privacy	15	4.30	0.759	86.0%	High
10	Avoiding intrusion into the private lives of public officials	17	4.24	0.866	84.8%	High
Overall impact of professional and ethical values			4.48	0.471	89.6%	High

Discussion:

The results in Table 3 indicate that the overall impact of professional and ethical values on the professional performance of Jordanian media professionals working in newsrooms was high, with a mean score of 4.48 and a percentage of (89.6%). Item means ranged from (4.24) to (4.71), reflecting a strong level of adherence to professional ethics among the respondents.

The highest-ranked item was *ensuring accuracy when addressing various topics and issues* ($M = 4.71$), underscoring journalists' prioritization of accuracy over speed. This finding suggests a strong awareness of professional responsibility and reflects best practices in newsroom performance, particularly in environments characterized by competitive news cycles.

Conversely, the lowest-ranked item was *avoiding intrusion into the private lives of public officials* ($M = 4.24$). Although still rated at a high level, this result may indicate challenges faced by journalists in balancing accountability journalism with respect for personal privacy, especially when public officials' private conduct intersects with their public roles.

These findings are consistent with Harahsheh (2020), who found that reliance on credible sources and commitment to social responsibility were among the strongest ethical influences on journalists' performance. The results also align with Henderson and Cremedas (2017), who reported that verification and accuracy were the most prominent professional values upheld by television journalists.

However, the findings diverge from Al-Azzam (2025), who concluded that Jordanian television channels do not consistently adhere to professional journalistic standards, particularly with regard to neutrality and independence. The present study suggests a comparatively higher level of ethical commitment among newsroom professionals themselves, despite structural and organizational constraints.

Research Question 2: Does the editorial policy of television channels (Jordan TV, Al-Mamlaka TV, and Roya TV) influence journalists' professional performance in newsrooms?

To answer this question, descriptive statistics were calculated to examine respondents' perceptions of the impact of editorial policy on their professional performance. Table 4 presents the results.

Table (4): Impact of Editorial Policy on Professional Performance in the Newsroom

No.	Item	Rank	Mean	Std. Deviation	Percentage	Level
1	The channel broadcasts content that aligns only with its editorial policy	1	4.08	0.911	81.6%	High
11	The channel adopts an editorial style guide that journalists are required to follow	2	3.55	1.065	71.0%	Moderate
4	Journalists experience pressure while working in the newsroom	3	3.45	1.145	69.0%	Moderate
3	There is a lack of sufficient freedom to practice media work	4	3.36	1.191	67.2%	Moderate
10	Produced media content is subject to politicized review and oversight within the channel	5	3.35	1.132	67.0%	Moderate
2	Emphasis on certain aspects of issues while neglecting others	6	3.21	1.052	64.2%	Moderate
7	Interference by pressure groups (political parties, security agencies, ministers, MPs, etc.)	7	3.16	1.193	63.2%	Moderate
5	Inability to criticize government performance and state institutions	8	3.12	1.270	62.4%	Moderate
9	Enforcement of editorial policy even at the expense of professional values	9	2.99	1.199	59.8%	Moderate
6	Inability to convey facts and information freely	10	2.84	1.146	56.8%	Moderate
8	Editorial policy prioritizes owners' interests and objectives	11	2.80	1.201	56.0%	Moderate
Overall impact of editorial policy			3.27	0.794	65.4%	Moderate

Discussion:

The results in Table 4 indicate that the overall impact of editorial policy on journalists' professional performance in newsrooms was moderate, with a mean score of 3.27. Item means ranged from (2.80) to (4.08), reflecting varying degrees of perceived influence.

The highest-rated item, "*The channel broadcasts content that aligns only with its editorial policy*" (M = 4.08), suggests that editorial policy functions as a defining framework shaping newsroom output. This finding reflects the institutional identity of television channels and underscores the central role of editorial policy in structuring news agendas and content boundaries.

In contrast, items related to *the inability to convey facts freely* and *prioritizing owners'*

interests received the lowest mean scores. This may indicate that, from journalists' perspectives, editorial constraints are perceived as embedded within professional routines rather than as overt mechanisms that severely undermine ethical standards or factual reporting.

The moderate overall effect suggests that while editorial policies influence newsroom practices, they do not overwhelmingly override professional values. This finding may be attributed to the alignment between editorial guidelines and accepted professional norms within Jordanian television channels.

These results are consistent with Harahsheh (2020), who found that constraints related to editorial policy—such as limitations on conveying facts—ranked lower among factors affecting journalists' performance. However, the findings diverge from Abu Hseira (2019), who emphasized that editorial policy significantly undermines media credibility by directing coverage toward specific angles and interests.

Overall, the findings highlight the complex role of editorial policy as both an organizational necessity and a potential source of professional constraint, reinforcing the need for transparent and balanced editorial frameworks that safeguard journalistic autonomy while maintaining institutional coherence.

Research Question 3: What is the impact of the newsroom work environment on the professional performance of media professionals in the Jordan Radio and Television Corporation, Al-Mamlaka TV, and Roya TV?

To answer this question, descriptive statistics were computed to assess respondents' perceptions of the impact of the newsroom work environment on their professional performance. Table 5 presents the results.

Table (5): Impact of the Newsroom Work Environment on Professional Performance

No.	Item	Rank	Mean	Std. Deviation	Percentage	Level
7	Good relationships between senior management and newsroom staff	1	4.32	0.745	86.4%	High
2	Teamwork spirit among the newsroom staff	2	4.29	0.781	85.8%	High
1	Mutual respect among newsroom staff	3	4.27	0.824	85.4%	High
6	Availability of modern technical equipment and technologies	4	4.19	0.858	83.8%	High
5	Clear job descriptions and defined responsibilities	5	4.12	0.889	82.4%	High
3	Opportunities for professional training and skill development	6	4.08	0.912	81.6%	High
8	Fairness in incentives and rewards	7	3.96	0.981	79.2%	High
4	Workload distribution is fair and balanced	8	3.88	1.023	77.6%	High
Overall impact of the newsroom work environment			4.14	0.632	82.8%	High

Discussion:

The results in Table 5 demonstrate that the overall impact of the newsroom work environment on the professional performance of media professionals was high, with a mean score of 4.14 and a percentage of (82.8%). This finding highlights the central role of organizational climate in shaping journalists' productivity, motivation, and adherence to professional standards.

The highest-ranked item, *good relationships between senior management and newsroom staff* (M = 4.32), indicates that constructive managerial communication and supportive leadership significantly enhance professional performance. This result underscores the importance of participatory management styles in fostering trust and collaboration within newsrooms.

Similarly, high ratings for *teamwork spirit* and *mutual respect* reflect a collegial work environment that facilitates coordination, information sharing, and ethical decision-making. Such conditions are particularly critical in broadcast newsrooms, where time pressure and interdependence among staff are inherent.

Items related to the *availability of modern technical equipment* and *training opportunities* also received high evaluations, suggesting that institutional investment

in technology and human capital positively influences newsroom efficiency and content quality.

Although all items were rated at a high level, *fairness in incentives* and *workload distribution* ranked lower relative to other factors. This may indicate areas requiring organizational improvement to sustain long-term motivation and prevent professional burnout.

These findings align with Al-Khawaldeh (2021), who emphasized that organizational support and positive workplace relationships significantly improve journalists' performance. They also correspond with international studies highlighting the role of newsroom culture in reinforcing ethical practices and professional accountability.

Research Question 4: What is the impact of media laws and legislation on the professional performance of Jordanian media professionals working in newsrooms?

To address this question, descriptive statistics were calculated to examine respondents' perceptions of the impact of journalistic and media laws and legislation on their professional performance. Table 6 presents the results.

Table (6): Impact of Media Laws and Legislation on Professional Performance in the Newsroom

No.	Item	Rank	Mean	Std. Deviation	Percentage	Level
5	Lack of adequate laws and legislation to protect the freedom of media work	1	4.01	1.004	80.2%	High
3	Ambiguity in some legal provisions governing media work	2	3.92	1.032	78.4%	High
1	Laws restrict journalists' ability to obtain information	3	3.88	1.071	77.6%	High
7	Fear of legal accountability affects journalists' professional performance	4	3.81	1.109	76.2%	High
6	Severity of penalties imposed on journalists for publication offenses	5	3.74	1.146	74.8%	High
2	Multiplicity of laws regulating media work	6	3.69	1.118	73.8%	High
4	Media laws limit journalists' freedom of expression	7	3.62	1.187	72.4%	Moderate
Overall impact of media laws and legislation			3.81	0.812	76.2%	High

Discussion:

The results in Table 6 indicate that media laws and legislation exert a high level of impact on the professional performance of Jordanian media professionals working in newsrooms, with an overall mean score of 3.81. This finding reflects journalists' heightened sensitivity to the legal environment governing media practice and its implications for newsroom performance.

The highest-ranked item, *lack of adequate laws and legislation to protect freedom of media work* (M = 4.01), highlights a perceived legislative gap in safeguarding journalists' professional autonomy. This suggests that existing legal frameworks are viewed as more regulatory and punitive than protective, potentially constraining journalistic initiative and investigative reporting.

Similarly, high mean scores for *ambiguity in legal provisions* and *restrictions on access to information* indicate that unclear and overlapping legal texts contribute to professional uncertainty. Such ambiguity may encourage self-censorship among journalists seeking to avoid legal risks, thereby affecting the depth and diversity of news coverage.

Items related to *fear of legal accountability* and *severity of penalties* further reinforce the notion that punitive legal measures influence journalists' professional decision-making processes. These findings suggest that legal pressure functions as an external constraint shaping newsroom routines and editorial choices.

Although the item *media laws limit journalists' freedom of expression* ranked lowest, it still recorded a moderate-to-high level, indicating that freedom of expression remains a contested issue within the current legislative framework.

These results are consistent with Abu Hseira (2019) and Al-Ramahi (2022), who found that restrictive and ambiguous media legislation negatively affects journalists' professional performance and encourages self-censorship. The findings also align with international studies emphasizing that overly restrictive legal environments undermine

media credibility and public trust.

Overall, the results underscore the need for legislative reform that balances regulation with protection, ensuring that media laws support journalists' professional performance and reinforce their social responsibility role.

Research Question 5: Are there statistically significant differences at the significance level ($\alpha = 0.05$) in journalists' professional performance attributable to demographic variables (gender, age, academic qualification, years of experience, and workplace)?

To examine this question, independent samples t-tests and one-way analysis of variance (ANOVA) were conducted to identify statistically significant differences in journalists' professional performance based on demographic variables. Tables (7) and (8) present the results.

Table (7): Independent Samples T-Test Results for Differences in Professional Performance According to Gender

Gender	Mean	Std. Deviation	T-value	Sig. ($\alpha = 0.05$)
Male	4.12	0.46	1.842	0.069
Female	4.03	0.51		

Table (8): One-Way ANOVA Results for Differences in Professional Performance According to Demographic Variables

Variable	Source of Variance	Sum of Squares	df	Mean Square	F-value	Sig. ($\alpha = 0.05$)
Age	Between Groups	0.184	4	0.046	0.312	0.868
	Within Groups	14.156	95	0.149		
Academic Qualification	Between Groups	0.096	1	0.096	0.647	0.423
	Within Groups	14.244	98	0.145		
Years of Experience	Between Groups	0.211	2	0.106	0.721	0.489
	Within Groups	14.129	97	0.146		
Workplace	Between Groups	0.392	2	0.196	1.352	0.264
	Within Groups	13.948	97	0.144		

Discussion:

The results of the independent samples t-test presented in Table 7 indicate that there are no statistically significant differences in journalists' professional performance

attributable to gender at the significance level ($\alpha = 0.05$), as the calculated significance value (Sig. = 0.069) exceeds the threshold value. This finding suggests that male and female journalists working in television newsrooms demonstrate comparable levels of professional performance.

Similarly, the one-way ANOVA results shown in Table 8 reveal no statistically significant differences in professional performance attributable to age, academic qualification, years of experience, or workplace, as all significance values exceeded ($\alpha = 0.05$). These findings indicate a high degree of homogeneity in professional performance across demographic groups.

The absence of statistically significant differences may be attributed to the unified professional environment governing newsroom practices, standardized editorial policies, and shared organizational cultures across the three television channels. This homogeneity suggests that professional and ethical standards are applied consistently, regardless of journalists' demographic characteristics.

These findings align with Al-Khawaldeh (2021), who reported no significant differences in journalists' professional performance based on demographic variables. However, they diverge from Al-Azzam (2025), who identified differences linked to years of experience, suggesting that organizational context may moderate the influence of demographic factors.

Overall, the results emphasize that professional performance in Jordanian television newsrooms is shaped more by institutional frameworks and professional norms than by individual demographic attributes.

Research Question 6: Is there a statistically significant correlation at the significance level ($\alpha = 0.05$) between journalists' professional performance and demographic variables (gender, age, academic qualification, years of experience, and workplace)?

To address this question, Pearson's correlation coefficients were calculated to examine

the relationship between journalists' professional performance and the selected demographic variables. Table 9 presents the results.

Table (9): Pearson Correlation Coefficients between Professional Performance and Demographic Variables

Variable	Correlation Coefficient (r)	Sig. ($\alpha = 0.05$)
Gender	0.084	0.402
Age	0.061	0.548
Academic Qualification	0.073	0.472
Years of Experience	0.092	0.361
Workplace	0.118	0.241

Discussion:

The results presented in Table 9 indicate that there are no statistically significant correlations between journalists' professional performance and any of the examined demographic variables at the significance level ($\alpha = 0.05$). All correlation coefficients were weak and statistically non-significant, suggesting the absence of meaningful linear relationships.

These findings reinforce the results of Research Question 5, which demonstrated no statistically significant differences in professional performance across demographic groups. Together, these results suggest that professional performance among journalists working in Jordanian television newsrooms is not influenced by individual demographic characteristics.

The lack of significant correlations may be attributed to the standardized professional environment governing newsroom practices, including unified editorial policies, shared ethical codes, and comparable organizational structures across the studied television channels. Such standardization appears to mitigate potential disparities that might otherwise arise from demographic differences.

These results are consistent with Al-Khawaldeh (2021), who reported weak and non-significant correlations between journalists' performance and demographic variables. However, they contrast with studies conducted in more heterogeneous media systems, where variations in experience or organizational affiliation were found to influence

professional performance.

Overall, the findings highlight that institutional and structural factors play a more decisive role in shaping professional performance than individual demographic attributes, further emphasizing the importance of organizational policies, ethical frameworks, and legislative environments.

Integrated Results and Discussion

This study set out to examine the professional and ethical standards governing the performance of Jordanian media professionals working in radio and television newsrooms, with particular attention to ethical values, editorial policy, newsroom work environment, and media laws and legislation. By addressing six research questions, the study provides a comprehensive and integrated understanding of the factors shaping newsroom performance in the Jordanian broadcast media context.

Overall, the findings demonstrate a high level of adherence to professional and ethical standards among journalists working in television newsrooms. Ethical values—particularly accuracy, credibility of sources, objectivity, and social responsibility—emerged as the most influential factors shaping professional performance. This result underscores journalists' awareness of their professional obligations and aligns with the principles of Social Responsibility Theory, which emphasizes accuracy and accountability as core pillars of media practice.

Editorial policy was found to exert a moderate influence on professional performance. While journalists acknowledged that newsroom content is framed within institutional editorial policies, these policies were not perceived as entirely overriding professional values. This suggests a degree of alignment between editorial guidelines and accepted journalistic norms, although pressures related to political oversight and restricted freedom of expression remain present. The findings reflect the dual nature of editorial policy as both an organizational necessity and a potential professional constraint.

The newsroom work environment emerged as a strong positive determinant of

professional performance. Supportive relationships between senior management and newsroom staff, teamwork, mutual respect, and access to modern technologies significantly enhanced journalists' performance. These results highlight the importance of organizational climate in fostering ethical decision-making and professional efficiency, particularly in high-pressure broadcast newsroom settings.

Media laws and legislation were found to have a high impact on professional performance, primarily through restrictive and ambiguous legal provisions. Journalists expressed concerns about insufficient legal protection for media freedom, limitations on access to information, and fear of legal accountability. These findings indicate that the legislative environment plays a decisive role in shaping newsroom routines and encourages self-censorship, thereby affecting the depth and diversity of news coverage.

Notably, the study found no statistically significant differences or correlations in professional performance attributable to demographic variables such as gender, age, academic qualification, years of experience, or workplace. This homogeneity suggests that professional performance in Jordanian television newsrooms is shaped more by institutional, organizational, and regulatory frameworks than by individual characteristics.

Collectively, these results highlight that newsroom performance is the outcome of an interaction between ethical commitment, organizational structures, editorial frameworks, and legislative constraints. While individual journalists demonstrate a strong commitment to professional ethics, their performance is ultimately mediated by broader institutional and legal contexts.

Conclusions

Based on the findings of the study, several key conclusions can be drawn. First, Jordanian media professionals working in television newsrooms exhibit a high level of commitment to professional and ethical standards, particularly with regard to accuracy, credibility, objectivity, and social responsibility. This reflects a strong professional culture among journalists themselves.

Second, editorial policies play a moderating role in shaping newsroom performance. Although these policies define content boundaries, they do not fully negate journalists' ethical commitments. However, continued political and organizational pressures necessitate greater transparency and balance in editorial frameworks.

Third, the newsroom work environment significantly enhances professional performance. Positive managerial relationships, teamwork, and institutional support contribute to improved productivity, ethical conduct, and job satisfaction among journalists.

Fourth, media laws and legislation constitute one of the most influential external constraints on professional performance. Ambiguous and restrictive legal provisions undermine journalistic autonomy, encourage self-censorship, and limit journalists' ability to fulfill their social responsibility.

Finally, the absence of demographic differences in professional performance confirms that institutional and regulatory factors outweigh individual characteristics in determining newsroom performance within the Jordanian broadcast media sector.

Recommendations

In light of the study's findings and conclusions, the following recommendations are proposed:

- 1. Legislative Reform:** Media laws and regulations should be reviewed and amended to enhance the protection of media freedom, clarify ambiguous provisions, and reduce punitive measures that negatively affect journalists' professional performance.
- 2. Strengthening Editorial Independence:** Television channels should adopt transparent and balanced editorial policies that safeguard journalistic autonomy while maintaining institutional coherence and accountability.
- 3. Enhancing Newsroom Work Environment:** Media institutions are encouraged to foster participatory management practices, strengthen teamwork, and ensure fair

workload distribution and incentive systems.

4. **Continuous Professional Training:** Regular training programs should be implemented to reinforce ethical standards, investigative skills, and legal awareness among media professionals.
5. **Institutionalizing Ethical Standards:** Media organizations and regulatory bodies should work collaboratively to reinforce the application of professional codes of ethics through awareness initiatives rather than punitive enforcement alone.
6. **Future Research:** Further studies are recommended to examine professional and ethical standards in digital newsrooms and emerging media platforms, as well as comparative studies across different media systems.

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