

## Is Brown Envelope Journalism a corruption, motivation, appreciation for reporting and covering news or not?

### The South Sudan Media Manifestation: An Analysis of media outlets and stakeholders

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**DOI:** <https://doi.org/10.5281/zenodo.17396911>

| Article History                                                                                                                                                                                                                                                                                                                                  | Abstract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| Original Research Article                                                                                                                                                                                                                                                                                                                        | <i>The study has raised a question whether Brown Envelope Journalism is a corruption, motivation and appreciation in Reporting and Covering news or not. It obviously that it is corruption since the motivation and appreciation is not provided by the media outlets, it is clear that the journalists are not allowed to receive or accept gifts, bribery or any kind of appreciation and motivation while a journalist is reporting and covering news. Brown Envelope Journalism has been renamed locally in South Sudan by the practitioners of Brown Envelope Journalism as motivation and appreciated or some of the practitioners called it reward for reporting and covering news, the media experts argued that it is a clear violation of journalism and media ethics, professionalism and principles of the media during which is founded in Europe and it continues. The study revealed that the Brown Envelope Journalism is attributed to numerous factors such as low salaries, lack of advertisement, bad economy, economic hardship, inflation and recession. There are claims that the media in South Sudan is affected by ethnicity, politicization and regionalization due to lack of ideology, lack of pollical parties, nationalism among others. The study is attempting to raise concerns or questions that the South Sudan media stakeholders must work closely, collectively and tirelessly to address the issues of media in the country, in order to safeguard the public interest media must be more effective and efficient to inform the public. Media is voice of voiceless, therefore, it must be impartial and work for common good, it should be affected by ethnicity, polarization and lack of political will, corruption, unclear policies of how the journalists should be paid. The study explored the challenges and how the issues of media can be addressed by media stakeholders in South Sudan to improve welfare of Journalists.</i> |
| Received: 10-10-2025                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Accepted: 16-10-2025                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Published: 20-10-2025                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Citation:</b> Clement Aturjong Kuot Deng. (2025). Is Brown Envelope Journalism a corruption, motivation, appreciation for reporting and covering news or not? The South Sudan Media Manifestation: An Analysis of media outlets and stakeholders. UKR Journal of Arts, Humanities and Social Sciences (UKRJAHSS), Volume 1(issue 8), 117-155. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Keywords:</b> Corruption, motivation, appreciation, food for refund, transport refund and low salaries and lack of policies                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## 1.0 Introduction and Background

Is a Brown Envelope Journalism a corruption, motivation and appreciation in reporting or covering news or not?

The answer is very clear, it is a corrupt, because any employee of any entity should be motivated or appreciated by his or her employer not by external person, because the motivation and appreciation are given to him or her is a clear indication that benefactor is motivating or appreciating him or her in change of service, such as reporting on positivity rather than negativity. When a journalist receives or accepts the Brown Envelope Journalism, it is an indication that the journalist has violated media or journalism ethics and professionalism, therefore, it is a corruption. The appreciation and motivation are given by the employee not by external entity.

### Motivation

(Russel 1971, 5) argued that there are three qualities of motivation, firstly, it is a presumed internal force, secondly, it nourishes, the action, and thirdly, it determines the direction of action. (Aldag 1979, 27), argued that motivation is a process which is regarded as decision-making process which is always adopted by the employees of the organization (Hamner and Organ 1978, 142), (Duttweiler 1986, 371) motivation factors are direct and sustainable that it increases performance of the employees or productivity. Motivation is essential in any organization or entity, it improves the productivity of the work, the good managers always work to ensure that their organizations or entities are working effectively and efficiently and ensure that the work is conducted or performed, or the work are done successfully or satisfactory, the managers work hard to see that their entities or companies or media outlets are working to improve effectiveness and efficiency of their staff or employees.

The employees who are educated or experts in the specialization or discipline are observed to be performed in their duties due of education trainings. (Kast and Rosenzweig 1985, 296), (Yorks 1976, 21). Dessler 1986, 332) and Burke 1987, 32). It is act or behaviour during which an employee has interest to achieve his or her goals effectively and efficiently, motivation is vital in the organizations or entities, the employees are motivated by their employers in order to active their goals. The employees are motivated by their employers in order to achieve their aims or objectives as per priority of the entities or company, the experts of Management and Business, psychists argued that the motivation is essential in any companies or organization, the companies, entities or entities which did not motivate their staff or employees are not successful and work productivity is insufficient compare to those who are motivated.

(Lee & Raschke, 2016) argued that motivation of employees is vital, they said that they can performed more effectively and efficiently in organization, entity or company when they motivated, the organization or company or institution who motivate its staff or employees it creates productivity, engaged, efficient and effective. They stated that Organization Development (OD), can establishes or produce positive change in the organization or entity, the organization or company and institution which has high motivation levels always develop and increase productivity due to motivation, the institutions which are not motivating their employees remain undeveloped Chanana and Sangeeta (2020), (Sekhar, Patwardhan, & Singh, 2013.” (Lee & Raschke, 2016, p. 163).) said that the organization is motivated its staff, in order to deliver services and increase the productivity, if they company or organization increases the productivity than the employer is motivated, appreciated or is rewarding its staff.

Meyer, Becker, and Vandenberghe (2004), described motivation as “A set of energetic forces that originates both within as well as beyond an individual’s being, to initiate work-related behaviour and to determine its forms, direction, intensity, and duration” The researchers known as Chanana and Sangeeta argued that “Employee engagement is usually understood as an inner state of mind, that is, physically, emotionally, and mentally, that binds together the commitment, satisfaction, and work effort in an employee” Chanana and Sangeeta (2020). (Kauppila, 2018), believe that motivation can produce a good result and it creases the productivity.

Lawler has explored the equation of the Performance – Motivation and Ability as cited by (Gallo, 2006, p. 635), indicates that motivation without skill will not equal a high level of performance and vice versa., motivation can be described as half of success, therefore, the managers or owners of the companies must ensure that these three elements such as Performance, Motivation and Ability must be considered by employees for productivity and successful.

### Appreciation and Recognition

Imran, Ghazwan, Firmansyah (2025), argued that recognition and appreciation are essential of organizational management, they are largely acknowledged, critical drives of the employees in motivation and performance, they both proof in theory and practical, it seen in verbal praise, formal awards or opportunities for career development or promotion. (Amoatema & Kyeremeh, 2016), indicated that the employees need higher levels of effort and commitment. The companies, organizations and entities compete over the success or recognition, if the employees are not motivated then, they can work very hard to ensure that they increase productivity, the company or

organization must value their employees for productivity and success. Some of organization or entity who undervalued the employees are successful, they are undeveloped. There is relationship between recognition, appreciation and employee performance., it is explained in Theory and Self-Determination Theory (SDT). Herzberg's (1959), argued that the Two- Factor Theory, recognition and appreciation are motivators, the contribute effectively efficiently in success of the organization, company or institution, it improves productivity, satisfaction and performance, the employees required psychological need, competence, autonomy, and relatedness. It requires supportive environment, higher education, commitment and determination among others. Imran, Ghazwan, Firmansyah (2025).

The researcher revealed that Brown Envelope Journalism is attributed to low salaries, demotivation, de-facilitation, lack of transport to take journalist to the field and bring him back to the office. One of Journalist expressed clearly that journalists are humans, he argued that Jesus Christ a son of God was tempted by devil, but since he is a son of God , he resisted it, because he is possessed by Holy Spirits, but we are truly humans that we need biological needs or desires. How can you see a colleague is driving very good vehicle, his children are in good school, he owned a house? He argued that the factories must be resolved before we blamed the journalists, it is collective responsibility both government and media stakeholders in South Sudan.

The critics and public accused the government of South Sudan led by SPLM that the government has abandoned the friends of South Sudan who had supported the people of South Sudan during liberation and Referendum, but they decided over night to friends those who have betrayed the people of South Sudan, they were allied to National Islamic Front or National Congress Party (NCP), there is no doubt the troika had and have been playing a vital role in supporting the people of South Sudan, but they were discouraged by wrong elements in the government that they are not truly friends of the country, this group are attributed to east block known as communism or socialism such as China and Russia, but there are arguments within SPLM that even China and Russia have low opinion on SPLM because of severe corruption , it argued that there are neither communists or socialists nor capitalist because there is no clear ideology, policies on accountability and good governance, the government did not deliver basic services for people of South Sudan.

The historians, political scientists, critics and media experts argued that the liberation of the people of South Sudan was depending on the media, media was used SPLM to mobilize the people of Sudan for recruitment through Radio SPLA, media was a tool of liberation, the followers or supporters

of SPLA/M were very keen to listen to SPLA Radio every evening at 3. 00 PM, in spite of persecution and oppression the followers were committed to listen to Dr. John Garang de Mabior, through SPLA radio, Chairman and Commander -in Chief of SPLA managed to mobilize the people of Sudan to support the SPLM/A within Sudan and outside Sudan. SPLM /A became more popular due Media or Mass communication, the persecution and oppression of the people of Sudan was exposed through media or rather SPLA radio. The South Sudan Referendum was achieved by 99 % through media.

The researcher interviewed a female journalist who was freelance journalist, she accepted that Brown Envelope Journalist do exist in South Sudan, but she described it as motivation and appreciation, she argued it is not brown envelope journalism because BEJ is it is the one that it can buy you a vehicle or purchase a plot, she admitted unknowingly that one day she receives 1, 000.00 US dollars as BEJ, but she thinks , it is motivation or appreciation of work well done before reporting the event or news. She was not happy when she sees the researcher because she aware that the researcher was observing their behavior at the AMDISS. The researcher noticed they were sharing or counting some South Sudanese Pounds when they come back from press Conference particularly government press conference, the researcher revealed that it is attributed to low salaries, demotivation, de-facilitation among others.

The study discovered that the majority of journalists were diploma and certificate holders , some of them were graduates of Association Media Development in South Sudan AMDISS, one of the veteran journalist described South Sudan as 'premature' or less professional, because it lacks resources to be more creditable, balance, he argued that creditability, professionalism can be done when a journalist is well paid, the quality of news can be created by well-paid journalist, for instance, when BBC, CNN, New York Times travelled to Africa or Asia, he or she is facilitated, motivated in order to interview a head of state or president , he or she is facilitated for field visit so he or she not tempted to accepts bribery, a brown envelope journalism, he argued that the School of Journalism, Media and Communication Studies will be graduating the first batch of Degree in JMCS this year, which can be considered a first group of media specialists that can contribute effectively in reporting and covering the issues of public interest. The Catholic is also attempting to introduce school of digital media in South Sudan, it needs approval from Ministry Higher Education, Research and Technology.

The female veteran journalist, who is an expert, an experience journalist admits that Brown Envelope Journalism do exists in South Sudan, she said that AMDISS, UJOSS, MA are not support of the practice of

BEL, but it is done in darkness, sometimes is founded in news contents. She argued that it has been practiced by both trained and untrained. It is named as Food Refund (FR), Transport Refund (TR) some went to extend called as appreciation and motivation or facilitation for work done. She argued that some of public broadcaster request the cost of tape, transport, food refund before the journalist is assigned to report the news or events. There are arguments that the news or events will be run or publish on public broadcaster, if the requirements are not provided. Deng (2025)

A female Journalist revealed to a researcher that, there was a journalist who were working for local Catholic church at the Archdiocese of Juba, was practicing BEJ, when he was assigned to cover and reporting on public issues outside Juba City Council, he was unhappy because there is no BEJ in that locality, therefore he was inpatient, only for one week, but the chief editor extended the assignment for two weeks because the coverage was unfinished, he complained that it unfair to keep him outside Juba City Council, there was no brown envelope journalism outside Juba City Council, the chief editor discovered that he was rely hugely on BEJ, he was registering for more workshops, each workshop, he collects envelope at the end of the work, reporting for workshop is better than news. It seems the Brown Envelope Journalism is being renamed in South Sudan; it can develop to a very dangerous phonomime if it is not mitigated by media stakeholders. The researcher called on media stakeholders to address the BEJ before it is too late. There are local voices that the BEJ is attributed to bad governance, inflation, recession, unclear policies of journalist's payments among others. The study argued that BEJ can be mitigated unless the factors attributed to it, are remove and the payment is improved, facilitation, transport, feeding or allowances are provided to journalists who are going to field to report and cover as it is largely practiced by international media outlets. There are claims that BEJ was not commonly practice under Sudan, because the journalists were better paid by media outlets. Brown Envelope Journalism was only taught to journalists not practice it, but now it is real in our daily life of journalists, those who are practicing became more richer and richer, they were turned as public relations officers of the government or businessmen, they did not distressed about ethics, professionalism, creditability, public interest and principles of the journalism, media and mass communication when the media was founded in Europe in 14<sup>th</sup> and 15<sup>th</sup> centuries, there are accusations the media has been affected when the capitalism was emerged fully in U.S, Canada and Australia among other nations. The media was affected when advertisement was adopted by media outlets, the idea of independent media became questionable in the world, since the advertisement was only source of

income for most of the media outlets globally and locally, for instance media owns by UN cannot criticize the UN system, a Vatican radio cannot criticize a Vatican and specially His holiness pope, cardinals and Bishops, Fox news cannot criticize president Donald Trump, CNN cannot criticize democrats politicians because they are sources of income.

### **The South Sudan Media Analysis**

Brown Envelope Journalism (BEJ) in Africa and particularly in South Sudan, has triggered an endless debate among media stakeholders and media experts. The journalists who are practicing (BEJ), believe, it is not corruption, they argued that it is motivation, appreciation since they are not motivated or appreciated by their employers. When a journalist, reporter or photo-journalist, receive any motivation, appreciation, it is corruption or it is a violation of media or journalism ethics, it is clear indication that a journalist is very corrupt because he or she accept the bribery, (BEJ), gift or cash for reporting and covering news or stories.

The experts of education and humanities argued that any employee, a journalist, reporter or photo-journalist receive Brown Envelope Journalism, bribery, gift or cash in order to kill the negativity of the story or news is described as corruption. It is commonly known that the employees are motivated, appreciated or award by their employers, but if, a journalist, reporter or photo-journalist accept any gift, cash or appreciation or motivation, it means that the media ethics are violated, therefore, the private or self-interested is paramount. The first group argued that the BEJ is motivation, appreciation, gift for news, or stories covering or reporting is motivation, appreciation or work well done, therefore, he or she must be awarded. The second group said that a journalist, reporter, photo-journalist or any officials or employee of any private and public entity should not accept the (BEJ) or bribery while he or she is performing duty or assignment related to journalism, specially reporting, covering and informing the public.

The majority journalists or reporters who are violating ethics of journalism, professionalism and principles, it raised several questions, it causes endless discussions among media stakeholders and media experts who are very concerns about future of media in South Sudan. There are claims that all professionals in South Sudan are destroyed by wrong elements of tribalism, bad governance, low salaries, unregular salaries payment and self-interest gains and among others. The study has focused on how the BEJ can be mitigated by stakeholders. There are calls from public that the media stakeholders should come with one decision to eradicate the BEJ phenomena, stop the practice BEJ or habit of corruption in the country.

South Sudan gained independence in 2011, there are accusations that South Sudan was born corrupted due to lack of political parties. The critics said the political parties should be based on ideology not ethicized or polarized as observed by the critics, historians, philosophers, literary creative writers and political scientists. There are claims that South Sudan was better under Sudan, in terms of creditability, transparency, nationalism, ideology, but the situation has deteriorated under SPLM who fought for people of South Sudan, but the inspirations and visions of the people of South Sudan were turned dehumanization, undignified, desperation, severe poverty, persecution of opponents and denial of basic human rights among others, journalists are largely practicing BEJ, it argued BEJ is encouraged by South Sudanese political actors.

The media was founded early about 14<sup>th</sup> century in Europe in order to watch over three arms of the government known as executive, legislature and judiciary, they were accusations that the three arms of the government were teaming up to misappropriate the public funds of these countries, therefore, the idea of media was incepted by philosophers, political scientists, advocates and among others. The media is described as watchdog, mirror, defender of human rights, good governance, voice of voiceless and rule of law for the members of the society. The local media has been affected or impacted negatively due to numerous challenges such as economy hardship, bad governance, lack of ideology or tribalized and polarized during which the self-interest is paramount.

The current generation of journalists are placed under temptation of the most corrupt country on planet, due to low salaries, unregular, economic hardship, ethicized, polarized, lacks of ideology, nationalism, destroyed professionals and defunct institutions which are made intentionally not to function and serve the masses and public interest than self-interest or gains. Deng (2025) argued that journalists are forced to accept Brown Envelope Journalism (BEJ) which they named or called as Food for Refund (FR), Transport Refund (TR) which is considered by media experts as violation of ethics, professionalism and creditability, but the young journalists think, it is appreciation, motivation, award for work well done, when the negativity of the story or news is killed by reporter or journalist.

Deng (2025) and media experts argued that Brown Envelope Journalism (BEJ) believe that BEJ is globally phaneromania, but it is largely practice in Africa. There are arguments that it came to existence in 90s and 90s or last century. The media experts and political scientists said that it is African made or made in Africa, but some critics argued it is commonly practice in Europe. BEJ is named in South Sudan as Food refund (FR), Transport refund (TR),

it is also described as motivation, appreciation or upkeep for reporting and covering news. The critics and media experts thank that BEJ is developing very quickly since South Sudan gained independence in 2011. There are claims and fears that South Sudan professionals have deteriorated, died or on sick bed due to bad governance, tribalism, regionalism, nepotism, and ill-intention among others. According to media experts, experts of humanities and public administrators' experts argued that BEJ is unethical practice which is largely by trained and trained journalists or reporters in South Sudan.

Deng (2025) has comprehensively narrated the challenges on Brown Envelope Journalism BEJ in South Sudan due to economic hardship, recession, there are claims from economic experts that if there is no proper economy system in South Sudan than BEJ can be mitigated, unless the basic elements of the economy were established by the government since the South Sudan came to existence, for instance, there are no agriculture schemes, no modern electricity or dams that it can generate very power electricity to the people of South Sudan. South Sudan is only relying heavy on generators to supply some institutions of the government and private entities in capital Juba. There are no tarmac roads, bridges and high ways, there is no save and clean drinking water supply by the government, they are largely relying on water tanks which are owned by external individuals, who came to South Sudan for green pasture.

There are claims from the African media experts that BEJ is borrowed from Nigeria. The researcher is attempting to compare or contrast and similarity of African made known as BEJ with South Sudan BEJ named as Food Refund (FR) or Transport refund (TR), they further named BEJ as motivation and appreciation, the definitions which were rejected by South Sudanese 's media experts and stakeholders. The media experts and stakeholders have rejected the claims or description that motivation, appreciation is a clear violation of media ethnic globally and local because the media authority rules and regulations do not accept any bribery of gifts, or free tickets given to journalists for reporting and covering the news or stories, therefore, it not acceptable by media outlets and stakeholders. Asira and Okpo (2013, p.16) and Nw) abueze (2010, p.142).

There are claims that in spite of the training, there are arguments that the trainings are still insufficient because there are short courses, it requires a long-term training that it can be conducted on jobs at the media outlets in Juba or states. There are blames that South Sudan did not invested in media sector, therefore, the media industry remain very vulnerable and weak to resist the challenges and temptations. The media is regarded by some wrong

elements of the government as an instrument use by external and internal to expose or challenge the government and specially those who are very corrupt in the society. There are claims that government uses the media for their political agenda both public and private media to disseminate their political interest not public interest. The media outlets are invited by the press secretary of the office of the president when they have information to be disseminated to the public and external audiences. Deng (2025).

There is no doubt that South Sudan media has deteriorated due to bad governance, economic hardship, lack of advertisement, untrained journalists, reporters, photographers. South Sudan has only one school of Journalism, Media and Communication Studies (SJMCs) at the University of Juba, but due to lack of funds, it is unable to contribute significantly to advance media programme in South Sudan, for instance, the lecturers and professors are not regularly receiving their salaries on monthly base, but in spite of these challenges, they continue work as part of their contributions or national duty for their own country. There are no research funds for school or rather entire public and private universities which hindered research and invocation for common good of the people of South Sudan and humanity. Deng (2025).

Deng (2025) argued that troika known as the U.S, the Norway and UK have been supporting the media in South Sudan, but the impact is only seen on a few media outlets such as Eye Radio and Mirraya FM, the Mirraya is runed by the United Nations Mission in South Sudan (UNMISS). Eye Radio is an independence media outlet , therefore to some extend is fair. There are claims that the media is also affected by ethnicity or tribalism among wrong elements of the members , there are claims that even the civil society organizations affected by elements of ethnicization by communities' members and politicians who are only living and ruling under the tribalism and regionalism environment. There are claims that the South Sudan politicians are accused of working for their own interests and in dividing the people of South Sudan base on tribalism lines. There are manifestations from the masses that South Sudanese politicians always go back to their communities or rather constituencies when they lost positions in the executive or legislature. The SPLM has been accused that it has abandoned its principles of liberation, the critics admitted that SPLM/ A managed to liberate the country, but they failed to deliver the services they fought for. Deng (2025)

The critics, historians, political scientists and public indicated that without the support of the U.S. the Norway and the UK, the South Sudan could have not made it possible to fight war in liberated areas and Sudan. The

international media were lobbied by their governments and members of the civil society organizations to raise funds through reporting and covering on human suffering of the people Southern Sudan, who were living in liberated areas, Sudan and exile, particularly the people who were living in refugee camps and Internal Displace Persons (IDPs) across Sudan. Deng (2025).

There are voices from South Sudan public, critics and media experts that the media has played a significant role in reporting , covering the suffering of the people in liberation areas, but the current government of South Sudan has been accused of suppressing the freedom of expression of the people of South Sudan. The government has been accused of practicing the censorship of the contents, arresting, torturing journalists. The critics have been denied a right to own and establish newspapers or broadcast, because they are critical, human rights defenders or activists. There are claims that journalists are described as enemy of the state because they are outspoken, they are working to expose or criticize the most corrupt government officials and businessmen who are misappropriating the public for their own benefits. Deng (2025).

South Sudan Brown Envelope Journalism has not been investigated thoroughly or intensively or broadly. It argued that BEJ has emerged due to economic hardship and environment of the corrupt as well as suppression of the freedom of expression. There are claims that the majority of the media outlets have been manipulated by the government due to BEJ and bad economy of South Sudan. There are claims that the SPLM is for human rights, good governance and rule of law, but it is opposite, it is tool and political propaganda to deceive the general public, it was slogan use to mobilize, recruit people of Southern Sudan in order to fight Sudan government. The slogan was used to fight war, but it drops. The media was used only for liberation as a tool to mobilize the people of South Sudan for liberation. The local critics and experts argued that SPLM has declined to implement its principles and manifesto. There claims that SPLM has dumped its cadres and liberators who fought for liberation of the people of South Sudan. There are claims that the SPLM led government cannot safeguard the freedom of expression in South Sudan since it deserts, its principles, manifesto and comrades who fought for the sake of this country. Deng (2025).

Brown Envelope Journalism in South Sudan is attributed to numerous facts, firstly, the low salaries of Journalists, secondly, economic hardship, thirdly, culture of corruption in the country and finally, lack of advertisements in the newspapers or online advertisement which can generate revenue for media outlets among others. it debated that the media outlets cannot survive if there are no advertisements,

it explained by media experts argued that Advertisements can also influence context of the news or story or reporting because it is source of income for media outlets. There are claims that South Sudanese media outlets are difficult to be named or described as independent newspapers or broadcasters, online media outlets because they are relying on donations or advertisements. Some of media outlets were observed practicing Brown Envelope Journalism due to above mention reasons. Deng (2025).

There claims from public, critics, media experts and members of the civil society organizations argued that Brown Envelope Journalism is commonly practicing in the public media outlets such as SSBC- (TV) and SSBC-Radio because they reporters or editors are under influence of the Ministry of Information & Broadcasting and National Security agents. The claims which were rejected by the government loyalists that it is unfounded, the employment is based on merits and qualifications, not on political affiliation, but the critics of the government rejected their claims of the government loyalists that public broadcaster is not manipulated by the government. There are claims from members of The Revitalized Agreement for Resolution of Conflict in South Sudan (R-ARCSS) that there are not granted an equal share on South Sudan Broadcasting Corporation (SSBC) which is a government own public broadcaster. The political space is nonappearance on the SSBC; therefore, it is described as a public broadcast which is largely dominated by the SPLM – IG and its associates who are loyalists to the government led by SPLM -IG and SPLM – Former Detainees FDs, are denied to access the SSBC, sometimes they are denied an access because they are affiliated . allies to FMs or SPLM -IO. There are complaining even FDs or SPLM -IO are denied an access of political space. The claims were rejected by SPLM-IG, they argued that the SSBC is public broadcaster there it is accessible to all.

There are accusations that the employments of the SSBC are largely pro- government, therefore , the employment is approved by Security agent; order safeguard the government therefore, it is normal to receive Brown Envelope Journalism. The Brown Envelope Journalism is regarded by Journalists as means of upkeep. They are paid very little salaries which does not provides the basic needs of the families. The critics and media experts argued that journalists or reporters, photographers among others are not employed based on merits or qualifications, it is based on nepotism or political affiliation or ethnicity or community they belong, it is commonly practice across media outlets in South Sudan. Deng (2025).

The Brown Envelope Journalism is not only practice by the government or public media institutions, it is also being practiced by the private media outlets, particularly among

media outlets who are owned by senior government officials. There are media outlets who run or managed by the associates of the government. The media outlets are used by corrupt government officials in order to report the programme that suit their interests, for instance, SSBC is only broadcasting for government that advance government programme of the government rather the interest of the government. Deng (2025).

The media which are owned by government or some individuals cannot expose or criticize the government officials. The BEJ is defined as a practice in which the reporters or journalists are given a Brown Envelope Journalism to kill the negativity of the story and emphasizes on positivity of the Businessmen or politicians. The majority of the private media outlets who are associated with government are lacking advertisements from UN agencies, NGOs and Donors, therefore, the use Brown Envelope Journalism as source of generating income for their media outlets. Deng (2025).

There are claims that the Brown Envelope Journalism is commonly practiced by trained and untrained journalists or reporters and editors. There are claims that Brown Envelope Journalism is practiced among media outlets who are owned by South Sudanese, for instance, senior member of the government can give a brown envelope to report or cover a story of his or her interest in order to blackmail the public that he or she is working for public interest, but it is merely lie, these stories are not balanced, they are emphasized on only positive stories that they are improving Public Relations of benefactor. Deng (2025).

Brown Envelope Journalism is largely practice on social media, there are Social Media lobbyists and Mobilizers who are specialized in depending any politicians, businessmen and senior government officials. It stated that they are bribed or given Brown Envelope before they can defend the groups or the politicians or Businessmen who are very wealthy. They are always on line to defend their clients, some of some they are commonly found in hotels, under trees, restaurant, on streets to defend the most corrupted politicians, senior government. They are known as lobbyists, social defenders of the officials and businessmen who misappropriated the public resources. The social Environment or community journalists are accused that they also working for self-interest not for the common good of the society. Deng (2025).

## 2.0 Statement of the Problem

South Sudan media is manipulated by government, the female journalist who was interviewed by a researcher said that the journalists face difficulties and hardship when they are covering or reporting the issues of the public interest. She indicates that the ethnic groups do influence media

authority not to work for common good of the people when the news are removed or censored by the government for allegation that it can incite the public. She knowledge that media in South Sudan is fully funded by troika, European and international community through UN, NGOs and developmental organizations According to Rahim (n.d.), freedom of expression in South Sudan is challenged by censorship, manipulation and elements of ethnicity in reporting story, the issues of human rights and good governance are censored by government and security agents who work closely with Media Authority (MA), Ministry of Information and Broadcasting. Deng (2025).

Iman stated that the content which is against the government or opposes the government is censored by the government. Dr. Iman Abdel Rehim, a lecturer of Journalism at the department of Journalism and Institute of Communication (n.d.), has conducted the research or study entitle: Journalism freedom of expression in South Sudan, she is expressed that the South Sudan freedom of expression is manipulated by the government and there were elements of ethnicity in South Sudan media, for instance public interest is sometimes censored, if there is element of criticism or blaming government, the issue of human rights and good governance are violated, therefore, the content is censored by the government. She argued that the members of the southern Sudan ruling party known as SPLM cannot tolerate any blame or criticism against SPLM and government. Deng (2025).

Rehim (n.d.) stated that the South Sudan had gained independence from Sudan on 9 July, 2011, as spiculated in Comprehensive Peace Agreement (CPA), was negotiated in Naivasha and signed in Nairobi, Kenya in 2005. The agreement was signed by President Omar Al – Bahir on behalf Sudan government and Dr. John Garang de Mabior a chairman of Sudan People’s Liberation Movement/Army (SPLM/A). The historians, political scientists and critics argued that USA has played a vital role in negotiating Peace Talks in Naivasha, but USA was assisted by Norway and UK. Deng (2025).

The critics and media experts, South Sudan political scientists still believe that without US government and its peoples, the Referendum could have not been possible. Some European and Arab countries who colonised South Sudan was hesitated or doubted the Referendum of South Sudan, but the U.S.A and Norway supported the people of Southern Sudan openly. Norway People Aid was operating in liberated areas which were controlled by SPLM/A. Norway People Aid declined to part and partial of humanitarian system which was operating under UN known as Operation Save Lives (OSL). NPA compound was outside UN compound in Loki, Kenya based while all

organizations and UN agencies were under the operational known as Sudan Operation Save Lives (OSL).

Rehim (n.d.) stated that South Sudan has 64 ethnic groups, therefore, the media outlets and media stakeholders should ensure that inclusivity is paramount. Rehim (n.d.) indicated that in spite of troika support, the South Sudan media in order to unable to meet expectations of international community such as free and fair media among others. She said that South Sudan media is not creditable, balancing, objective and independent as per media ethics and professional, but disputes of these challenges, the members of the civil society have been advocating to ensure that the media is free and fair and not manipulated by the government. Deng (2025).

Rehim (n.d.) stated that the conflict of 2013 between members of SPLM was lack nationalism among the members of the SPLM and ideology, the critics and local experts argued that it was misunderstanding between Riek Machar and Kiir Mayardit, it was political disagreement, but it turned into ethnic conflict. There are claims from local critics and media experts that political misunderstanding was not contained in SPLM Political Bureau or National Liberation Council, but it spreads to ethnic groups known as Dinka and Nuer ethnic groups. The ethnicity and polarization which occurred in 2013 still to grows in South Sudanese society. it has affected South Sudanese media sector. The conflict has displaced over 4.5 million across South Sudan in Unity State, Jonglei and Upper Nile and Western Bahr el Ghazal state where the Fertit were victims of the conflict. Deng (2025).

According to social scientists’ experts, critics and member of the civil society organizations blamed the members of SPLMs of IG, IG, Former Detainees or Group (10) who were later divided on tribal or ethnic lines. There were accusations from general public that they were part and partial of the crisis, all SPLMs (SPLM-IG , SPLM -Real and other factions which defected from SPLM-IG have failed to deliver the basic needs to the people of South Sudan. The South Sudan economy has been impacted by corruption, ethnicity, polarization and lack of the agricultural productivity such as essential food items were not produced locally, the country relies on Uganda, Sudan, Kenya, Dubai, Egypt among others for food supply. The government was unable to provide unclean save drinking water can be supplied from the River Nile, South Sudan water is flowing to Sudan and Egypt, these countries produce sufficient food for their own citizens, but the government officials are enjoying luxuries Vehicles known as V 8 or V6, the Vehicles purchased with over 160, 000 USD. It argued that government is investing or degenerative an unnecessary items that only benefit the

members of SPLMs IG, IO, Former Detainees and their associates. Deng (2025).

The oil revenue money is not reflected on economy; therefore, it creates hardship on livelihood of the people of South Sudan. The results of the bad economy have created massive and severe poverty on the entire South Sudan society. The media outlets were unable to get advertisements due to bad economy, therefore, the journalists are paid very low salaries that it cannot sustained the journalists who are working for local media outlets in South Sudan. It argued that South Sudan is on top of the country's most corrupt in the world. The South Sudan critics, human rights defenders and activists stressed that the country richness is not reflected in the lives of the masses as said by pope Francis when he delivers his speech in open Mass in Juba. Deng (2025).

It argued that the conflict has affected political stability, economic development, social and all aspects of the life in South Sudan. South Sudan lack roads, infrastructure, school, food security and sufficient health care facility. Rehim (n.d.) claims that there is violent against journalists, harassment, arresting and enforce disappearance of journalists, there claims that the freedom of expression is manipulated by the government, there are censorship, intimidation, and massive detention. Rehim (n.d.) stressed that the media outlets are not allow to cover opposition parties who are not SPLM. She argued that the South Sudanese freedom of expression is suppressed. Rehim (n.d.) said that the journalists are told by security agents not to published news or views of the political opponents, who opposes the SPLM. Deng (2025).

The military news is not allowed to be published on newspapers and online. Rehim argued that the government suppressed freedom of speech by arresting local journalists and influencing the reporters to cover the news that they are benefactors to them. The foreign journalists are denied accreditation, local and international media outlets are shutting down, media organizations are closed down and their staff are sent away from South Sudan. South Sudan Journalists who are critics are denied rights to establish online newspapers. The owner who established on line newspapers were block and denied access to publish on online through local Internet providers or Mobil Operators. Deng (2025)

Political actors who are in the government or in opposition are denied to be interviewed by journalists on (BBC) or even in the print because they have been challenging SPLM. Rehim (n.d.) argued that the National Security Service has been accused of arresting, torture and punitive, censor the contents which are expose or opposes the government, there are claims that the freedom of expression is suppressed, the media ethics and freedom of expression

are violated when a journalist wants to kill negativity of the story. The freedom of expression is not has been exercise by South Sudan citizens, even those who are in the government. (Deng (2025)

### **2.1. The researcher has summarized the statement of the problem and explained in the following steps:**

Firstly, it explained that the factors contributed to Brown Envelope Journalism (BEJ) known locally as Food Refund (FR) or Transport Fund (FR), or motivation or appreciation for the work well done for benefactor, the media experts argued that media owners, Journalists said that (BEJ) is attributed to low salaries which are paid to journalists. They are claims that the majority editors, are not experience and qualified to be editors which is disputed by some journalists and editors. It seems there is a common agreement among media stakeholders that journalists are paid less than less 100 USD or 40 USD, therefore, they can accept gift, money or (BEJ). Deng (2025).

Secondly, there are claims that there is donors' fatigue, therefore, they are unable to fund Media activities programme or project in the country. They have their own responsibilities and duties back home where they generate funding coming from. The war in Ukraine, floods, climatic change, inflation and scarcity of the resources globally have affected or reduced the media funding in South Sudan. The priority is given to humanitarian assistance to the needy. Deng (2025).

Thirdly, there are claims that the government of South Sudan is not paying the salaries of the civil servants regularly or monthly, therefore, it creates lack of liquidity in the market, the cash are only found among the loyalists of the government, five vice presidents, President advisors, National Ministers, some of Undersecretaries, Legislature and Judiciary among others. The business industry and general public are facing lack of liquescency, therefore, there are no advertainments for media outlets. There were claims that the Central Bank is lacking liquidity. Deng (2025).

Fourthly, the ethics and professionalism have been compromised by the Journalists due to several factors such as low salaries, upkeep, transport and social welfare among others. The ethics are neglected due to self-interest rather than common interest or public interest. There are claims that the Journalists are not trained on merits, professionalism and ethics of the Journalism since they are not trained, they are not aware, therefore, they can accept the Brown Envelope Journalism BEJ. Deng (2025).

Fifthly, there are claims that South Sudan is described as poor country in Africa. In spite of oil, non-revenues and natural resources, but the richness is not reflecting in the society. There are claims that the government has no

resources such Ministry of Finance and Economy Planning, the income generating institutions such Petroleum, Revenue Authority, Central Bank among others are lacking resources because the resources are given to individuals who are loyalists to the government or leadership of the SPLM, those who opposes him are made to die in agony through diseases, starvation, stressed for those who have ability to resist or keep fighting for freedom of the expression and bright future of South Sudan, only rely on their own talents and skills which sometimes oppressed by the government. Deng (2025).

Sixthly, South Sudan 'culture of the self -interest was observed that it has been growing higher and higher in South Sudan, it can be estimated to be over 90%, it is phenomena that very body in South Sudan thinks of his or her own interest not public interest. There are claims that it incepted by the SPLM in order to rule the country for so many years. It seems that the associates of the president Kiir has managed to influence him to adopt the Philosophy of Dr. Hassen Turabi a founder of Muslim Brotherhood of Sudan that'' starve your dog to follow you'' The Philosophy which used during liberation of the people of South Sudan to make Southern Sudanese joined National Islamic Front (NIF) which was later became National Congress Party (NCP) during which a lot of current politicians joined (NCP) to fight SPLM, but the same group are the ones on top leadership. Deng (2025).

There are claims that the people of South Sudan have been made to ignore any public interest such as human rights, good governance and rule of law, they only to think on her or his own interest such as taking care of his or her family, there is no nationalism or working for common good. The nationalists have to endure the suffering and persecution. The country remains undeveloped and society of violence and finally, it argued that South Sudan media sector cannot develop due to environment of corruption, low salaries and lack of good governance, human rights and rule of law. The critics argued that when the country lacks the direction, ideology and vision, therefore, everything is destroyed in the society. Deng (2025).

### 2.3. Objective of the Study

1. To investigate the factors which are contributing in existence of Brown Envelope Journalism (BEJ) in South Sudan
2. To discover why South Sudanese Journalists, accept Brown Envelope Journalism (BEJ) in reporting and covering news in South Sudan?
3. To explore the issues of the media in South Sudan such as policies and regulations on how the journalists are paid by the media outlets

4. To come up with findings and recommendations on how the Brown Envelope Journalism can be mitigated in South Sudan
5. To engage the media stakeholders on how the quality of the news can be improved in South Sudan
6. To find solutions on how the salaries, welfare and motivation of journalists can be improved in South Sudan

### 2.4. Research Questions

1. What are the factors contributing to Brown Envelope Journalism in South Sudan?
2. Are they trained or untrained Journalists?
3. What is the role of Union of Journalists of South Sudan (UJOSS), Media Authority (MA) and Association for Media Development in South Sudan (AMDISS)?
4. Do UJOSS and AMDISS reject the journalists who are practicing Brown Envelope Journalism (BEJ)?
5. How comes the Union Journalists of South Sudan (UJOSS) and AMDISS can mitigate Brown Envelope Journalism BEJ in South Sudan?
6. Why Investigative Journalism is not practicing in South Sudan?
7. Is there any an independent media in South Sudan?

### 2.5. Significance of the Study

The Study has explored the issues of the media in South Sudan such as the freedom of expression, media creditability, balancing, fairness, exposing the corrupt officials, safeguarding the public interest by reporting the issues of public interest, reporting on the issues of human rights, rule of law and good governance such as democracy and decision making in the communities. The media sector is oppressed by the members of the government or political actors who are in power. The oppressed communities can be majority or minority in the society, the media has been exposing the oppressors. The journalists or critics who are the ones who can criticize and challenges the wrongdoers in South Sudan society. There are concerns that the Brown Envelope Journalism can be mitigated unless the factors are addressed. It is largely practiced across South Sudan. The study has exposed the journalists who are engaged in Brown Envelope Journalism (BEJ) as source of income for their own interests by reporting and make public relation for wrongdoers. Deng (2025).

The study has focused on the ethics and professionalism, factors contributed to Brown Envelope Journalism (BEJ) in South Sudan. The study will also sight light on the issues of the media in South Sudan such as Investigative Journalism, freedom of expression, Harassment and intimidations on

Female Journalists in South Sudan among others. The study has explored solutions and answers to improve quality of reporting and covering of the issues of public interest and mitigating the Brown Envelope Journalism (BEJ) in South Sudan. The findings of the study will be used to improve the salaries, welfare or wellbeing of the Journalists and expose the wrongdoers who misappropriate public resources of the country among others. Deng (2025).

## 2.6. Literature Review

The media experts, critics and members of the civil society argued that the South Sudan Media is manipulated by government because there are no effective media outlets in the accept Eye radio and Mirray FM which are independent, there are argued that the politicians or businessmen that are associated to the government, are accused as source of BEJ in South Sudan. The government argued that it censored the news or report contents if it has political biasness that the it can be triggered the violence and polarization, ethnicity. Dr. Iman a Sudanese media expert argued that South Sudan has been influenced by wrong elements of ethnic group who are interested in implement their ethnic agenda through reporting or covering news. Rahim (n.d.) confirmed that the media in South Sudan is largely supported by troika known as the UK, the U.S and Norway. There are reports from UN agencies and Media outlets and members of the civil society organizations among others that there are questions which were raised are attributed to censorship, intimidation, detention, and marginalization due to critical opinion government, they are argued that there is freedom of expression, freedom of assembly, or political space in the country. Deng (2025)

Rahim argued that South Sudan government has been accused that it censored the contents which opposes its policies and leadership style such as political appointment, good governance, human rights and rule of law among others. Rahim has conducted a research on Free and fair Journalism in South Sudan, she accused the South Sudan government which is led by SPLM of censorship, intimidation, arrest and lack of (assesses to information) at the government institutions which is a constitution right to an (assesses to information). Media Authority has denied accusations of the researcher that the journalists have right to access to inform, he indicated that it is indicated in South Sudan Media Authority. The critics argued that there is no ‘‘ Right of Access to Information’’ in South Sudan for instance, the Presidential Decrees are hardly to be access unless through political associates or affiliates. Deng (2025).

The South Sudan critics argued that South Sudan media has been described as unprofessional due to bad governance, ideology of politized ethnicity, lack of nationalism or ability to work for common good among others. There are

arguments that South Sudan three arms of the government known Legislature, Executive and Judiciary as well as civil society entities are affected by bad governance, politicization of ethnicity, polarized society in which the leaders are working for their own interests. The critics, journalists and activists raised concerns that the society has been affected by polarization and ethnicization which is caused by politicians who are working for their own interests rather than common good or public interest. Media scholars stated the media has been manipulated by South Sudan government, but the pro or die hearts of the government think that there is ‘‘ Right of Access to Information as indicated in the constitution of South Sudan and Media Authority (MA). Deng (2025).

The researcher has elevated a query is it true that the Brown Envelope Journalism a motivation, appreciation or corruption? It clearly that it is dishonesty malpractice of accepting bribery in the name of motivation or appreciation which is given by business man to kill the negativity of story, but the media experts argued motivation, appreciation is given or provided by the media outlet rather than the benefactor. The journalists are largely observed that working in favouring the benefactor. It argued that Brown Envelope Journalism is renamed locally as appreciation, motivation or facilitation for reporting, covering news or events which is global known as Brown Journalism, it emerged in Africa largely compared European or U.S. Some of South Sudanese journalist or media outlet were observed in working for benefactors to kill the negativity of the story or news, the media experts argued that Brown Envelope Journalism in South Sudan undercover due to low salaries and economic hardship which is faced by South Sudanese. The journalists are aware that it is an unethical practice that the practice ,it is not tolerable by the media outlets and media stakeholders. (Onyisi, 1996; Akabogu, 2005; Nwabueze, 2010). Okunna (1995) explained that Brown Envelope Journalism is bribery and unethical accept bribery to kill the negativity of the news or story. The research exposed that the journalists or editors are accepting Brown Envelope Journalism due to South Sudan bad economy. Deng (2025).

(1995, p.57). Skjerdal (2010), have explained that Brown Envelope Journalism as unprincipled exercise, which is conducted by unethical journalists, media outlets, editors and very corrupt chief editors who are working for their selfish interest than common good of the people of South Sudan. South Sudanese media experts said that it is clear violation of media principles and professionalism in which the media is founded to be fourth arms that monitor the three arms of the government known as legislature, executive and Judiciary. The study discovered that the Brown Envelope Journalism is a result bad governance,

lack of rule of law and human right violation in which the public resources are not properly utilize for common good, therefore, the journalists are forced to use Brown Envelope Journalism as only way of survival, there are claims from researchers that all professionals in South Sudan have been affected due to low salaries, unregular payment among others.

2010), have argued that Brown Envelope Journalism (BEJ) has been damaging the creditability of Journalism in Nigeria. The BEJ is largely practiced in Nigeria and African continent, there are claims that BEJ was born in Africa continent and in particular Nigeria due to severe corruption across African countries. There complains that BEJ has been contributing negatively in killing negativity of the news, covering the public matters, such as bad governance, violation of rule of law and human rights among others. The low salaries, lack of motivation and appreciation by media outlets forced journalists to accept BEJ in order to meet their needs under bad economy of African countries. Uko (2004), argued that from 1978- 1983, the number of journalists has increased in exercising the Brown Envelope Journalism in African countries. Deng (2025)

Nwabueze, (2010, p.498), and media experts explained that Brown Envelope Journalism is renamed as Public Relations, Kola, Kwa, Keske, egunje awufu among other names. The media experts or researchers argued that BEJ is rooted in Nigeria due to culture of corrupt in Nigeria society. The print, FM radio and Broadcasting have been practicing as means of generating incomes or source of income among Nigeria journalists, South Sudan, Kenya and Uganda among others. BEJ is used by unethical journalists who do not believe in principles and professionalism by which the journalism or media is founded. Deng (2025)

(Asira and Okpo, 2013, p.16), Danladi (2008), Ekeanyanwu and Obianigwe (2012, p.519), said that Journalists in Nigeria are accepting (BEJ) in order to meet their daily needs of the families since the media outlets are paying very little salaries. The journalists are not motivated, appreciated by media outlets, therefore, they go for Brown Envelope Journalism as the only option given to them by economy hardship in Nigeria. It argued that journalists in Nigeria are paid less than one hundred US dollars in equivalent 15,000 NGN or one hundred and ten US dollars as 20,000 NGN. The low salaries have contributed negatively in the quality of news, professionalism, ethnics and balancing. Deng (2025)

Akabogu (2005) explained that the Brown Envelope Journalism (BEJ) is regarded by journalists and media experts as violation of ethnics, it became a culture, norm and practice by journalists in Nigeria and Africa continent. Deng (2025) believes that since the salaries of journalists are not improved or increased than the Brown Envelope

Journalism remains in Africa media sector, in some countries which have strong economies they can be mitigated, but in poor economies remains a change and issue of study for more years to come. South Sudan Brown Envelope is named as Transport Fund (TR) or Food Refund (FR), some journalists believed it is appreciation, motivation or facilitation to report and cover the news. Deng (2025)

Asira and Okpo (2013, p.16) and Hence, Nwabueze (2010, p.142), have contended that Nigeria society has been affected by corruption, Nigeria government officials have been accused of 'naked theft of public' there are arguments that Nigeria is regarded as most corrupt state or country in Africa, the BEJ was given birth in Nigeria according to media experts. The corruption has polluted all institutions in Nigeria. There are claims that education is corrupted, there are malpractice in education sector, the media which is supposed to report, cover or exposed is also affected by corruption. The entire Nigeria society is corrupted. Deng (2025), argued that South Sudan borrowed corruption from its neighbours Kenya and Uganda, but it becomes more corrupt than the masters of corrupt such as Nigeria, Kenya and Uganda, but the media experts have been narrating these malpractices, but South Sudan is uncovered or reported unless by externals such as researchers from US, European, UK among others.

(Ikechukwu, 2014, p.152). argued that Brown Envelope Journalism (BEJ) is largely practiced by untrained journalists, they are not concerned by professionalism, ethics and principles of journalism of balancing, creditability and free media. Ikechukwu said that the practitioners of Brown Envelope Journalism (BEJ), do not bother to maintain media professionalism or consider the principles and ethics during which is founded. The Brown Envelope Journalism (BEJ) has been impacting the quality of news, report, cover and creditability because the news or report are not balanced and work for benefactor interest than public interest or common good of the society.

(Ikechukwu, 2014, p.152) argued that the Brown Envelope Journalism is largely by untrained journalists because they are not aware of ethics and professionalism of journalism or media, but Deng (2025) argued that Brown Envelope Journalism is practiced by both trained and untrained journalists, it is attributed to low salaries, motivation, appreciated and facilitation, for instance, Aljazeera Arabic or English, CNN, BBC among others are not accepting Brown Envelope Journalism because they are higher paid, motivated, appreciated and facilitated to cover news and events or interviews among top government officials, a journalist can travel to US to interview U.S. A president in White House, he or she can stay in five-star hotel that he or

she cannot compromise news content or reporting on approved news items by chief editors.

Ekeanyanwu and Obianigwe (2012), have said that wrongdoers have been working for their interests rather than the common good, the media experts argued that the news should be balance the news but news or report, coverage under Brown Envelope Journalism (BEJ) is biased due to unbalanced, untruthful, inaccurate of reporting or covering news by Brown Envelope Journalism practitioners in Africa continent. There are claims that the Brown Envelope Journalism kills negativity of the story or news and emphasizes on positivity. It argues that the journalism or reporting or covering turn to be public relations than reporting or reporting, by the practitioners of Brown Envelope Journalism have turned as public relation officers than being reporter or journalists.

Ekeanyanwu and Obianigwe (2012), stated that wrongdoers, work very hard to ensure that their interests are met through bribery of journalists who are very weak in order to change the contents. It is largely practice in Africa and in particular Nigeria. Deng (2025) Confirmed that that South Sudan media sector is practicing Brown Envelope Journalism (BEJ), the are reports, arguments and claims that the BEJ is practiced due to low salaries, lack of motivation, appreciation and facilitation because the media outlets lack resources to pay journalists good salaries grant good packages such as motivation, appreciation and facilitation in order to avoid malpractice and bribery from benefactors

Deng (2025) and Rehim (n.d.), have argued that South Sudan's media inherited some challenges or issues from Sudan since South Sudan gained independence on 9<sup>th</sup> July, 2011 through Comprehensive Peace Agreement (CPA) which has ended the longest civil war in Africa when the two parties of the conflict signed Agreement in Nairobi, Kenya in 2005, the peace talks were negotiated in Naivasha which ended in Nairobi, Kenya as Comprehensive Peace Agreement (CPA). The Agreement was signed by President Omar Al- Bahir represented the government of Sudan and Dr. John Garang de Mabior a chairman of Sudan People's Liberation Movement /Army (SPLM/A). The CPA was negotiated and funded by the USA, the UK and Norway in order to end longest civil war in Africa. The South Sudan Referendum was conducted through support of troika known as the U.S.A, the UK and Norway, the closers friend of South Sudan, but the South Sudan government led by SPLM under leadership of president Salva Kiir Mayardit damaged a good relationship with their closers friend of South Sudan who have not abandoned people of South Sudan during liberation, post-liberation, referendum and post -independence.

Deng (2025) argued that Norway People Aid was operating in liberated areas or known as SPLM/A controlled or liberated in Yai and some areas to support the people of South Sudan during liberation era. Norway People Aid declined to part and partial of humanitarian system known as Operation Save Lives (OSL), in order to support the people of South Sudan freely with restriction and humanitarian rules and regulations, Norway People Aid (NPA) established its based in loki outside UN based in Loki. Rehim (n.d.) said that that the South Sudan media sector has been affected by politicization of ethnicity, the contents of news or stories are altered for ethnic group interest of the politicians who are in the government., she argued that South Sudan faced challenges of creditability, unbalance, unethical among others.

Deng (2025) argued that power struggle among the members of SPLM political Bureau over leadership and governance on how the chairmanship of SPLM can be led, some were for secret balloting, electing or raising hands, it argued that the opposing group which was comprised of SPLM – Former Detainees (FDs) headed by Pagan Amum, SPLM -IO which was headed by Dr. Riak Machar Teny were for secret ballot or voting, but the group of -IG was for raising hands which regarded by SPLM -IO and SPLM – FDs as intimidation as tool that can be used to victimized those who are opponents of SPLM -IG. The power struggle in SPLM has triggered the polarization in South Sudanese society, for instance, the majority of Dinka elites were pro-SPLM-IG led by president Salva Kiir Mayardit, the majority of the loyalists of SPLM -IG and some members of Upper Nile were for SPLM-IO but some Nuer ethnic group were loyalist SPLM-IG, but the majority of Nuer and Chollo politicians were divided among the SPLM-IG, and SPLM- IO, but the majority were for SPLM-DC and Pagan Amum of SPLM – FDs later SPLM -Real is unpopular in Chollo because he was handpicked by late John Garang without SPLM he could have not been known by the Sudanese public. He is unpopular compared to Salve Kiir Mayardit among others. According to UN, international NGO the conflict has displaced over 4.5 million South Sudanese externally and internally. Deng (2025).

It argued that the conflict has affected political, economic, social and all aspects of the life in South Sudan. South Sudan lack roads, infrastructure, school, food security and sufficient health care facility. Rehim (n.d.) claims that there is violent against journalists, harassment, arresting and enforce disappearance of journalists, there claims that the freedom of expression is manipulated by the government, there are censorship, intimidation, and detention. Rehim (n.d.) stressed that the media outlets are not allow to cover opposition parties who are not SPLM. She argued that the

South Sudanese freedom of expression is suppressed. Rehim (n.d.) said that the journalists are told by security agents not to publish news or views of the political parties who are opponents such as SPLM-IO, SPLM-Real among others. Deng (2025)

It argued that the SPLM who advocates for New Sudan and spearheaded second civil war under leadership of Dr. John Garang de Mabior has managed to some extent his achievement of the liberation of the people of South Sudan, through South Sudan Referendum, South Sudan managed to attain the South Sudanese referendum, the people voted by 99% who had voted for South Sudan Referendum in 2011. Rehim (n.d.) said that South Sudan government has been accused by critics, members of the civil society organizations, faith-based organization that people of South Sudan and media in particular are denied access to information, freedom of expression, freedom of association, free media among others. She argued that freedom of expression is suppressed and journalists are intimidated, detained, harassed, some of them were killed in cold blood. Deng (2025)

There are claims that the military misconduct which were conducted by some senior military officers such as bad governance, violations of human rights and rule of law are not reported under cover of classified information. There are arguments the foreign media outlets which are based outside South Sudan were censored such as Sudan Tribune among others. The internet operators were instructed to censor the contents of these banned media outlets, unless through UN, NGOs and international organizations. There are reports that Ministry of Information & Broadcasting, Telecommunications and Digital Service was accused that the security agents were accused of denying some journalists or individuals are denied to own the media outlets because he or she is criticized to own newspaper or radio.

## **2.7. Impartiality of the journalism (Ethics and Professionalism) in African Context and South Sudan**

Akabogu (2005), Nwabueze, (2010), Asira and Okpo (2013, p.16), said journalism ethics are vital in journalism, but economic situation and inflation has forced the journalists to accept Brown Envelope Journalism (BEJ) in order to meet their basic needs to cater for their own families since the salaries are not sufficient for their own needs. Deng (2025) argued that South Sudan media environment is regarded by media practitioners and experts as unfriendly due to censorship, bribery, intimidation, lack of resources in the country. The study confirmed that even journalists who are employed by private media were accused that they still receive Brown Envelope Journalism (BEJ) in darkness since Brown Envelope Journalism is global routine among some journalists who are unethical or

obligating to media ethics and professionalism. Akabogu (2005), Nwabueze, (2010), Asira and Okpo (2013, p.16) have expressed concerns that even the children of primary and secondary schools in Nigeria are involved in malpractice in examination which is regarded by critics as transferring corruption to the future generations to come. Deng (2025)

Hence, Nwabueze (2010, p.142), argued that journalists are not exceptional to corrupt habit in Nigeria since the entire society is affected by corruption, even the children or rather kids were brought up in very corrupt society, where somebody accepts bribery in order to serve its own not public, they were not working for common good. The study discovered that South Sudanese journalists have renamed Brown Envelope as Food for Refund (FR), Transport Refund (TR) others renamed as appreciation, motivation or facilitation for reporting which is totally rejected by media outlets and media stakeholders in the country. The motivation, appreciation and facilitation are done by media outlets where they work for not benefactors who is politician, business men among others.

Ekeanyanwu and Obianigwe (2012) stated that Nigeria media sector has been compromising the objectivity of the content due Brown Envelope Journalism, it has been described as unbalanced, biased, untruthful, inaccurate and uncreditable, the journalists who are working for disinformation and misinformation, they are named as journalists or peddles lies. South Sudan Brown Envelope Journalism is result of political corruption, there are claims that if you are not corrupt person you are name as unsound, foolish or unambitious or unselfishness, a person who works for common. Deng (2025).

Asira and Okpo (2013, p.16) stated that Nigeria Media sector has been named as source of Brown Envelope Journalism (BEJ) or rather the birth place on planet, but the Deng (2025) traced some elements Brown Envelope Journalism (BEJ) in UK is explained below:

“ In 1994, it argued that Business man known as Mohamed Al-Fayed the owner of Harrods

department store own has attempt to bribe or payment to a Member of the Parliament (MPs) in the House of Commons in order to influence the Parliament deliberation, debate and discussion of the Parliament to asked question that reflects his interest, but it was discovered by The Guardian, therefore, he and MP were exposed to the media, in which they were condoned by Public and Parliament. It argued that the UK fought this an attempt of Brown Envelope which was used by Mohamed Al-Fayed to influence the decision in UK parliament, it argued not attributed to Brown Envelope Journalism, it merely bribes usually used

by the Business men to attain his or her interest. “ Deng (2025).

The researcher argued that Brown Envelope Journalism has emerged after South Sudan gained independence in 2011. The Brown Envelope was not really practiced during the democratic government in Sudan. The Southern Sudan Regional Government which was comprised of two powerful parties known as Southern Front (SF) which Sudan based during first liberation of the people of Southern Sudan in 50s and 60s. The Sudan African National Union (SANU) split into two Sudan based and exile established, the exile based formed Southern Sudan Liberation Movement SSLM which signed an agreement with Sudan government under the Addis Ababa Agreement which granted the Southern Sudan Regional self -ruled government which was based in Juba. Deng (2025).

The study of Deng (2025) stated that Brown Envelope Journalism (BEJ) is habit which has emerged in early twenty first century in South Sudan particular under SPLM led government during which a corruption is prestige, the politicians and business men who are associates or affiliated to SPLM were observed that they got rich through government contracts, they were granted contract through single source due to their association to SPLM. The South Sudan critics argued that the former Southern Sudan Regional Government which was led by two parties known as Southern Front (SF) and The Sudan African National Union (SANU), the government was formed due to Addis Ababa Agreement which was signed by Sudan government and Southern Sudan Liberation Movement (SSLM) led by Gen. Joseph Lagu and president Nimeiri of Sudan, but the Addis Ababa Agreement was signed Abel Alier and Ezibon Mondiri a head of the Sudan Africa National Union (SANU) , it seems Nimeiri declined to sign the Addis Ababa Agreement so that they cannot be part and partial.

The eye witnesses who lived under Southern Sudan Regional Government argued they were more transparency than the current government, Southern Sudan was relying on Khartoum, but they managed to construct ministries and government residence for their officials. SPLM who contributed in liberation of Southern Sudan was accused that they did not deliver services to the people of South Sudan, some critics argued they have not delivered what they promised people of South Sudan, some said the ideology of SPLM known as New Sudan had died with Dr. John Garang, some say it has not died yet.

South Sudan critics argued that SPLM was more popular during liberation, but popularity has decreased after the conflict of 2013, because they put their personal interests first than common good, they divided the South Sudanese society on ethnicity, regionalism and segregation or clan that affected all professionals in the country. The

politicization of ethnicity has affected the media sector, because the media has been accused of politicization and ethicized biasness which impacted media creditability and professionalism in the country. There are claims that the SPLM has failed to deliver services to the people of South Sudan who fought together with SPLM. There are claims that SPLM led government managed to establish some institutions such as legislature, executive and judiciary, but the Legislature is described as Ramper Stamp assembly than the really parliament that can oversee the executive and judiciary, it argued that legislature, National legislative and Council of State cannot summon a president or challenge him because they are appointee or handpicked by leadership, the constitutional is violated for instance an elected governor or member of Legislature who die or dismissed are not elected as per constitution, but they those who replace them are handpicked or sons or daughters of the deceased or who are fired due to their conducts. Deng (2025)

The explained that South Sudanese economic hardship has been contributing negatively in Brown Envelope Journalism because the media outlets are hardly getting advertainments in order to operate effectively that they can pay the salaries of journalists regularly or they can pay good salaries that it can make them more independent or cannot make to compromised their ethics in change for money through brown envelope journalism in South Sudan. There were reports that the civil servants have not been paid for more than one year or more than that, the critics, South Sudan members of civil organizations argued that SPLM led government has kick started wrongly instead of working for common good they started with luxuries such as Vehicles GXR V8, V6, staying in luxuries Montel or first or second star Montel on expenses of public resources which are made for public services such road, bridges, schools, agriculture scheme, security, health care among others, but they were made to benefits a few top government officials.

The study explained local context of brown envelope journalism, he argued that it has been confirmed that the Brown Envelope Journalism has been practiced in South Sudan under the renamed it as Food Refund (FR), Transport Refund (RF), there were observations that the journalists are rival over workshop or worksam in Dinka language and Nuer Language, the registered for more than five workshops /worksam so that they can collect at the end of day five envelopes or more, in order to report on their programme. They are claims from South Sudan journalists that they are paid about 50 U.S. A dollar per a month which is insufficient for their needs. There are voices from Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS),

Media Authority (MA), Ministry of Labour, Ministry of Human Resources. There are a few journalists who are known by media stakeholders that they are practiced brown envelope journalism, one of them is chief editor who owned newspaper, he is known of use his newspaper as entity of public relations in which media outlet is used to report or cover unbalance, inaccurate and positive reporting in which negative story or news are killed and appear positive aspect. The study discovered that even the journalists who are working as freelance do accept the brown envelope journalism, they consider as appreciation, motivation or facilitation to report news or events. Deng (2025)

## **2.8. Consequences of the Brown Envelope Journalism on content, creditability and quality of news in South Sudan**

The study contrasts between the first, second and third generations of journalists early 60s – 70s, 80s – 90s and last current generation of Brown Envelope Journalism in current South Sudan, the first group were Bona Malual, Atem Yak, Jacob Akol, Madeng de Garang, a former Minister of Information, Southern Sudan Regional Government, Bono Malual Madut former Editor-chief of the Vigilant Newspaper and Sir Anai Kelueljang among others, second generations journalists were Victor Keri Wani of Newspaper The Citizen, Alfred Taban of Khartoum Monitor later Juba Monitor and Nhial Bol Aken of the Citizen Juba based, among others. All these three groups were not receiving bribery or brown envelope journalism. Deng (2025).

The study explored if the Mirraya FM radio and Eye radio are receiving brown envelope journalism or not, some journalists who are freelance journalists confirmed that they do receive in darkness since they are paid less than 3,000 USD per amount, but others journalists said they are not receiving any bribery since the work for UN, it is not allow to engaged in corruption, the researcher was unable to interviewed Eye radio and Mirraya FM, the Eye radio was too far outside Juba town, therefore, the researcher did not managed to interview them. The Mirraya since it is UN entity, I was unable to meet the head of Mirraya FM radio, therefore the research was not authorized or grant permission to interview Mirraya journalists. The radio faith-based FM radio across the country were reached, but the researcher managed to some of them at Association Media Development in South Sudan (AMDISS). Deng (2025)

There are voices that the local churches under the South Sudan Council of Churches have been accused of not impartial and not working for common good of the people of South Sudan, but the loyalists to the church's leaders rejected the concept that local churches are not working for common good. There are claims from faithful that the Bishops, priests who are responsible are hardly to be

accessible. There are claims that they decline to meet some critics or opponents of the government. There are accusations that they are manipulated by the government since some were rejected by local church, but they were imposed by Vatican on the dioceses. These accusations are largely among local clergies not missionaries. The local clergies are under protection by security agents of the government, therefore they declined to association with critics and activists. There are voices from the churches that the South Sudan Council of Churches cannot be manipulated because they are impartial, they argued that they are faith based which rely on Teaching of Jesus Christ therefore, they are guided by Holy Spirit not self-interest of the people. They faithful members of the Churches argued that the quality of the Church Media based has been compromised like other media outlets in the country. Deng (2025).

South Sudan Council of Churches an ambarella of churches was observed affected by politization of ethnicity, there are claims that even the Catholic church local church has been affected when Vatican appointed Stephen Amyu of Bishop of Torit and transferred to be Catholic Archbishop of Juba, some of faithful and clergies have rejected the appointment of Stephen Amyu as Archbishop of Juba. He was rejected not to installed on the throne as Archbishop of Juba Archdiocese or Metropolitan. Vatican stood very firm and through help the government Archbishop of Juba was installed, The Vatican through local church, they work closely with South Sudanese to ensure that the Archbishop Stephen is installed on throne as Archbishop, he was accused by some clergies and faithful, but Charge Affairs stood his ground and installed Archbishop Stephen Ameyu Martin Mulla was installed at the St. Theresa Cathedral Juba. He was appointed on 12 December 2019 and installed on 22 March 2020 On 9 July 2023, he was made or appointed Cardinal to represent South Sudan in Vatican. The critics, media experts argued that local church is divided based on ethnicity, the politicians have created politicization of ethnicity as the only way remain in power, SPLM -IG, SPLM-IO, SPLM FDs among others SPLM split over ethnicity or over power sharing or on system of governance.

## **3.0 Observations Review**

The researcher observed was described by the journalists who are received Brown Envelope Journalism (BEJ) as Mr. Brown Envelope Journalists instead they instead they called practitioners of Brown Envelope Journalism, they believe that it is not bribery, it is appreciation, motivation and facilitation for reporting, covering and the events that it serves the interest of benefactors who paid for news or coverage. They had attempted to discourage researcher not continue spent some times any matter does not hold water,

but researcher told me that it is very vital since it violates the principles, ethics and professionalism of journalism which founded on balancing, exposing the negativity or wrongdoing issues that affected the public interest. The study could be first research paper which is documented by South Sudanese media expert who is attempting to raise some questions on Brown Envelope Journalism in South Sudan by South Sudan media expert who is very keen to research on the issues of media in South Sudan, and attempt to find solutions and recommendations which necessary for common good. Deng

The researcher has observed that the issues of media in South Sudan were largely explored by external researchers such as Kenya, Uganda, Sudan and European. The researcher is attempting to contribute in humanities and education as researcher of education and humanities because they are interlinked to each other. The study is attempting to find solutions by South Sudanese than external. South Sudan media problems are known by South Sudanese rather than external, for instance, Brown Envelope Journalism practice can be understood by South Sudan media practitioners because they live within the environment, for instance unregular salaries, low salaries, bad governance, rule of law and violation of human rights are attributed to acceptance of Brown Envelope Journalism in the country. Deng (2025)

There are claims from the practitioners of Brown Envelope Journalism (BEJ) that World they live in is very corrupt and nobody can change it. It argued that the media experts have evidences that the Brown Envelope Journalism is largely practiced in South Sudan, those who is there is no (BEJ) is mere lie and unfounded. The experts argued that the World is inhabited by very corrupt people, but there are people who are not corrupt therefore, they work tirelessly for the common good of the humanity and their communities, society where lives. Deng (2025).

The respondents who were interviewed by researcher argued that Brown Envelope Journalism (BEJ) is renamed in South Sudan context as Food Refund (FR) since journalists are not eating five meals of workshop such as breakfast, tea break, Lunch, tea break. dinar is made for those who are full board, but the non- residences eat four meals. The participants who are not staying at the hotel are given transport, therefore the all participants who are non-residences are given Transport Refund (TR). According respondents the Brown Envelope Journalism is considered as bribery by media experts and stakeholders, but the South Sudanese, Kenya, Uganda who are working in South Sudan believe it is not Brown Envelope Journalism (BEJ) is regarded as motivation, appreciated and facilitation, but the ethicists, media experts and media stakeholders think that it is not motivation, appreciation and facilitation, because

these elements are given by media outlets so that news or story and events are not compromised due to bribery or brown Envelope Journalism (BEJ).

Media stakeholders, critics and media experts feared that the Brown Envelope Journalism (BEJ) has been renamed differently in South Sudan, if it is not fronted or fought, it will be developed as habit or phenomena that it cannot be erased in the memories of future generations to come. The critics and media stakeholders are concerned that if the media sector is corrupted subsequently the South Sudanese public will be unprotected since the fourth army of the government is very corrupt, therefore, there is no entities that can safeguard their interests. The media experts argued that if the media outlets are not exposing very corrupt politicians and businessmen then the society is very vulnerable in terms of good governance, rule of law and human rights. There are accusations that the journalists who are rejecting Brown Envelope Journalism (BEJ) are called as imprudent journalists because they are rejecting BEJ, According to BEJ practitioners, they have been rejecting BEJ, but they are stilling footing like chickens which have no vehicles or bikes to ride or drive. The journalists who are professional and ethical are attributed to poverty and humiliation compared to those who accept bribery or BEJ, they drive very expensive Vehicles known as GXR V8, V6 which are imported from Dubai, they are ridiculed or chuckled at.

It is true that media sector had changed over centuries compared to inception in Europe between 15<sup>th</sup> century and 17<sup>th</sup> century, there claims from critics that the media has changed when it cross Atlantic occasion due to environment, some are saying that it has changed due to capitalism, at the 15<sup>th</sup> and 17<sup>th</sup> century, the media contents were altered by the owners of the media outlets, but due to advertisements at the twenty first century, it has been observed that the media lost its founding principles globally, there are claims that capitalism has impacted negatively the principles and professionalism due to businessmen 's interests, it is commonly practiced in South Sudan, under the name of Food Refund (FR), Transport Refund (TR). The study calls on the media stakeholders to combat the culture of Brown Envelope Journalism (BEJ), it violates the principles and professionalism of the media during which it had been founded in Europe and beyond. The media was created in European in order to oversee the three arms of the government known as executive, legislature and judiciary, if the fourth arm of the government is manipulated who will safeguard the public interests since there are claims that three arms of the government are not working for common good of the people of South Sudan because the public has no right elect the officials in executive and legislative since there are

accusations that the politicians in the executive and legislative and handpicked by some politicians are in power to work for their own interest which is regarded by critics, media experts and members of the civil society organizations as well as defenders of human rights globally and locally as violation of UN declaration since it was inception.

### **3.1. Academic background and theories of Brown Envelope Journalism**

### **3.2. Methodology**

The researcher has conducted the study by applying mixed approaches known as qualitative and quantitative, the study was conducted in Juba, South Sudan among eight media organizations, media outlets, Media Authority and among individual journalists who were working for media sector. The Study was self-sponsored initiative in which the researcher wanted to expose some behaviours of journalists who are practicing Brown Envelope Journalism under so called Food Refund (FR), Transport Refund (TR), sometimes, they called a motivation, appreciation for work well-done when they were covering or reporting the issues of public interests. The study was conducted at the Association Media Development in South Sudan AMDISS, Union of Journalists of South Sudan (UJOSS), the researcher was based at the AMDISS headquarters known as Peace Centre where all journalists were the free internet connectivity and office space is granted by AMDISS.

The questionnaire is comprised of qualitative and quantitative in order to generate the narrative, and statistical results that it is used to present the research findings and recommendation on how the Brown Envelope Journalism (BEJ) can be mitigated in the country. The study discovered that the Brown Envelope Journalism is due to little salaries, demoralisation, lack of motivation and appreciation by the media outlets they work for. Bad economy, inflation, lack of advertisements among others. There are concerns that the Ministry of Labour, ADMISS, UJOSS have not developed or established a policies and regulation on how the journalists are paid to avoid the Brown Envelope Journalism (BEJ) in South Sudan.

The research was conducted at the Peace Centre AT AMDISS, Union Journalists of South Sudan (UJOSS), Media Authority (MA) an individual journalists who work for Al Mawguf Newspaper, Freelance journalists, members of civil society organization, Equator Broadcasting (EBC), South Sudan Broadcasting Corporation (SSBC) among others. The research was an attempted to discover the culture of bribery, Brown Envelope Journalism and violations of the principles and professionalism during which the journalism, media and Mass Communication is founded in Europe. It was an attempt to contribute globally,

regionally and locally in media sector challenges in the South Sudan.

### **3.3. The Research limitations, Challenges and Acknowledgments**

The researcher argued that the study was a personal initiative, which was conducted in order to expose the most corrupt journalists who have been using the public good such as news for their own benefits not for common good of the people of South Sudan. The researcher was very concern that South Sudan media issues are explored by external media in Sudan, Uganda, Kenya and Ethiopia. The current South Sudan generation of journalists are lacking media literature reviews, materials, references among others. The researcher was unable to interview journalists who were Mirraya FM radio because the researcher was not granted permission to access the Marriya FM radio, since it is under United Nations Mission (UNMISS) The AMDISS granted or provided an office space for a researcher to conduct interviews and internet connectivity to able him to research on Brown Envelope globally, regionally and locally.

The researcher appreciated the role of president of the Union Journalists of South Sudan (UJOSS) in facilitated the research, he has instructed the journalists to spare their times to answer and filled the mixed approach questionnaire, the researcher was unable to go and interview the manager of Eye radio and journalists, the research was conducted at the Christmas and new year seasons, therefore, the top managers travelled for Christmas and new year celebration. The research was conducted only in Juba City block at the Juba City Council, it took the researcher more than a month to cross the Juba Bridge in order to interview the Managing Director of Media Authority (MA), he after a month, he managed to interview the Managing Director of Media Authority (MA). The study was to introduce the importance of ethics, professionalism, creditability, exposing the negativity not positivity in balancing news or covering the issues of public interests of the people of South Sudan and humanity.

The researcher managed to interview 100 journalists who were based at the Association Media Development in South Sudan (AMDISS) on the issues attributed to Brown Envelope Journalism in South Sudan and what is the way forward to mitigate the BEJ at the media outlets in the country. The study argued that 60% of the respondents confirmed were interviewed through interviews admitted that the Brown Envelope Journalism do exist in South Sudan the 40% of the respondents were interviewed or filled were based on quantitative or statistical data. The study has contributed positivity in exposing the corrupt journalists and politicians or businessmen who are bribing

the journalists to report on their positivity rather exposing negativity of their deeds.

### 3.4. Data presentation and Analysis

The study revealed that there are some journalists who believe that there is no Brown Envelope Journalism in South Sudan, they think that it is a motivation, appreciation for job well-done by those who accepted Brown Envelope Journalism (BEJ), but the majority of the journalists have rejected their claims that it is untrue that it does exist, the researcher discovered that the practitioners of (BEJ) are always observed accounting or sharing some South Sudanese Pounds after Press Conferences largely among government entities. Bribery is confirmed by their deeds and the way they were answering questionnaire, some of these journalists renamed the researcher as an old man of Brown Envelope Journalism (BEJ) as defensive mechanism of residence of combating or mitigating the Brown Envelope Journalism (BEJ) in South Sudan. Deng (2025)

The researcher argued that Managing Director of South Sudan Broadcasting Corporation (SSBC) was on leave, therefore, the researcher was unable to interview him, but his deputy authorizes the interview of the journalists who were working for SSBC. The study revealed that the troika known as the U.S.A, the Norway and the U.K were fully in supportive of media, the Peace Centre where the journalists were given office space to prepare their reports, the Centre is equipped with internet and water and hot drinks were provided during the study. It argued that the Peace Centre was UNESCO imitative founded by troika.

The Peace Centre was founded in order to facilitate the journalists who have no an office space, internet connectivity to report or cover news, since the news or covering is regarded as public good or they are working for common good, therefore, they are supported by donors through AMDISS and UNESCO. The researcher has interviewed over 90% at the Peace Centre which is situated in the AMDISS premise. The study explored the issues and factors that contributes to Brown Envelope Journalism, the study revealed that the South Sudan suffering and hardship are attributed to bad governance, violation of the rule of law and human rights as well as bad relation with external particular the friends of South Sudan who were supporting the people of South Sudan during liberation, referendum and post referendum known as troika (the U.S.A, the U.K and Norway). Deng (2025)

The researcher was criticized by an elder journalist who was working for one of the founder of Association Media Development in South Sudan (AMDISS) argued that the researcher of this paper is wasting his time, because the study is irrelevant, he said that there are serious problems more than Brown Envelope Journalism, but the researcher

defended the research topic, by saying that the public interest is safeguard by media outlets and largely by journalists, if the journalists are bribed or corrupt, then who will protect the public interest since the ethics, professionalism is violated by the defenders of the rule of law, good governance and human rights in South Sudan. The majority of respondents argued that the Brown Envelope Journalism (BEJ) is affecting the creditability, balancing and exposing the most corrupt officials in the country.

The study revealed that the Brown Envelope Journalism (BEJ) is affecting creditability, quality of news, reporting and covering, the critics think that the media in South Sudan is not sufficiently exposing the three arms of the government due to unfriendly environment in which the journalists are not freely to expose the most corrupt officials or conduct investigative journalism to explore the issues of public interest, the South Sudan legislature has been accused as rumba stamp legislature, which is rejected by the three arms of the government, the government believes it is unfounded allegations that it cannot be approved by the critics of the government, there are claims that the media outlets are lacking resources in order to conduct investigative journalism due to South Sudan economy recession, conflict, bad governance, human rights violation among others challenges in the country. Deng (2025)

It argued that the Brown Envelope Journalism (BEJ) is caused by the severe poverty which conquered entire South Sudan society, there are claims that all South Sudanese are competing to be loyalists of the government or otherwise, somebody can die in agony or life in poverty and become a laughingstock of Juba City Council, the researcher witnessed the majority of the critics were made to suffer until they passed on due to poverty because they decided to work for common good of the people of South Sudan. The Brown Envelope Journalism (BEJ), Food Refund (FR), Transport Refund (TR), bribery, wrong appreciation and motivation was as result of poverty due to bad governance, unclear policies by AMDISS, UJOSS, ministry of Labour to regulate how much journalists can be paid in order to report or cover the issues of public interest. Deng (2025)

The study revealed that the majority of journalists are paid less than 40 U.S dollars compared to East Africa, or globally, therefore, the journalists were tempted to accept Brown Envelope Journalism, bribery, FR, TR, appreciation and motivation since they are humans and they have families to take care of them. The study suggested that the media stakeholders should work tirelessly to ensure the salaries are increased or improved for common good of the people of South Sudan and humanity.

The researcher has exposed that the South Sudanese journalists are paid less than the journalists of East Africa,

the news content or quality of news, reporting and covering depends on the quality of journalist, if the journalist is well paid, the knowledge and expertise is reflected in the news. The study is calling on the media outlets, Union of Journalists of South Sudan UJOSS, Association Media Development in South Sudan (AMDISS) and Media Authority to work closely with Ministry of Labour to regulate on how much the journalists are paid, those who holds Diploma, certificate and Degree as well as Master Degree or experience journalists for creditability, balancing, exposing and stand as watchdog of the people of South Sudan, the media was founded in Europe to oversee the three arms of the government known as executive, legislature and judiciary, legislature was mandated to oversee the two arms of the government known as executive and judiciary, but it observed as insufficient, therefore, the media came in to be an independent entity or watchdog of the public, in South Sudan, it seems the media is manipulated by the three arms of the government known as legislature, executive and judiciary.

The researcher argued that the quality of new contents has deteriorating since South Sudan gained independence in 2011, it deteriorated further from 2013- 2025, the qualified went for green pastures such as UN, NGOs, some joined politics to become MPs, Ministers or work as senior government officials or work as business men, the majority abandoned journalism due to safety and low salaries. Journalistic professionalism is affected as other professionalism like teaching career, the majority of qualified teachers quitted the teaching career and joint politics, become government associates in order to poverty and death. The media experts argued the South Sudan environment is unfriendly to media. The journalists or critics opinions are censored or detained because freedom of speech is under attacked, the government wanted to see the positivity of the news than exposing the negativity.

There are arguments from media experts, critics and members of the civil society organization that the media has been affected by politicization of ethnicity, the current media is manipulated by ethnicity or political affiliation, the political actors were observed interfering on news contents through government agents who are assigned to see that the contents are checks before they are published, the censorship is very common in South Sudan, there are observations that the majority of the readers of the newspapers have decline compared to Sudan. The journalists during Sudan were better compared to South Sudan, they were detained, but they were not harmed or killed, but South Sudan journalists lost their lives or made to suffer under severe poverty, they are blocked by government agents in business, job opportunities even with UN, NGOs, Foreign Embassies because they are opponents

of the government, some journalists who joint politics like Nhial Bol Aken and Afred Taban who joined SPLM -IO were better than those who do not believe in the South Sudan politics.

The journalists who have interviewed by a researcher called on effective policies on how the journalists are paid by media outlets, they argued that the journalists should be paid based on their qualifications and experiences as well as quality of the work, they have produced for public interest not self-interest. The researcher is a question why international organizations or media organizations request for journalists to sign on the attendance list? Is it Brown Envelope Journalism, gift, bribe or motivation to cover story or not? This question can be researched further by the researcher as a sperate academic paper. Media expert stated that a good journalist cannot influenced or attracted by gift, bribe or brown envelope journalism because he or she works for society interest not his or her interest or somebody that it improves the public relation or interest of benefactor. Deng (2025).

### **3.5. Analysis of Brown Envelope Journalism in Sudan and South Sudan**

#### **Sudan contextual**

The historians, political scientists, members of the civil society believe that Sudan since independence in 1956, do not experience political violence on journalists, the politicians were elected by their constituencies through free and fair elections, they inherited the democratization from Turkish, Egyptian and British ruled or British colonization. Sudan had been ruled by Egyptian rule, Turkish and British and Egypt before Sudan gained an independence. Sudan had four main parties known as Umma Party which was pro Britain or UK, Democratic Unionist Party which was pro Egypt and Sudan Communist Party, National Islamic Front was forth party which was based on Islamization and Arabicization, all these parties were very effective in secondary schools and University of Khartoum. The Umma Party, Democratic Unionist Party, National Islamic Front were for Islamization and Arabization of Sudan based on holy Quran as source of legislation, they advocate for Arabization and Islamization, they believe that Sudan is an Arabic state, therefore, it should be governed by Islamic laws which is rejected by African ethic groups known as Dinka, Nuer and Chollo, it seems that the people of Nuba Mountains, Blue Nile, Kordofan and Durfurans were manipulated by mixed ethnicity group, they are hardly to be called Arab or African, but they are called mixed race or rather Sudanese. It has noticed that Nilotic ethic groups were known that they are the strongest ethnic group who can challenges the sons Arab settlers who came to Sudan about 14<sup>th</sup> or 15<sup>th</sup> centuries. Sudan was ruled by Nubian Kingdoms who were Christian Kingdoms. History

confirmed that Egypt had been ruled by African ethnic groups for centuries.

### **3.6. The Salaries of the journalists**

It argued that Sudan was better than Arab gulf countries, before discovery of oil the nationals of Arab gulf countries were trading between Sudan and African countries, they were uneducated, the majority of teachers at the primary and secondary were Sudanese, Sudan was a British colony, therefore, the British ruled had founded Gordon College in 50s in order to train teacher, technician, administrators and clerks. It seems the Sudanese journalist were better paid compared to South Sudanese who are under paid. The all professionals in Sudan were well paid compared to some area in the region, Sudan was rich of livestock, agricultural schemes such Al Jazeera scheme among others, Sudan was exporting cotton to Europe and U.S. A Sudan was better compared to Ethiopia, they were unable to compete with Egypt because Egypt had been existing for centuries by African Kings which were Christians kingdoms. They were claims that all professionals in Sudan were well- paid because education was quality not massive education like these days.

### **3.7. Nationalism and common good or public interest**

Sudanese people were trained or brought up the way that they always work for common good, nationalism was a paramount of the people of South Sudan, the people are always work for nationality no individualism like the case of South Sudan, nationalism is rooted in the schools and communities, Nationalism is vital in Sudanese society, particular the journalists who are watchdog of the society, they are considered as voice of voiceless and defenders of the human rights, rule of law and good governance in Sudan. They are respective in Sudanese society since the are well informed elite of the Sudanese society.

### **3.8. Ideology and political parties**

Sudan is multi- party system since the Sudan gained independence in 1956 from British and Egyptian ruled. It seems Sudan had several regimes government which overthrow elected government since started from Gen. Abboud in 50s, Nimeiri in 70s and Bashir in 90s, it continues until current government which divided Sudan on ethnic line and polarized Sudan. Sudan is a country which had been based on Islamization and civilization, the politicians were advocating for sharia law, since the majority of Sudanese were Muslims, the country has mixed ethnic groups known as African and mixture of African and Arab descents, the mixture ethnic groups are always called as Sudanese, it is good to be called Sudanization or it combination of Arab and African descents. There are ideologies known as capitalism, it was popular among the followers of Umma Party, Democratic Unionist Party and

National Islamic Front which was later renamed as National Congress Party NCP among other Sudan Africa National Union SANU and Southern Sudan Front or liberators of Southern Sudan Movement which spearheaded the first South Sudan Movement, but the Sudan Communist Party is based on Communalism and Socialism which became unpopular among Sudanese people.

### **3.9. Good governance, rule of law and human rights**

The journalists are known that they are working for common good of the people such as reporting, covering and disseminating the issues of public interest such as corruption, good governance, the violation of human rights, rule of law, lack of health, insufficient of food security among others. The journalists are considered as pillars and foundation of the rule of the law, human rights and human rights and good governance, the journalists are the ones who are working for common good of the people of South Sudan. The public information, reporting, covering and dissemination rely on journalists, the journalism can be informing, reporting and covering the public, the media played a vital role in democratization, rule of law and human rights in forming the public about decision making, the views of the members of the society are reporting, covering and disseminating of the issues related to good governance, rule of law and human rights. The journalists are the ones who are protecting and safeguard the principles of democratization, decision making, rule of law and human rights principles in which all members of UN advocates for.

### **3.10. Democratization**

Sudan is considered as a country which has mixed history of democratization and junta governments, there are arguments that Sudan is known as democratic society during 50s, 60s, 70s and 80s, but mid 90s, the National Islamic Front which later renamed as National Congress Party (NCP) has been suppressing the democratization in Sudan, they had imposed Arabization and Islamization upon Christians and non- believes, those who believe in African beliefs or pagans as described Christian, Muslims, Communists, Socialists and among others. Umma Party, Democratic Unionist Party and Muslim Brotherhood know as National Islamic Front which was renamed as National Congress Party have been advocating for Islamic system of the governance which is largely rejected by Southern Sudan and Sudanese Communist Party.

The first civil war erupted in 1955 before Sudan gained independence, the majority of Southern Sudan politicians and public had rejected the concept of united Sudan under the Islamization and Arabization Ideology system of governance, therefore, the Southern Sudan rebelled in Torit and gave birth to Anya-nya known as Southern Sudan

Liberation Movement SSLM which was headed by Gen. Joseph Lagu and others which has delivered Addis Ababa Agreement between Sudan government and Southern Sudan Liberation Movement SSLM, the agreement was signed by president Jaafar Nimeiri and Gen. Joseph Lagu on behalf of Southern Sudan Liberation Movement (SSLM).

Democratization was practiced fully under the government of Sadiq al Mahdi in 80s, but the National Islamic Front which is later renamed as National Congress Party, there are claims that Umma Party wanted a democratization that it advances the interest of families of Mahdi rather than public interest, there are reports that Sadiq Al Mahdi spearheaded the killings, abducting, rapping, looting of Dinka properties were looting, people of Bahr el Ghazal were displaced by the Baggara and Rezeigat through the help of Sadiq Al Mahdi.

It argued that intercepted saying that Dinka pride of livestock must be destroyed, therefore, the livestock were raided by his followers known as Bagaara or Messiria Zurung, Messiria Humr, Hawazma, Habbaniya and Awlad Himayd in Kordofan of Kodofan and Beni Selam on the White Nile., they are estimated at 515,000 people (2012), The Rezeigat estimated about 299,000 people (2012). The are described as nomadic who travel with cattle and families. It argued that Sudan governments have been using Messiria and Rezeigat in raiding, rapping women, abducting children as slaves during the one country.

### **3.11. The Creditability of news at the media outlets in Sudan**

Sudan media contents was creditable, balanced, it attempts to expose the wrong doers, those who violates the human rights, rule of law and good governance, the journalists were not influenced by state actors, the government had its own newspapers, TV and FM radios across Sudan. The media practitioners known as reporters, journalists, public information officers who are working in public and private. There are claims that Southern Sudan journalists such as Khartoum Monitor among others were creditable, balance, exposing the suffering of the Sudanese particular the South Sudanese who were oppressed by Sudan government, they were better paid by their media outlets, therefore, they cannot seek favor or accept the Brown Envelope Journalism compare to current journalists. There arguments that journalists were more professional than the current ones, majority of them were trained by BBC, and international media outlets, some were sponsored to study abroad. The government of Sudan particularly the ministry of labour has regulated how much the certificate, diploma from University of three years, degree and master degree holders are paid by the media outlets, therefore, the professionals

were paid, they were very respected in the society, the elites were better off than current situation.

### **3.12. Sudanese economy**

It argued that Sudanese economy were better during the elected governments or Democracy era, the journalists were well- paid since the Sudanese economy was better when South Sudan gained independence in 2011. Sudan economy importantly developed quicker when the Oil was discovered by American Chevron 1974 and became operational in 1992 under president Nimeiri, National Islamic Front, Umma have agreed to divide the Southern Sudan people, because the Southern Sudanese were united under the Southern Sudan Regional Government which incepted as result of Addis Ababa Agreement between Sudan and Southern Sudanese Liberation Movement SSLM, the agreement was by president Jaafar Mohammed Nimeiri and Gen. Joseph Lagu. There are arguments that president was convinced by National Islamic Front and Umma Party after Port Sudan national reconciliation during which Umma Party and National Islamic Front joined the government.

The Umma Party and National Islamic Front managed to influence the president Nimeiri to divide South Sudanese region into three regions known as Upper Nile, Equatoria and Bahre el Ghazal in 1983, Nimeiri argued that Addis Ababa Agreement was neither Holy Quran nor Holy Bible, therefore, revoked Addis Ababa Agreement and he appointed his associates among Southern Sudan to work for their interests. Nimeiri overthrow through March- April uprising during which the civil government was formed, but in 1989, National Islamic Front sized power through military coup led by the National Islamic Front NIF senior military Generals.

Sudanese media experienced persecution, oppression, intimidation, censorship has never witnessed since Sudan was incepted or since Sudan gained independence in 1956 from British and Egypt, through Southern Sudan Oil Sudan developed Sudan, but the Southern Sudan remains undeveloped since the SPLM/A was fighting in South Sudan. The Southern Sudan were oppressed, persecuted, to be a politician in the government he or she must be a member of National Islamic Front which was later renamed as National Congress Party above all politicians must be converted to Islam or join SPLM/A or refugee in exile, the majority of the Southern Sudan politicians were converted to Islam, it described as political Islamization or Arabization that betrayed or talk ill of SPLM/A particularly John Garang De Mabior in order to be a good loyalist of NCP, those who declined to join NCP were made to suffer and die in agony. The Sudan economy developed faster when was exporting oil, NCP became more dominant in Sudan.

### **3.13. The freedom of speech, freedom of assembly and rallies in Sudan**

Sudan freedom of speech, freedom of assembly and rallies in Sudan came under attack by National Islamic Front/ National Congress Party radicalization of Islamization and Arabization was used upon Sudanese media practitioners, civil society members, critics and opponents of the government, the majority of journalists continue to report, cover and expose the aggression, violation of human rights, rule of law and good governance in Sudan. There was no freedom of assembly unless approved by National Security, only the members of National Congress Party are allowed to conduct their political agenda that it based on Radicalization of Islamization and Arabization, the Southern Sudanese who are Christians were victimized, persecuted, marginalized and denied their human rights, political participation and the rule of law was denied by the government led NCP. Some of SPLM political were very critical on above mentioned violations. There are claims that SPLM was accused that they have been keeping a blind eye on these violations since they were in charge of Southern Sudan. The Sudan Communist Party, some members of Umma, Democratic Unionist, Arab socialists Party and Southern Sudan have been resisting these violations and called on government to allow media to report and cover on violations of human rights, good governance and ruled of the law in Sudan.

### **3.14. Arabization and Islamization in Sudan**

The National Congress Party, Umma Party and Democratic Unionist among others were advocating radicalization, Arabization and Islamization of the people of Sudan, it clearly known that Sudan as a land of black 'Sudan' it is very difficult to rename it or turning or making it a land of radicalization, Islamization and Arabization, Sudan had been governed by Christians Kingdoms, Christianity exists before Islam, the Islam had co-existed along with Christianity because they adore the same God. African ethnic groups headed by South Sudanese who are largely members of SPLM resisted the concept or ideology of radicalization of Islamization and Arabization upon the people of Sudan.

The Communists of Sudan and SPLM first chairman John Garang De Mabior was for New Sudan, they were calling for 'Sudanization' than Radicalization, Arabization, Islamization, Christianity. Africanism who believes that God is black men, but other think God is white man, other believe that all human beings were ones, but due climate, they change their skins which is based on climate, some are black, red, like red Indians in US, White in Europe and Asia. The current Sudan is divided on ethnic lines, in spite they are believers of Islam, but Radicalization, Islamization and Arabization have divided them into two groups such as Arab ethnic groups who are in the Northern Sudan think that

they are right people to rule Sudan while black Arab of Baggara and Rezeigat are regarded by Northerners as inferior that they are there to fight for them. There are arguments that current conflict of Sudan is between black Arab and Arab descents of Northern Sudan, Central Sudan among others. The Arabization has also affected the media in Sudan when the country was ethicized and polarized.

### **3.15. The Quality of news in Sudan**

The Sudanese media quality such as new contents has deteriorated over decades since the Nimeiri sized power through military coup in 1969, according to the historians, political scientists, strategists and critics, military junta were associates of Sudan Communist Party, but since he was brave he was nominated to spearhead the military group, but later he became a president of republic of Sudan. President Nimeiri has never been a communist, Democratic Front which is a political wing of Communist Party in Sudan. The U.S.A, the UK and Italy were not for ideology of Communism or socialism, therefore, they work with region known as Egypt, Libya, Kenya to turn Nimeiri to capitalism block, the communist party was unhappy when Gen. Jaafar Mohamed Nimeiri betrayed the Communist Party which brought him on power through coup.

There were arguments that senior military officers known as Farouk Hamad Allah the proposed team leader and his deputy Babiker Al Nur were travelling for by Sudan Airwave

The military officials who were affiliated or associated to Communist Party attempt to overthrow Nimeiri in 1971, the coup was successful, but the team leader who in London, he was travelling to Sudan through Tripoli, but CIA and Military Intelligence (MI) coordinated his movement and he team Leader was detained in Tripoli and transported to Khartoum by Libyan authority. According to eye witness Communist party members had been arrested and killed by Nimeiri, Khartoum was turned a city of bloodshed in the region. The eye witness argued all members of political bureau of communist party were sentenced by hanging and military senior were fire shut by the government, according to Khartoum Communist members have shown the bravely and commitment to their principles, nobody could believe that Communist Party could survive again since the founders of their party were sentenced by hanging for those who are civilians and military officers were fire-shut, according to one of the communist who was teacher at the secondary school argued that those communists who were underground were the only one who survive, but community party remained under a female women by name Fahtama Ahmed Ibrahim a first women who went to Sudanese Parliament to represent Sudanese women in Parliament when Umma Party, Democratic Unionist, National Islamic were rejecting or opposing the concept of

involving women in politics . according to eye witness women were not allowed to participate in politics as per their beliefs. Fahtama was a wife and widow of senior members of Sudan Communist Party known as Seify Ahmed Al Sheihkh a was among Communists were detained and sentenced to death

### **3.16. South Sudan Analysis**

#### **1. Political violence**

Southern Sudan during 70s and 80s was peaceful, but since 1979, some Equatorian, politicians have emerged, they accused Abel Alier of Dinka domination, the case which is rejected by the associates or affiliates of Abel Alier government. In 1983, president Nimeiri revoked the Addis Ababa Accord and divide the Southern Sudan Region into three regions known as Equatoria, Upper Nile and Bahr el Ghazal regions. The ethnicization, regionalism and polarization continue since 1983. The polarization and ethnicization occurred in Wau when Wau Town was divided into two groups, Dinka and Luo were at the eastern bank and Fertits were at the west bank which is bordering Western Equatoria. The division was spread headed by Nimeiri to prevent some Dinka and Fertit not joint the SPLM/A, by creating problem among the people of Bahr el Ghazal region.

The historian, political science and critics argued the political violence has grown negatively when the Riek Machar defected to Sudan government. The National Islamic Front (NIF), Umma Party have been observed in contributing effectively in dividing Southern Sudanese politicians, Some Southern Sudan militants were armed to fight SPLM/A, it is resulted in militia or called friendly army which is largely found in Upper Nile, some part of Bahr el Ghazal among Fertit of current Bahr el Ghazal. The critics, historians, political scientists and politicians think that it triggered the division of the people of Southern Sudan. This political violence has affected the media contents, since the society is divided on ethnicity, regionalism, it is very hard to report on this division since the environment is unfriendly to report, cover and exposing. The quality of news has deteriorated due to political violence in Southern Sudan/South Sudan. Political violence continues after South Sudan, it became a business, tool, pressure that it can be used to attain the political interest, political violence is largely practiced in South Sudan by militias, politicians who are using ethnicity, regionalism for self-interest gains. The political violence incepted by Umma Party in 80s and it continues through 90e, twenty century and twenty -first century. It is a profit company Ltd is used to mobilize ethnic groups, regionalism for their own interest not the interest of the people of South Sudan.

#### **2. Low salaries**

The Brown Envelope Journalism is attributed to the low salaries, it seems that all salaries of professionals are not sufficient to meet their basic needs such as rental, food, health care, education among others. The corruption is caused by low salaries across South Sudan professionals, for instance, the teachers are paid very little money that it cannot sustain him or her the meals for one week, it is nightmare to work in South Sudan, for instance a journalist, reporter, teacher, engineer are not well-paid, therefore, he or she can be tempted to accept bribery, favor, somebody in charge of biased reporting and covering. The Brown Envelope will remain in South Sudan unless the salaries are increased or improved. Some journalists think it is appreciation, motivation, reward or facilitation for reporting or cover the issues of public interest in South Sudan. Motivation, appreciation, reward and facilitation are provided by employer not by external, it is clear indication of corruption, but those who are covering or reporting in order to be given a brown envelope journalism do believe that it is not corruption.

#### **3. Ethnicization and polarization.**

The historians, political scientists, critics, journalist, media experts argued that South Sudan is severe affected by the politicization of ethnicity, there are claims that the South Sudan are influenced by ethnicity, one critic who is a journalist put an opinion or comment that Catholic Church of Sudan and South Sudan has been affected by ethnicity, particular when Vatican appointed Bishop Stephen Ameyu Martin Mulla as Bishop of Torit and he was later transferred as Juba Archbishop was rejected by some clergies and laity because he is not originally from Juba Nabari as stated by them. A journalist who is Catholic challenged the decision of the clergies and laity, he argued that local church of Sudan and South Sudan is not a church of Bari, Dinka, Nuer, Fertit, Acholi, among others, it is church of Jesus Christ.

He accused them that they have been milking church since the church was born in Juba Archbishop. According to critics, the church is a milking cow, therefore, they take care of it, the cow is milked only by them, there are arguments that the students or children, pupils are admitted based on ethnicity, regionalism, some community's members are rejected to become seminarians because, they will be empowered and take care of their relatives. There are accusations that some dioceses are manipulated by certain ethnic group. They are claims that the employment is not given on merits and qualification or even faith or commitment to the church, it is based on whom you know. There are arguments that the local church of South Sudan and Sudan is polarized based on ethnicity, polarization and regionalism among others.

There are claims that some media outlets are censored by the government, the contents which is exposing the government weakness or weak government officials, for instance, some ethnic group who own media outlets can decline to publish comment, news or disseminate the news, there are accusations that South Sudanese media is affected. There are claims that there is discrimination or segregation in NGO as well as at the government entities, there are claims that the majority of South Sudan who are working for humanitarian organizations and UN agencies, have been accused of corruption, for instance if South Sudan deputy manager or manager of human resources, is a top manager, he or she ensure that all employees are Bari, if he or she is Bari, if he or she is Acholi are employees are Acholi, it commonly been observed in Juba.

The government employees are largely from Bahr el Ghazal, if the minister is from Bahr el Ghazal region, if he or she from Upper Nile, they will be Upper Nile region, if the boss is from Equatoria region definitely, they are all from region, but it is narrated to a smaller ethnic group. This example, it is proof that all professionals in South Sudan are affected by ethnicity, regionalism and corruption. There are claim that media outlets are divided on ethnicity, regionalism and politicization, therefore, it is very hard for media outlets to be creditable, balance and professionalism, since they are agent of the ethnicity, they work for their own interest not public interest of the people of South Sudan.

#### **4. Lack of ideology**

There are arguments that South Sudan political actors lack ideology to govern their political agenda, there are claims that if the political actor is not governed by ideology than it is governed on ethnicity and loyalty, it is good to have loyalty to the political entity because loyal a political entity can recommend someone for political assignment, but when she or she is appointed by appointing authority or president in our case, he or she should work for interest of his or her political interest as well as public interest of the people of South Sudan. The political scientists, historians, philosophers and critics argued South Sudan lack ideology that why the country is not developing, the politicians intended to work for their own interest or sometime for their own ethnic group.

There arguments that South Sudan cannot be prosperity since the politicians are lacking ideology on how the corruption can be mitigated. In spite of abundance resources such oil, forestry, agricultural potentials, mineral, fishery, wild fruits, wild life among others. There are claims that South Sudan is capitalizing on ethnicity, polarization and regionalism instead of working for interests, ill-intention, mistrust, hates will not allow the South Sudan, people should be working for common good rather than self-interest.

There are claims that SPLM / A has abandoned its ideology of New Sudan, the John Garang had stated that SPLM will take town to the people, but the instead the people are taking to town, the majority of the people are living towns these days because they came to towns to look for jobs and green pasture in towns. The critics said that when there is ideology within political system, the country faces, censorship, brown envelope journalism, bribery, pressure on media, arrested, safety of the journalists is undermined by government therefore, the media is not safeguarding the interest of the public, therefore some journalists work for their own interest such as Brown Envelope Journalism and accept bribery to meet his or her interest.

#### **5. The political parties**

The associates or affiliates, members of the SPLM, argued that there is political parties in South Sudan, they believe a SPLM is a political parties because it has structures from Boma, Payam, County, State and National level, but the opponents argued that these structures are not functioning because they are manipulated by SPLM chairmen in states and National level by three arms of the government known executive, legislature and judiciary. The research thinks that there are no political parties in South Sudan. The political parties are not yet established, the really political parties, cannot recruit the members who are educated, the political actors cannot validate the criminal records of those who joined their political organization, confirm whether he or she eligible to be nominated or accepted to be a member of their groups. There are accusations that South Sudan has not yet establish the political parties, but they are come in the future. It argued that it is only SPLM could been named as political, but it did not transform the SPLM from Movement to political party, it divides itself into numerous factions known as SPLM -IO, SPLM -IG, so called the real SPLM which is based in exile headed by former SPLM Secretary General Pagan Amum google on Rome group.

#### **6. Fragile state**

There are two views on South Sudan fragile state, the government officials, legislature and some member of Judiciary believe South Sudan is not fragile state has been described by the international community known as UN which headed by U.S.A, the UK and Norway, they are also called the friends of South Sudan known as troika as the U.S.A, the UK and the Norway. The fragile state (google on fragile state).

The arguments of the first group argued that South Sudan is facing some challenges, but it will be overcome by the stakeholders, who are working tirelessly to ensure that the security is maintained, the rule of law prevail in the country, the government is attempting to provide some basic needs such as health care, education and protection of the people

of South Sudan, but the critics argued that the government has failed to provide basic needs such as food security, health care, safe and clean drinking water, employment and welfare of the government employees, the salaries of the civil servants are regularly paid, if they are paid they cannot have cash due to lack of liquidity at the commercial banks since the South Sudan central bank is lacking a severe of liquidity availability across South Sudan, those who possesses hard currency such U.S. dollars, are the ones who can access the South Sudan Pounds, the big notes, but the civil servants are largely getting small notes of South Sudan Pounds (SSP) an old notes of 10, 20, 50 and 100 SSP or if they are fortunate , the given 500 or 100 SSP notes, the 100 US dollars cannot buy the essential basic of the families due to inflation or recession. There are arguments from economists, political scientists and critics that the country is a consumer state that all basic needs are imported from neighboring countries such Kenya, Uganda, Sudan and Dubai and beyond, the country lacks public electricity, roads/bridges, rains among others, therefore it is a country that depends on others or external.

### **7. Authoritarianism**

There are accusations that the South Sudan is an authoritative state, in which the policies and decisions are imposed upon the masses or the people who are governed by South Sudan elites, they are not allowed to make decision, even if they complained , argued or reject, they are asked to comply with decisions or face consequences of rejection or opposing, there are no political relies even among political actors unless approve by the top government officials after the scrutiny from security to conduct rallies which are pro government. The critics, journalists, opponents or opposition were not allowed to criticize the leadership of the country.

There are concerns that the South Sudan members of the society are not allowed to express their opinions freely or write critically on print or social media. There are observations that the South Sudan has been turned a society of self-interest groups or flatters. It has been observed that those who can be employ by the government or non-governmental must be recommended by the government. The South Sudanese who are dancing or playing the tones of the government officials are largely employed by government or recommended for non-governmental organization or UN agencies, the opponents or critics are not largely employ by UN or NGOs or development organizations unless the joined them or faces agony, persecution and blacklisted to ensure she or she is made to suffer.

The criticism or activism is very dangerous duty or obligation that it can be practiced in South Sudan, those who were funded by troika stand better chance to continue,

but those who are really dependents face numerous problems such as unemployment, rejection, victimization, persecution, defamation and character assignation because they are critics and opponents against government. There are arguments that the independents critics and ideologists who did not agreed on the politicization of ethnicity in South Sudan were observed as the victims of their belief or truth. The government loyalists argued that the government of South Sudan is not authoritarian government, they argued it is democratic, the people are elected by the people, but the critics said that the communities are not consulted, the politicians are largely handpicked by the people who in the government because they loyalists of the government and work for their own interests not for common good which is total rejected by the government and their associates or followers.

### **8. Unbalanced reporting, uncredible**

The media experts, critics and opponents of the government argued that the South Sudan media contents have been observed that they are reporting unbalance news, events and disseminating that benefit some individuals in the society rather than public interests, for instance, a politician can mobilize the community members against another ethnic group in order to get a position in the government, but when he or she attain the position, he or she work for his or her own interest, but he or she remove, he or she come back to mobilize the ethnic group their interest is jeopardized or risked therefore, they fought the government during the process a lot of the people have lost their lives and properties. It argues that since South Sudan is authoritative state, it is largely observed are incorporated in the government in order to buy stability and lives saving in South Sudan, but those who are non- violence, they the victims of South Sudan system of the government, if they are not part and partial, they have to suffer for the rest of their lives.

### **9. Economic inflation and recession**

The economists, political scientists, media experts and critics argued that South Sudan was good compare to post independence in 2011, South Sudan a new born country was made popular or loved by U.S.A and its allies in Europe and globally, the U.S.A has been spreading the development of the people of South Sudan since SPLM/A rejoined West block or rather capitalism or westernization which is based on human rights, rule of law and good governance. When a founder of SPLM/A rejoined western block, John Garang De Mabior was asked by BBC presenter or reporter that there were accusations that he was a communist, Garang replied that he is called or named as John Garang, he is not communist, a journalist continued asking him that SPLM/A has joined west block, will SPLM/A sticked to western ideology such as capitalism or

democratization, he said that SPLM/A is movable, understandable and changeable the expression astonished that the BBC 's journalist. It was known that John Garang always prepared to answer any question asked by journalists or people, he had answer before the speaker concludes that why he managed to draw attention of the world to support the SPLM/A and people of Sudan and especially Southern Sudan under his leadership.

There are arguments that South Sudan economy deteriorated specially when SPLM/A political bureau decided to shut down the oil flows from port Sudan, the South Sudan economy faces rescission and inflation, the troika known as the U.S.A, the U.K and the Norway advised the government to resume the oil production and expert to international market via port Sudan port, the National Congress Party (NCP) managed to manipulate the SPLM negotiating team headed by Pagan Amum a SPLM Secretary General to sign a bad agreement that benefited the Sudan government because SPLM was in weak position. The economists argued that South Sudan ethnic conflict has also caused or triggered the recession and inflation to South Sudan economy, those who were interested in development project or rather the investors pulled out from South Sudan. The government is accused by the South Sudanese critics, friends of South Sudan and African leaders that South Sudan resources generated from oil and non-revenues were misappropriated by the government officials, South Sudan is regarded by international community as most corrupt country in the region properly after Somalia or it has over taken Somalia in terms of corruption and violations of human rights, rule of law and good governance. These factors contributed negatively or impacted the South Sudan media sector, it allows the room for Brown Envelope Journalism in South Sudan.

### **10. Suppression of the free speech**

South Sudan historians, political scientists, media experts and critics argued that SPLM /A was founded because of lack of suppression of the freedom of speech, the Southern Sudan, Blue Nile, Nuba Mountains, Beja of Eastern Sudan, Durfurans and Kordofan's and even the marginalized people of Northern and Central of Sudan were denied the freedom of expression, political rights or rather decision making of their communities. There are claims that some of wrong element within government are largely observed suppressing the freedom of speech and freedom of association, the rallies conducted are conducted unless they are approved by the security agents otherwise the organizers are summoned by security agents to explain why they did not seek approval for rally.

The political associates who are working SPLM have been complaining that they are restricted to conduct rallies,

unless approved by the government agents. It is argued by the critics that suppression of the freedom of speech is regarded as violation of human rights, the constitution grants the right of the freedom of expression and freedom of speech. The government officials argued that the South Sudan government is not suppressing the freedom of speech, but it must be approved or granted. They argued that there is no absolute freedom of speech, it is regulated by the government within South Sudan constitution.

### **11. The challenges of Advertisement**

The media experts argued that any media outlets, print, broadcast, online cannot survive or independent unless it generates the income through advertisement, but it is very difficult in South Sudan since South Sudan financial institutions are not fully functional due to bad economy, inflation, recession and unclear policies and regulation on how South Sudan economy can be improved. It seems that South Sudan economy is undeveloped, relied on oil exploration, even the oil exploration cost is higher than the revenue that government gets from the oil. The South Sudan Business community are not largely depending on Advertisement because they are aware that there is business can succuss without advertisement.

The South Sudan economy lack productivity of its own products that they are produced locally, such as Rice, milk productivity, cereals, beans among others. The economy is depending on importing goods from Uganda, Kenya, Sudan and Dubai markets. The South Sudan farmers are not cultivating due to insecurity, the food items that are produced by South Sudan cannot reach the market like Juba capital city due to roads or insecurity, there are no roads that the local products can be transported to a market. Renk has sufficient food items such semsem, cereals, so called game Arab which is disputed between Sudan and South Sudan.

The South Sudan critics, historians, economists are argued that the brand of so-called Game Arab was stolen by Sudan government, the so-called game Arabic is largely found in South Sudan, Kordofan and Darfur, not in the Northern, Central Sudan, therefore must be renamed as African Game which need settlement in the international court. The majority of media outlets are depending on UN, NGOs, individuals, government, but the advertisement are given due to their interests, therefore it affects creditability of newspaper or media outlets, those who are receiving funds from UN, NGOs intend to use Brown Envelope Journalism as replacement for advertisement which is affecting the creditability of the journalism in the country.

### **12. The quality of news**

#### **1. Censorship**

South Sudan government has been accused of censorship the news content, the majority of journalists have

abandoned journalistic professionalism due to censorship among others, the journalist's contributions such as opinion, reporting, in-deep analysis, covering, informing and disseminating the issues of public interest. The censorship has discouraged and demoralized the journalists who have interests to report, cover, produce the opinion or comments on the public issues in the country.

## **2. Low salaries**

There are arguments that the South Sudanese have abandoned or quit the journalistic professionalism due to low salaries, the low salaries have impacted the quality of news negatively since the journalists are paid less than 50 US dollars compared to the region and globally. The quality of news depends on the salaries, motivation, appreciation and facilitation when a journalist is covering or reporting the events of public interest in the country. The quality news requires a qualified journalist who is knowledgeable and experienced that he or she produces quality news. The quality news needs a proper research on the topics so that it is balanced and creditable.

## **3. Untrained Journalists**

The media experts, critics and media practitioners argued that the journalists who are untrained contribute negatively on the quality of new content across South Sudan, some of the journalists have been producing very poor quality of news due to lack of knowledge, inexperience, unbalance and uncreditability to report, cover and disseminate the issues of public interest. The training of journalists is vital, University of Juba is finalizing to graduate the first batch of journalists under school of Journalism, Media and Communication Studies (SJMCS), the Catholic University of South Sudan is introducing the a digital programme that can contribute effectively in the faster media sector in the country. There are calls from public and media experts that the public universities should introduce media, journalism and communication in order to train local journalists who are working in the state, county and at the grassroots.

## **4. Unfriendly Environment for media**

The media experts, media practitioners argued that the South Sudan environment is unfriendly to produce quality news, the quality news or covering requires a competent journalist who is trained, experienced, knowledgeable and professional to report, cover and disseminate the issues of public interest, but since the environment is unfriendly between journalists and government, the journalists will not be able to produce quality news or produce balanced, creditable and expose the most corrupt officials in the country. There are claims that the majority of journalists have abandoned the career of journalism due to unfriendly environment in the country. The media experts argued that unfriendly environment is attributed or linked to low

salaries of journalists, censorship, harassment of the journalists, lack of the freedom of expression, association, ethnicization, regionalism and political affiliation among others.

## **5. Ethnicity, polarization and politicization affect the content of news**

The Anthropologists, psychologists, media experts and critics argued that South Sudan media sector has been affected by ethnicity, polarization of the society, the ethnicity, polarization and regionalism is triggered by politicians who are lacking ideology and vision on how the South Sudan people can be united and work for common good, there are claims that the new content is affected by ethnicity sentiment some journalists write or report, covering issues that are beneficiary to their ethnic group, political affiliation rather than working for common good of the people of South Sudan. There are claims that the media is severely affected by the polarization because they live in their communities, the journalists intend to work for their own interest than public interest. The news contents can be seen by media experts as bias, unbalance, uncreditability and kill the negativity of the news or story. The ethnicization and polarization is observed within media outlet even among media organizations which are managed by local South Sudan media practitioners. The claims that it is rejected by the media outlets owner or manager.

## **13. Lack of Readability of the Audiences or Readers and Newspapers buyers**

The media outlets, media experts and media practitioners argued that the country is facing the lack of readability from local readers or audiences, the readability has dramatically dropped over a decade due to the quality of news, economy hardship, recession and inflation, instability due to conflict. The readability of newspaper had dropped since the social media became more popular than traditional newspapers. The newspapers are used by politicians for news or always use for their political agenda, the journalists are invited for news conference to report or disseminate their own political agenda, the journalists are motivated or facilitated to report or cover government news to the public. The social media has replaced the traditional media such as newspapers, the FM radio were observed to be more popular than the print media. The donors and media stakeholders believe that FM radio is more accessible than traditional media known as print media.

## **14. Social media affected the quality of news**

The media experts and media practitioners argued that social media has been observed that it has affected the quality of news, for instance, the social media can publish a news or report unbalanced news or story before the news are varied or the views of the two parties were recorded in

order to verified or confirmed .There are arguments that the social media has been contributing in poor quality of news in South Sudan, the public who are users of the social media can publish story or news which is verified which can be triggered the violence in the society, it caused the ethnicization, polarization and regionalism among the people of South Sudan. The social media has been positively in peace dissemination, healthcare, education, reporting the issues of public interest among other, but at the same time, it is used negatively is fake news, misinformation and disinformation, inciting the ethnicity, violence, regionalism and defamation some members of the society. Social media is unreliable source of news and it produce poor news items or unreliable news in the society.

## **15. The essentials or principles of media in the society**

### **1. Media ethics**

The media outlets, journalists are governed by laws, regulations and principles which are provided by constitution, some government officials argued that there is no absolute freedom, the freedom must have limitation, therefore, if a journalist violated the constitution, he or she must be held accountable as well as the officials who violated the constitution, there are claims that some of journalists in South Sudan have been observed violating the principles of journalism such as accepting or receiving Brown Envelope Journalism from the politicians and business people in order to kill negativity of the story or news or working to uncover the truth that it should be covered or reported to the public. The media experts have been concerns that the principles, ethics and professionalism have been violated the ethics of journalism.

### **2. Balancing**

The media, journalism and Communication principles or professionalism are based on the balancing of the news, story and covering the issues of public interest since the news is public goods that it is free, it is own by any person or entities. The news which are balanced are considered as bias news which are not public goods that they are reporting, covering and disseminating the issues public interest when the news are unbalance then the media lost creditability because the media was founded in Europe in order oversee the three arms of the government when it was observed that the three arms of the government were working closely for their entities, for instance, there are claims that the three arms of the government do work for their own interest rather than interest of the people of South Sudan. The news, reporting and covering were not seen that they are unbalance which is regarded by the critics and media experts as violation of the principles and professionalism of the media as founded in Europe.

### **3. Exposing the negativity**

South Sudan media outlets were observed by the South Sudan public, media experts and critics of not fully exposing the most corrupt officials in due to unfriendly environment, numerous of journalists who were critics lost their lives due to unfriendly environment in the country. There claims from media practitioners that there is of 3% degree of exposing the most corrupt officials which is very risky for their lives. South Sudan is lacking investigative journalism due to resources, unfriendly environment, censorship, freedom of the expression, the right to access of information among others. Exposing the negativity of the story or news is corner stone of any media in the society, the media which is creditable always expose the wrong doers and defend the public by exposing those who violate the human rights, good governance and rule of law among others.

### **4. Watchdog for common good**

South Sudan media has been a watchdog for the people of South Sudan before Sudan gained independence in 1956, there are claims that the media has contributed in Juba Conference in 1947, Round Table in 1954, continued in 1950s, 1970s, 1980s, 1990s, twenty -first century and current time. The South Sudan has been in front line alongside with liberators who fought for common good of the people of Southern Sudan and South Sudan. Liberation of the people of Sudan and South Sudan could have not been successful if the media did not play a vital role in reporting, covering and disseminating salary, persecution, political marginalization, Islamization and Arabization on the people of Southern Sudan and South Sudan. Media, civil society as well as critics or opponents of the government have been working tireless for common good of the people of South Sudan in spite of suffering, persecution, humiliation, arrest and victimization because they are voice of voices in the country.

### **5. Reporting, covering and disseminate the public good to the public**

There is no doubt that the media has been playing a vital role in reporting, covering and disseminating the issues of public interest, media has been a soft landing for government officials when they are reporting, covering and disseminating the issues of the public interest, for instance, the media content is censored, or removed, the journalists are intimidated to stop exposing the wrongdoers in the society. There are claims that numerous journalists who are critics against government were backlisted, persecuted, victimized, oppressed because they opinion on the government, some them became laughingstock because they are voice of voiceless. In spite of these challenges, media still continue to work for common of the people of South Sudan since the media is not supported by the government, but through international community under

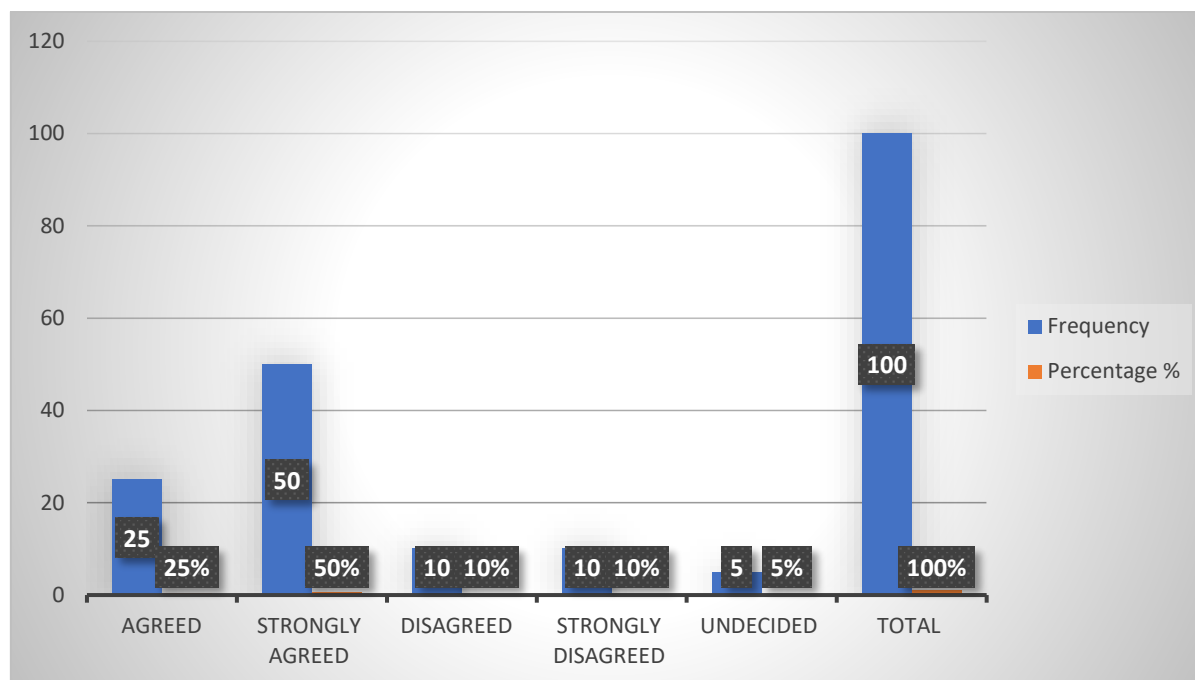
leadership of troika known as the U.S.A, the U.K. and Norway among others.

#### 4.0 Data Analysis on Brown Envelope Journalism

#### 4.1. Statistic of the Response of the Participants on Brown Envelope Journalism in South Sudan

The respondents on Brown Envelope Journalism in South Sudan

Table 1: The respondents on the Brown Envelope Journalism in South Sudan

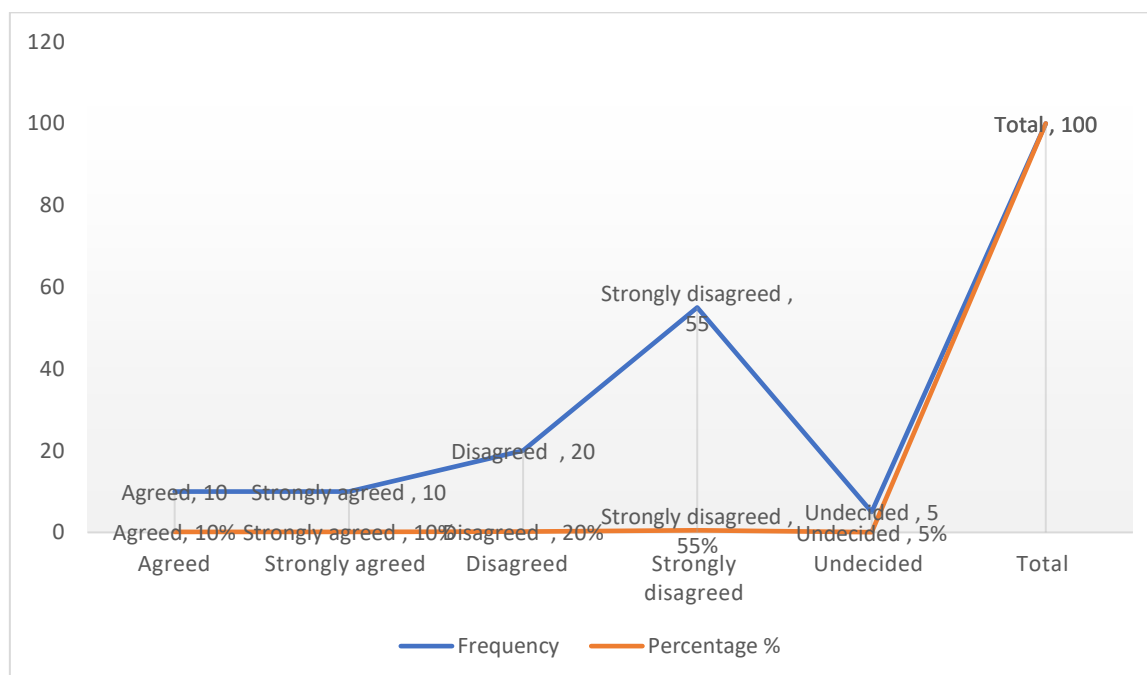


#### 4.2. The respondents of the Journalists on trained Journalists

##### Explanation of the table 1:

25% of the participants agreed that the Brown Envelope Journalism exists in South Sudan, 50% of the respondents strongly agreed, 10 disagreed that there is no brown envelope journalism in the country, 10 strong disagreed, 5% of the respondents were undecided

Table 2: The response of participants/Journalists on trained Journalists

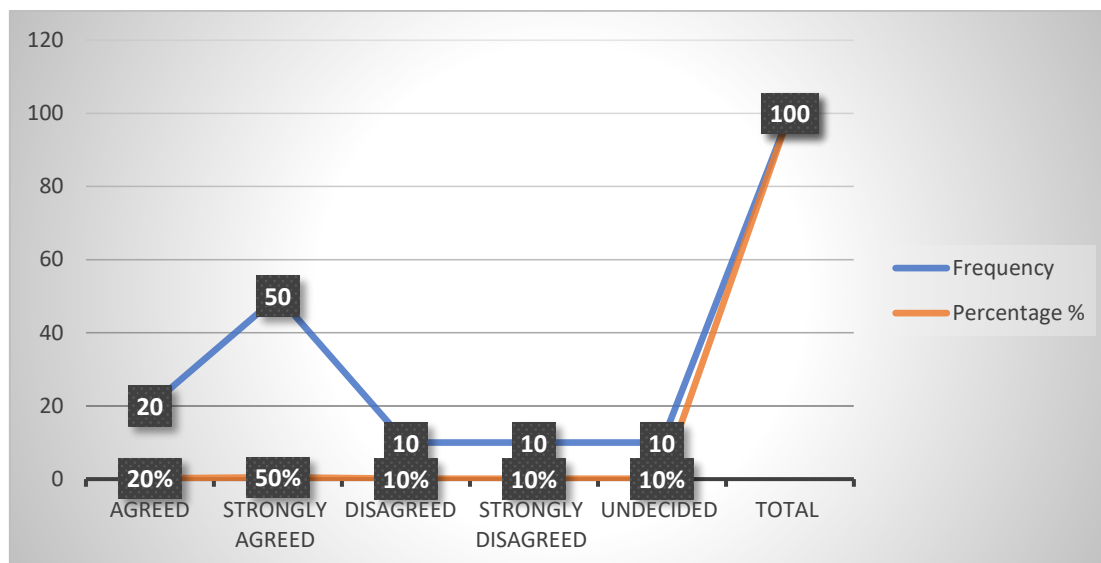


#### 4.3. The respondents of the journalists on trained journalists

##### Explanation of table : 2

10% of the respondents of the journalists agreed that the journalists were untrained, 10% of respondents strongly disagreed, 20% of the participants were disagreed, 55% of the respondents were strongly agreed and 5% undecided.

**4.4. Table 3: The response of participants/Journalists on untrained Journalists**

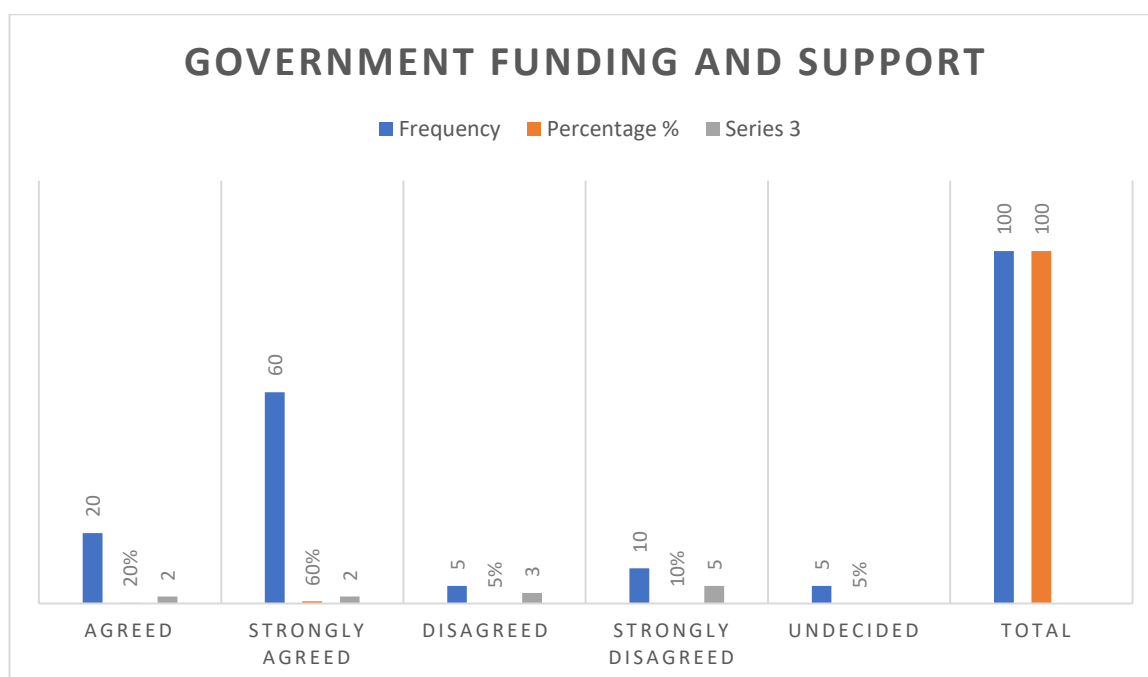


Explanation of table : 3

20% of respondents agreed that there were untrained journalists, 50% of the participant strongly agreed that there were untrained journalists, 10% of the participants disagreed, 10% of the respondents strongly disagreed on untrained journalists and 10% were undedicated.

#### 4.5. The respondents of the Journalists on government funding and support

*Table 4: The response of the participants / Journalists on government funding and support*

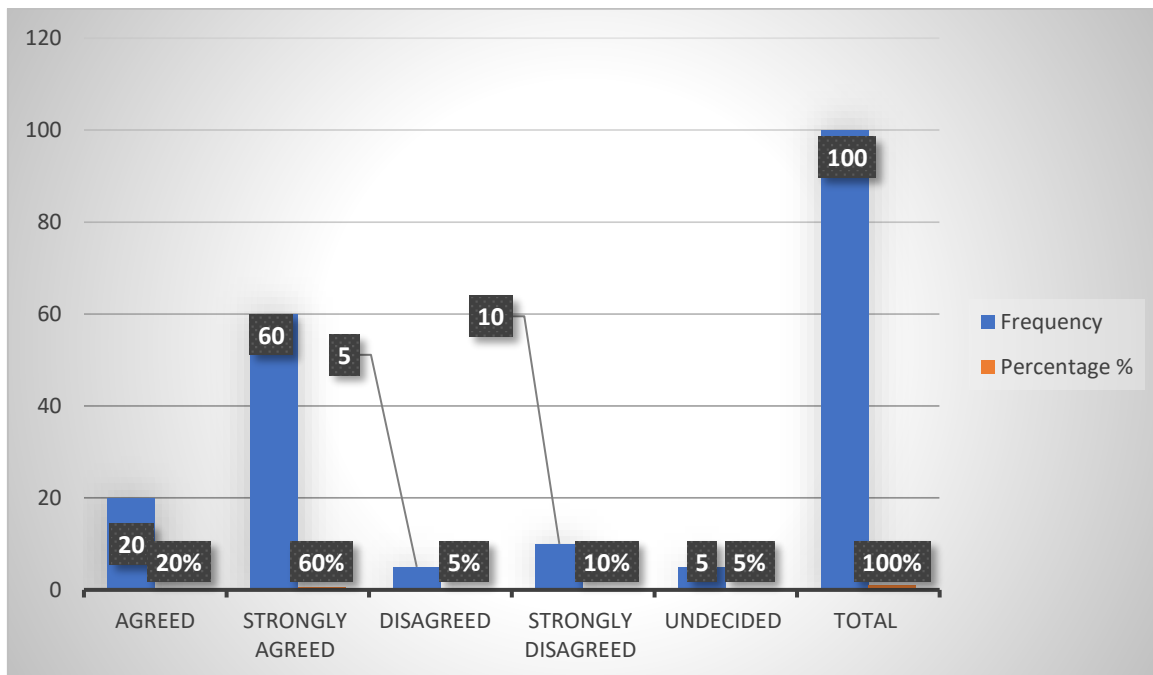


Explanation of table : 4

20% of the journalists agreed that the government fund and support the media in South Sudan, 60% strongly agreed on government funding and support in the country, 5% of the respondent disagreed on government funding and support, 10% of the respondents strongly disagreed on government funding and supporting the media and 5% undecided, the total of the respondents were 100 participants.

#### 4.6. The respondents of the Journalists on low salaries, demotivation and de-facilitation

Table 5: The response of the participants /Journalists on low salaries, demotivation and de-facilitation



Explanation table 5:

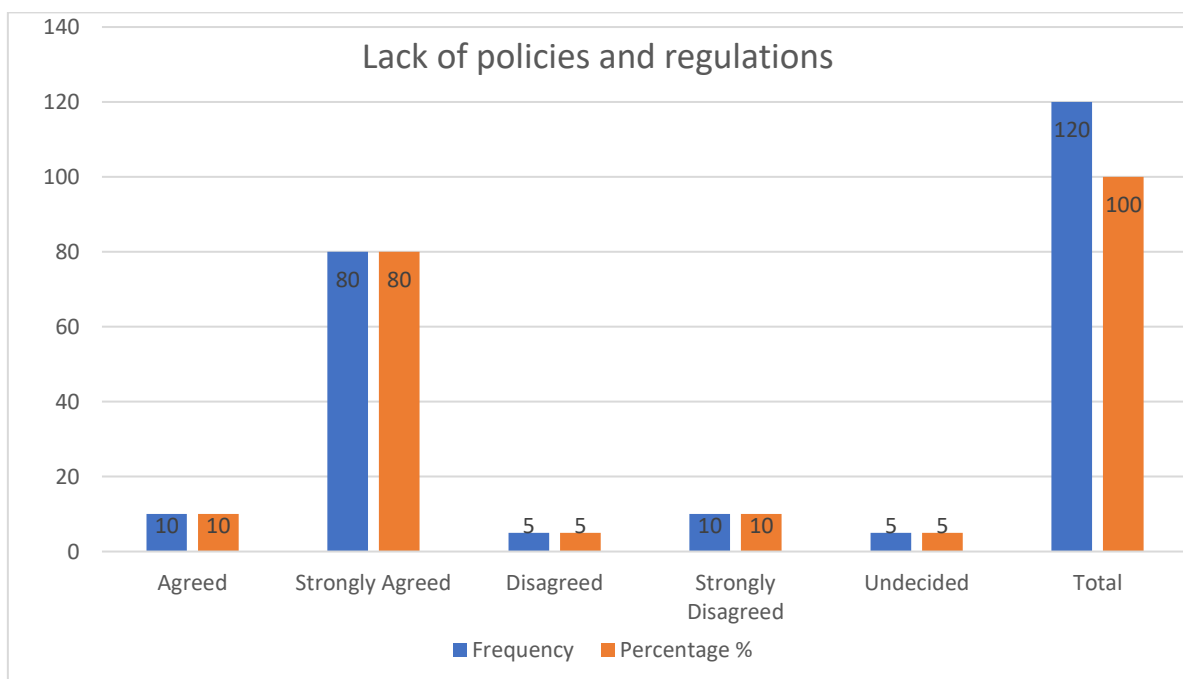
20% of the respondents agreed that the journalists were paid very low salaries, demotivation and de-facilitation, 60% of the participants strongly agreed on government funding and support, 5% disagreed on government funding and supporting, 10% of the respondents strongly disagreed on government funding and supporting and 5% were undecided.

#### 4.7. The respondents of the Journalists on lack of policies and regulations on how Journalists should be paid by the media outlets in South Sudan

Table 6: The response of the participants /Journalists on lack of policies and regulations on how journalists should be paid by the media outlets in South Sudan

Table 6: The response of the participants /Journalists on lack of policies and regulations on how journalists should be paid by the media outlets in South Sudan

Lack of policies and regulations

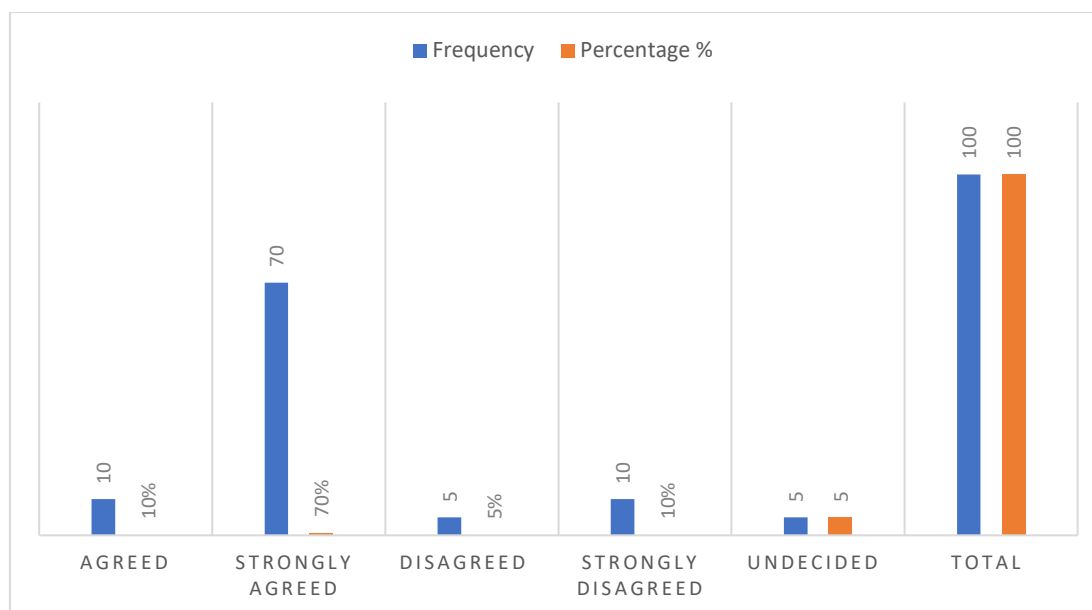


Explanation table : 6

10% of the respondents agreed that there was the lack policies and regulations, 80% of the respondents that there was lack of policies and regulation, 5% disagreed on the lack of policies and regulations, 10% of the respondents strongly disagreed on the lack of policies and regulations and 5% of respondents were undecided.

#### 4.8. The respondents of the Journalists on the role of international Community in Support media sector in South Sudan

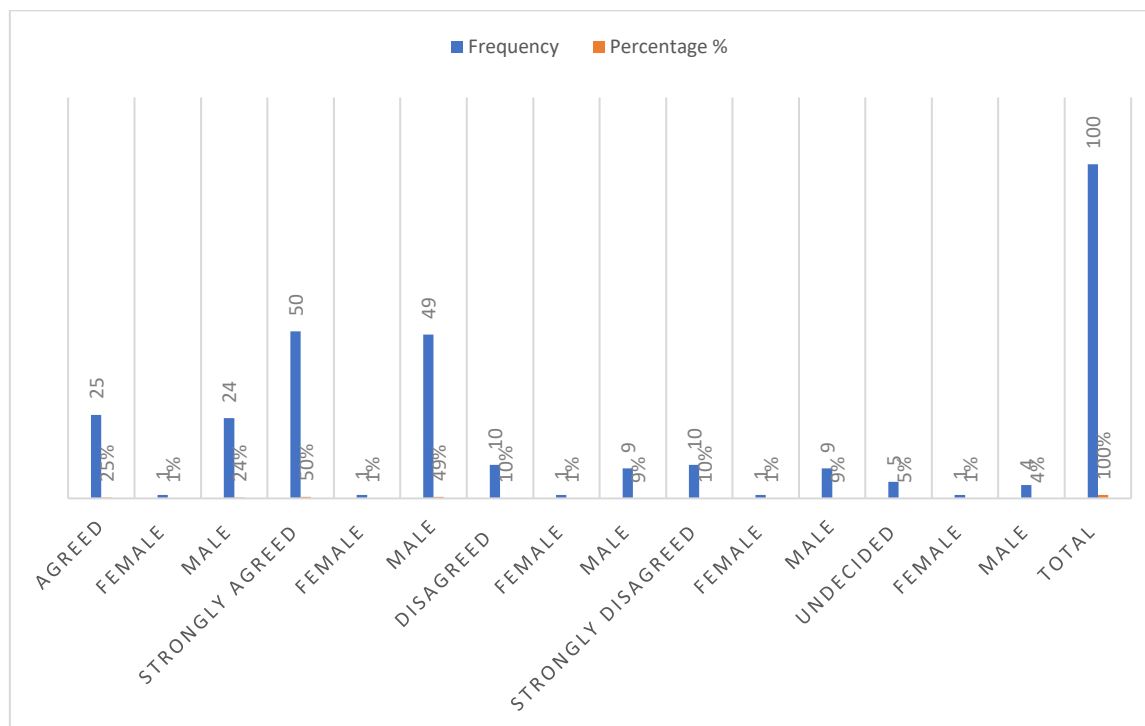
Table 7: The response of the participants /Journalists on the role of international community in Support media sector in South Sudan



Explanation table : 7

10% of the respondents agreed that International community is supporting the media sector in South Sudan, 70% of the respondents strongly agreed that the international community has been supporting the media in the country, 5% disagreed on support of the international community, 10% of the respondents strongly disagreed and 5% were undecided.

Table 8: The respondents on the Brown Envelope Journalism in South Sudan by gender



Explanation table: 8

The study explored the gender analysed of gender who agreed were 25%, female was 1% and 24% were males, 50% strongly agreed female 1% and 49% were males, 10% of respondents, disagreed 1% were female and 9% were male, 10% strongly disagreed, 1% were females, 9% were males and 5% of respondents were undecided, 1% were females and 4% were males.

#### **4.9. The responses of the Journalists/ Participants who were interviewed or fill the questionnaire of the Research**

The researcher interviewed a female journalist who was a freelance journalist who was working for international and local media outlets, she has been observed by the researcher that she was unhappy on Brown Envelope Journalism investigative in South Sudan, she renamed the researcher as Mr. Brown Envelope Journalism (BEJ), according to observation of the researcher was a benefactor of Brown Envelope Journalism, she was interested in covering, reporting governmental news at the national and state level. They have been seen counting some money after the field visit one journalist who is working for AMDISS, confirm that they always count the huge South Sudanese Pounds when they came back as Food Refund (FR), Transport Refund (TR), motivation, appreciation or facilitation for reporting and covering the press conference or news or story in change of money known as Brown Envelope Journalism (BEJ).

A male Journalist who is a freelance Journalist, thinks what BEJ is not practicing in South Sudan. The Brown Envelope Journalism (BEJ) is renamed locally as Transport Refund. (TR), Food Refund (FR). A female journalist who is working for local FM radio confirmed that there is a Brown Envelope Journalism (BEJ) is the one can a buy a journalist a house, a car or built a beatifical house or more valuable assets that can be remembered for years to come, but a little money cannot buy you any a vehicle or change the live of the journalists. The principles or ethics journalism do not acknowledge a bribery, gifts, brown envelope journalism, appreciation, motivation and facilitation by external unless by the media outlets. The current generation of journalists do accept unauthorize gifts or bribery which can affect the creditability of journalism in the country.

The research revealed that a female journalist who was working for local FM radio and freelancer who was working for international media outlets argued that there is no brown envelope journalism in the country, she said that what is given to journalists is not brown envelope, it is an appreciation, motivation or facilitation for work well done, but she was informed by researcher that what you are doing it is against principles of media or journalism, she replied politely that you are aware about our situation in South Sudan. There is no way to survival unless you eat from

where you work. The researcher observed that the brown envelope journalism is forced by the situation or environment in which the corruption became a pride, those who are very corrupt are very respected in the society, they are glorified, they are called the smarter

The research revealed that Brown Envelope Journalism is triggered by the bad economy, ethnicization, regionalism, polarization, bad governance that made society very vulnerable to combat corruption, work for common good, but the members of South Sudan are working for their own interest not for public interest, the South Sudan people were reduced by politicians to their bellies or abdomens, families or immediate families and relatives. The patriotism or loyalty has been eliminated for the minds of South Sudanese so that they cannot challenge them or criticize the government. There are claims that nationalism has replaced by ethnicization, politicization, polarization that does benefit the South Sudanese society. The Brown Envelope Journalism is proof that the South Sudan culture values, norms, traditional have died or process of death. Deng (2025).

The research suggested that unless the severe poverty, improved salaries, training, economy hardship, bad governance, ethnicization, polarization and regionalism are mitigated for better South Sudan. The issues of media and particular brown envelope journalism are isolated from issues of South Sudan such as severe poverty, political violence, violation of human rights, rule of law and good governance, censorship, intimidation among others. The South Sudanese media sector is still weak and vulnerable to contribute positively in development of South Sudan unless it is empowered to complete globally, regionally and locally. The Brown Envelope Journalism is one of the children who were given birth by South Sudan Corrupt or bad governance and inflation, recession of South Sudanese economy. Deng (2025)

A veteran journalist who joined political under the ticket of SPLM -IO argued that the current generation are not aware of Brown Envelope Journalism (BEJ) can damage the legacy of media sector which acquired inherited from previous generations of the journalists. The media experts argued when a media is manipulated by the three arms of the government than there is no healthy society, because it is the media who defend the society from aggressors and self-interest groups who are working very hard to ensure that their interests are attained than the public interest. The researcher argued that it is media that it can expose the most corrupt officials in the government and society. The balancing, creditability, exposing and reporting are cornerstone of media. The free and fair media is watchdog of the society, media is a mirror of the society. Deng (2025)

#### **4.10. The view of the Media Authority (MA) official on Brown Envelope Journalism (BEJ) in South Sudan**

The researcher interviewed the official of Media Authority, an official argued that Brown Envelope Journalism is practiced by those journalists who are knowledgeable, the Media Authority does accept Brown Envelope Journalism, it is considered as violation of ethics, professionalism and principles of the media in which the media is founded, it bases on credibility, balancing, exposing the negativity not positivity for common good not self-interest. He said there is no evidence brought to their attention, therefore, it is unfounded since there is complained brought forward.

Secondly, he argued that the media authority has rules and regulation that inhibit journalists to receive that bribery, gifts or brown envelope journalism among other practice. An official of Media Authority decline to accept that the Brown Envelope Journalism could be practice by some individuals or media outlets but it is unacceptable as per the media authority rules and regulation. The news are not commercial goods, they are public goods, there are not paid, they are free and can be accessible. There observations that some media such Eye radio news on website are not accessible unless an individual or media outlet subscribe for reading news. Deng (2025)

Thirdly, the question was raised by media experts and stakeholders that there are claims that the journalists are accepting BEJ due to low salaries, de-facilitation, demotivation among others. The media experts said that Union Journalists of South Sudan (UJOSS), Association Media Development in South Sudan (AMDISS), Ministry of Labour, Ministry of Public Service and Human Development should work hard to ensure that the salaries of the journalists are regulated and produced. The regulation and rules must be very clear how much the journalists per month. The journalists are characterized Master holders, Degree holders, Diploma as well as certificate holders. The journalists are under paid. Deng (2025)

Fourthly, an official of Media Authority was asked if the media authority has attempt to lobby for increasement of the salaries, he said it is not duty of the media authority, it is a duty of UJOSS, AMDISS and Ministry of Labour and Ministry of Human Resources, in order to create conducive environment for journalistic to report, cover, informing and disseminating the news, story and events. Deng (2025)

Fifthly, the researcher raised a question among media stakeholders on much they think a journalist of Master Degree, Degree, Diploma and Certificate can be paid. They argued that unless the consultative meeting is held to discuss the salaries payment is done, then, nobody can undermine the how much can be paid. Deng (2025)

Sixthly, there are arguments that South Sudan media is relying hugely on external funding largely troika the U.S.A, the UK and the Norway as well as European and allies of the west such as Japan, Canada, Australia among others. The South Sudan is not fully supporting the media sector accept its South Sudan Broadcasting and Corporation SSBC and affiliated media outlets. Deng (2025)

Seventhly, Media Authority manager argued that if there is brown envelope journalism (BEJ) in the country. South Sudan Media Authority is not convinced that there is no brown envelope journalism, but the Union Journalism of South Sudan (UJOSS), Association Media of Development in South Sudan (AMDISS) and journalists have confirmed that there is brown envelope journalism in South Sudan, Media Authority official argued they can work closely with stakeholders to address the issues. The Brown Envelope Journalism (BEJ) is largely practiced in South Sudan, but the media experts believe that it triggered by the low salaries, lack of resources, censorship, unfriendly environment, among others.

An official of the Media Authority argued that the researcher must revisit the Media Authority Act (MA) and particularly Code of Conduct for the practice of Journalism in South Sudan -2021 which was issued under section 67 of the Media Authority Act, 2013 copy right 2021. Art 7 independence. A journalist shall: ‘ (1) Avoid conflict of, interest, real or perceived and disclose unavoidable conflict. (2) Refuse gifts, favors, free travel and special treatment and

The managing Director of Media Authority explained the Media Authority Act in which the credibility is explained in (3), it argued that media outlets should be wary of source offering information in change of money or favouring, it indicates that the news should be commercialized or bought (4) suggested that media should repudiate any preferred or based on self-interest rather than common good, media outlets should not accept any financial or benefit, influence the media outlets in order to cover news in return. (6) of the Media Authority discourage any attempt of sponsored news content, (7) the media authority has been working tirelessly to ensure that provision Media Authority (MA) to ensure that the high standards of journalism, or media is kept and media outlet is an independent and principles or ethics are safeguard. The media authority is work closely with stakeholders to ensure the principles and ethics. Deng (2025)

#### **5.0 Discussion of Findings**

Brown Envelope Journalism in South Sudan has been triggering due to numerous factors such low salaries, economic hardship, demotivation, deciliation, lack of advertisement, bad governance, corruption, attitudes,

severe poverty, culturally among others. The media experts argued that the Brown Envelope Journalism (BEJ) has been renamed as Food Refund (FR) Transport Refund (TR), the practitioners of the brown envelope journalism argued that it is regarded as motivation, appreciation and reward in reporting news, story or events in South Sudan, the media experts did not believe that the brown envelope journalism (BEJ) can be described as motivation, appreciation, reward because these three elements known as appreciation, motivation and reward are always provided or given by the entities where a journalists work for. The human resources experts and managers argued that there is no employer who can accept his, her employees to motivated, appreciated and motivated by external rather than him or her. The practitioners of brown envelope journalism in South Sudan are attempting to rename Brown Envelope Journalism in South Sudanese context which can triggered endless debate can be explained broadly and more effectively. Deng (2025)

The research or study discovered that the South Sudan Media sector has been negatively affected by several factors which are interlinked with other factors which are affected quality education, research, deterioration of English Literature and Language in Sudan and South Sudan. South Sudanese layperson who is not researcher, critical thinking accused the researcher who conducted research on brown envelope journalism that he has been repeating factors of brown envelope journalism as well as the issues of quality education, research, deterioration of English language and Literature, the issues of Arabization, Islamization in Sudan under the leadership of National Islamic Front (NIF), Umma Party and Democratic Union Party which was affiliated with to Egypt. The research revealed that the Brown Envelope Journalism which was manufactured by Nigerian journalists and politicians and spread across Africa, in South Sudan Brown Envelope Journalism has been renamed wrongly by the practitioners as motivation, appreciation and reward for reporting news, story and events in South Sudan. South Sudan issues or challenges are interlinked, therefore, if, South Sudan issues are resolved it is definitely addressing the challenges, for instance, if there is security, stability, it improves food security, if the roads are good, the food items will be transported into the markets, therefore, the prices will be affordable, if the economy is good the salaries will be paid by timely or regularly and the salaries can be improved.

The study revealed that BEJ practitioners have been considering BEJ as is an income generating activity by those who are practicing the BEJ in the country. Brown Envelope Journalism has emerged after South Sudan gained independence in 2011. It obviously known that BEJ is not allowed to accept BEJ, it is a corruption, not appreciation,

motivation and awards. There are claims that there are no clear policies and regulations on how journalists can be paid to journalists, such as Master, Degree, Diploma and Certificate. The media experts have been calling for regulation and policies on how much the journalists can be paid bases on their credentials and experience. Journalists are paid than 1,000 .00 US dollars in East Africa. The study discovered the media outlets are not interested in regulation and policies because they have no resources to increase the salaries of journalists in the country. Deng (2025)

The study revealed that the stakeholders known as Media Authority, Union of Journalists of South Sudan (UJOSS), Association. Media Development in South Sudan (AMDISS), freelance journalists, media experts and members of civil society organizations and opposition or opponents of the government or rather critics. The study discovered the stakeholders are lacking resources or funds to implement these regulation and policies on the salaries in order to avoid the Brown Envelope Journalism (BEJ). The violation of ethics, principles, creditability and professionalism has deteriorated over decades which has been seen as challenge and indication of violation of the principles and ethics such as balancing, exposing, reporting and informing the public in order to make a correct decision, the decision making is based on creditable media which informs the public and politicians to make a correct decision in fragile states of Africa. Deng (2025).

## 5.1.Conclusion

The study revealed that Brown Envelope Journalism is triggered by low salaries, untrained, censorship of the content by the government, lack of advertisement due to bad economy, low readability of readers due to censorship since public interest content is remove by the government, unclear policies and regulation on how much the journalists are paid, the media is not funded by the government, the media outlets rely on external donors. There are arguments from critics argued that the media is being manipulated by the government, effected by ethnicization and polarization, among others. The media practitioners said that there is unfriendly environment in the country since the SPLM led government decided to abandon its principles of liberation of political marginalization, the ideology of New Sudan which founded by John Garang De Mabior, there arguments New Sudan has died with John Garang when he died in plane crashed when he was coming from Uganda to New Site, his based in liberated Sudan. The critics argued South Sudan that three arms of the government are manipulated by the government, the critics said that legislature is not an independent legislature it is called rubberstamp legislature that it cannot challenges the executive and judiciary because they are hand-picked by appointing authority, the Members of the Parliament are largely hand-picked by the

appointing authority which is violation of the constitution, those who are elected by the people if, they are removed, by the appointing authority should be replaced by the elected people who are elected by their constituencies. The media is fourth arms that oversees the three arms of the government, if it is manipulated, then a country is voiceless and cannot challenge any government officials. Deng (2025)

The media experts argued that there is no entity that can depend the public interest, rule of law, good governance, human rights among others accept the media sector. The South Sudan public rely on the media, it is the role of media to inform the public, or expose those who are misappropriated the public funds. If the media is working for self-interest of some individuals in society than the public interest is at risks. Brown Envelope Journalism (BEJ) is violating the principles of the media in the country, there are fears that Brown Envelope Journalism can be rooted in society that it can hinder the principles, ethics and professionalism of the media in the country. The study confirmed that the Media Authority (MA), Union of Journalists of South Sudan (UJOSS), Association of Media Development in South Sudan (AMDISS), critics and members of the civil society organizations should work closely and collectively to mitigate the Brown Envelope Journalism since the (BEJ) is a global practice. Deng (2025)

## 5.2.Recommendations

The study is advocating the following results and suggestions

1. The media stakeholders known as Union Journalists of South Sudan, (UJOSS), Association Media Development in South Sudan (AMDISS), Media Authority, Ministry of Labour, Ministry of Human Resources, Media experts, members of the civil society organization and journalists to address the challenge of Brown Envelope Journalism by increasing the salaries of journalists.
2. The study advocates and calls on the media stakeholders to disseminate the negativity of the brown envelope journalism by introducing campaign to eradicate brown envelope journalism (EBJ) in South Sudan.
3. The Media Authority is calling the media stakeholders to work closely and collectively to address the issues of Brown Envelope Journalism in the country.
4. The study calls on the stakeholders to conduct more researches on media issues in the country
5. The researcher will be conducted more researches outside Juba City Council in the states and three administrative areas.

6. The researcher will work closely with government in three arms government to ensure that the media is supported to work for common good
7. Media stakeholders hard to ensure that the ethics, principles are safeguard by the stakeholders
8. The research calls on the stakeholders to improve welfare of journalists
9. The research called on the UJOSS and AMDISS to dismiss those who are practice Brown Envelope Journalism and blocklist them.
10. The study called on the government and donor to establish more independence media in South Sudan

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