

# **The Brown Envelope Journalism in South Sudan: An analytical of Literature Review, Interviews and Observations of Eight Media Outlets and Media Institutions (public and private) in Juba City Block, South Sudan**

**Clement Aturjong Kuot Deng**

<https://orcid.org/0009-0003-1082-4927>

An independence Researcher of Education and Humanities

Research lecturer of School of Journalism, Media, and Communication Studies (SJMCS)

University of Juba, South Sudan.

Graduate College, School of Education, Department of English Language and Literature

National University of Juba

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**Abstract:** *South Sudan Media issues have not been explored effectively, but the media external experts managed to contribute on South Sudan such as the freedom of expression among others. The students of School of Journalism, Media, Communication Studies (SJMCS) have been lacking local literature review that it can be used as second data. The Brown Envelope is largely practiced in South Sudan, but it is not properly explored by South Sudanese media experts. There are claims that it is too early complain about the contributions on the media issues, because, the country came to existence about 14 years ago. BEJ is attributed to low salaries, wellbeing, demotivation and bad economy. BEJ is locally name as Food Refund (FR), Transport Refund (TF), some of the journalists name it as motivation, appreciation for reporting and covering. The government has been accused by critics, public and members of the society that it failed to pay its civil servants, improved the wellbeing of the citizens, economy, stability in the country. The critics and members of the civil society argued that BEJ is attributed to bad economy, ethnicity, polarization, il-intention, and some communities do not accept to give lands to South Sudanese people for agricultural productivity.*

**Keywords:** Brown, envelope, journalism, compromised, ethic and lack of professionalism

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## INTRODUCTION

Brown Envelope Journalism (BEJ) is commonly practice in Africa; it given birth in Nigeria. It came to existence in 1990s. It attributed to Babangida regime who ruled Nigeria from 1985-1990s. According to free Wikipedia or Encyclopedia that "Brown Envelope " was first coined 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 condomed 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).

Asira and Okpo (2013, p.16) argued that corruption is phenomena practice in Nigeria, therefore, it is very normal to accept bribe, brown Envelope in order to kill the negativity of the story during the reporting and covering. The Nigeria media experts argued that pollical office holders and government officials have been accused of corruption, they said there is naked theft of the public funds in Nigeria, they stated that the corrupt has cause malpractices among school children. Nwabueze (2010, p.142). Reuben Abatias who is journalist indicated that if the journalists who are member of the society are extremely corrupt in the entire society which is corrupt than the media cannot be innocent. The researcher stated that if the journalists are part and partial of the corruption than that the country is finished, because there are no people who defend the masses or voiceless, people with disabilities. The journalists are human rights defenders, if the human rights defenders are corrupt than there are no people who can fight or combat the corruption as articulated by South Sudan cartoonist Mr. Adja Acuil that the South Sudan Corruption was close down by the people who are practicing the corruption, therefore, there is no hope in South Sudan. Deng (2025)

SPLM /A has used Media intensively in liberation of the people of South Sudan. They managed to advance their political agenda, propaganda and ideology SPLM of liberation, it was implemented SPLA and International BBC, CNN and among European, Canadian and Australian Media outlet. The SPLA radio has contributed significantly in gaining popularity cross Sudan, regionally and international. The historians, political scientists and media experts stated that supporters of SPLM/A in Sudan always rushed home to listen to SPLA radio. International media outlets such as BBC, CNN among others, have played a vital role in informing the world about the oppression and persecution of people South Sudan. The international community under the leadership USA was able to inform the world about oppression and persecution due to their Christian. Deng (2025).

It argued that the inhabitants of Sudan were turned minority rather than majority of Sudan. There is criticism that immigrates became masters of Sudan during which the current Sudan

has been facing numerous challenges such a referendum of Southern Sudan, independence of South Sudan, it continues that Sudan was divided or polarized on ethnicity of Black Arabs and African ethnic groups. In spite they are believing in one religion known as Islam, they are divided on ethnicity due to concept of Islamization and Arabization rather than Sudanization or ideology. Deng (2025).

The historians, critics, members of the civil society, media experts argued that troika known as USA, UK and Norway have been making significant contributions for the people of South Sudan, the people of South Sudan cannot be forgotten by the people of South Sudan. It has been confirmed by several South Sudan who were interviewed by research that without supported of the international and local media the liberation of the people of South Sudan could have not been achieved. The troika courtiers have been facilitating the public and private media outlets in their countries in order to visit the liberated areas. It continues through period of Comprehensive Peace Agreement CPA, post CPA, Referendum, post-independence and conflict of 2013, and continues. Deng (2025).

The critics, historians, political scientists and public indicated that without their support, the South Sudan could have not made it possible to fight war in liberated areas and Sudan. The international media were lobbed by their governments and members of the civil society organizations to raise funds for the people who were living liberated areas, Sudan and exile, particularly the people who were living in refugee camps and Internal Displace Persons (IDPs) across Sudan. There are voices from South Sudan public, critics and media experts that the significant role of the media contributions during liberation, but the government of South Sudan has been oppressing the freedom of expression in South Sudan. The government is practicing censoring of the contents, arresting, torturing journalists and denied some individuals to own and establish newspapers or broadcast, because they are critical and human rights defenders or activists. There are claims that journalists are described as enemy of the state because they are exposing or criticizing 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 investigating 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 is 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 Journalist 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 South Sudan Radio (SSR) 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, even the close allies like FMs are complaining that they are not given an access of political space. The claims were rejected by SPLM-IG.

There are accusations that the employments of the journalists who wants to work for any government is approved by the Security agent; 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 salaries which provides the basic need 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 to community they belong 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 interest, for instance,

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SSBC is only broadcasting the programme of the government rather the interest of the government. Deng (2025).

The media which are owned by the government or some individuals cannot expose or critical to 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 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 bribed or given Brown Envelope before they can defend the groups or a politicians or Business men who are very wealthy. They are always on line to defend their clients, some of the 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).

### Statement of the Problem

South Sudan media is controlled by government, she argued 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. 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 when the issue of human rights and good governance are violated. 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 who colonised South Sudan was hesitated or doubted the Referendum of South Sudan, but 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). Rehim (n.d.) stated that South Sudan has 64 ethnic groups, therefore, the media outlets and media stakeholders to ensured that inclusivity is paramount. Rehim (n.d.) indicated that in spite of troika support, the South Sudan media was unable to meet expectations of the 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 ethnics and professional, but in spite 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 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 that by the general public that they were part and partial of the crisis, all SPLMs 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 which 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 safe drinking water under the River Nile water which 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 wealthy over 160, 000 USD, among others 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 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 can sustained the journalists who are working for local media outlets in South Sudan. It argued that South Sudan is on top of the countries 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)

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

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

Secondly, there are claims that due to donors' fatigue, they are unable to fund Media activities and programme in the country, because they have responsibilities and duties back home where they generate funding for media projects and programme. The war in Ukraine, floods, climatic change, inflation and scarcity of the resources globally have affected or reduced the media funding in South Sudan because 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 resources, therefore, there are no advertainments for media outlets. 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 and aware, 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. 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 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 them joined National Islamic Front 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 are 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 mine their business such as taking care of his or her family, there is not nationalism or working for common good. The country remains undeveloped and violent society. Finally, it argued that South Sudan media sector cannot develop due to environment of the 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).

### **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

## **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?

## **Significance of the Study**

The Study will be exploring 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 which are 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 oppressors can be exposed only through media by journalists or critics who are members of the civil society in South Sudan. There are concerns that the Brown Envelope Journalism can be mitigated unless the factors that make it practice are eliminated. The study will expose the journalists are engaged in Brown Envelope Journalism (BEJ) as source of income for their own interests by reporting and make public relation for wrongdoers who are giving Brown Envelope to Journalists. Deng (2025).

The study will be 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 can be 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).

## **LITERATURE REVIEW**

South Sudan media is controlled by government, she argued that the journalists face difficulties and hardship when they are covering or reporting the issues of the public interest. She indicates s that the ethnic groups do influence Media Authority (MA). Dr. Iman knowledge that media in South Sudan is fully funded by troika, European and international community through UN,

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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 the issues of human rights and good governance. Deng (2025)

She indicates 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 a research or study entitled: Journalism freedom of expression in South Sudan 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 censor if there is element of criticism or blaming the government of violating the issue of human rights and good governance. 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)

South Sudan Media experts stated that South Sudan has been affected like other professionals, there are claims that all disciplines or rather professionals have been affected by the corruption, ethnized, polarized, lack of nationalism, ideology among others. The critics, political scientists, faith-based group, security strategists among others were stated that above mentioned disciplines were corrupted by wrong elements who are very corrupt that they only look at their interests, for instance, there is no creditable Judiciary, civil society organization, South Sudan Council of Churches has been ethnized by the church leaders, education sector has been affected, for instance, the examinations are disclose for self-interest gains, unqualified lecturers are employed based on ethnicity, regionalism, political affiliation, nepotism, favours among others, therefore, there is no rule of law, good governance and human rights that can safeguard the people of South Sudan poor or rich, young and old, women and men, child and adult. Deng (2025)

Brown Envelope Journalism (BEJ) in Nigeria has dominating critical debate which is described as endless discussion among media stakeholders. The Brown Envelope Journalism (BEJ) is commonly practice in Africa and particularly Nigeria. It is described as practice of receiving or accept a gift or gratification for performing journalistic duties. It is process in which a reporter, journalist kills the negative part of story and report positive of the story. (Onyisi, 1996; Akabogu, 2005; Nwabueze, 2010). Okunna (1995), it argues that Brown Envelope Journalism is “monetary bribes handed out to an unethical journalist who is comprised to kills the negative story and report positive of the story. Deng (2025)

“Brown Envelope Journalism. It argued that a journalist or reporter does not accept any gift from any person who is beneficiary to the story, if he or she accept a gift is regarded as bribery or Brown Envelope Journalism. (1995, p.57). Skjerdal (2010) is applied to denote journalistic activity which involves transfer of various types of rewards from sources to the reporter. ‘In other words, it comprises a “range of incentive involving cash (brown envelopes) and other gifts (freebies) that may put the journalist’s independence into question” (2010, p.370-371). Deng (2025)

Uko (2004) argued that in African societies, the journalists who were reporting or cover the events, they were facilitated or given incentives by sources or beneficiaries for reporting and covering, therefore, the content is comprised because the source have given incentives to report positively instead of balancing the story. Uko (2004) indicates that in Nigeria and particularly from 1979- 1983, the journalists were bribed in order to publish their stories in the national dailies. Uko argued that from 1978- 1983, the bribery or Brown Envelope Journalism became a phenomenon and part and partial of Nigeria's Media payment system in Nigeria. The journalists have been requesting incentives in order to conduct interviews with top government officials such as Ministers, Governors and top civil servant officials. Deng (2025).

The media experts and civil rights activists have been expressing their views that media in Nigeria has been impacted negatively due to violation of the journalism principles and ethnics of the media or journalism. The Brown Envelope Journalism (BEJ) has been accused by media experts and critics that it has spoil the image and legacy of media in Nigeria. Unbalance stories did not serve the public interests, it address the interests of the politicians who gave incentives or bribery to Journalists. The negatively part of the story is killed and emphases on the positivity of the story in order to benefit from incentives and bribery. (1996; Okoro& Ugwuanyi; 2006; Adeyemi&Okorie, Ekeanyanwu &Obianigwe, 2012).; (Nwabueze, 2009, 2010). Deng (2025).

The experts argued that the Brown Envelope Journalism has violated the media ethnics due to poverty, low salaries among others. Nwabueze, (2010, p.498) argued that its origins and rooted in Nigeria, it argued that the culture of the people of Nigeria is based on who is reading newspaper or listen to FM radio. There are claims that journalists who are practicing Brown Envelope Journalism are accused of naked fabrications, biased reportage, sycophancy, sensationalism. The Brown Envelope Journalism (BEJ) is described as PR. Kola, Kwa, Keske, egunje awufu among other names. Deng (2025)

The journalists who practice BEJ have lost creditability, objectivity, balancing story, fairness. They have lost public trust and creditability. (Asira and Okpo, 2013, p.16), argued that the Brown Envelope Journalism is attributed to low salaries, argued that the freelancers are underpaid compared to others, therefore, they adopt BEJ, it said that the journalists are paid less 100\$ or 15,000 NGN. The journalists who are working in private media earns \$110 about 20,000 NGN. Danladi (2008), Ekeanyanwu and Obianigwe (2012, p.519). The salaries of journalists in Nigeria cannot meet the basic needs of their families and himself or herself, therefore, they are involved in BEJ. Deng (2025)

According to Akabogu (2005), situational ethics "may justify bribery received by a journalist on the basis that he is probably not well paid and he is faced with a lot of financial problems within and outside his work environment" (2005, p. 203). Nwabueze, (2010) "establishes that poor remuneration may not be the only major reasons for the growth of the brown envelope syndrome because journalists from organizations that pay relatively good salaries still collect brown envelopes" (2010, p.141). Deng (2025)

Asira and Okpo (2013, p.16) argue that, "In Nigeria, graft and corruption have become normal way of life for many, not only for political office holders and government officials." According to Asira and Okpo (2013, p.16) "a corruption has polluted every section of our national life –from the naked theft of public funds by adults to examination malpractices by school children." Hence, Nwabueze (2010, p.142) Reuben Abatias argued that, "The journalist is also a member of the society and if we are an exceptionally of the corrupt in the society, the media cannot be innocent. They are just as corrupt as the society." There are accusing or point finger at some journalists who are practicing (BEJ) in Nigeria. Deng (2025)

There are claims that the untrained journalists who found destiny in to journalism practice." Journalism in Nigeria "it still professional of allcomers affairs, the truth is that untrained journalists are wholly unethical; they don't see journalism as a professional field in the first place, so they don't bother to maintain any professional standards, hence the wanton demand for cheap rewards in order to write favourable reports" (Ikechukwu, 2014, p.152). Stripping brown envelope from all sorts of technicalities and excuses, it is heinous act for journalists to demand for or accept brown envelope. Deng (2025)

It argued that wrongdoers have been comprising the objectivity judgment of the journalism has been biased, unbalanced, untruthful, inaccurate, sycophantic and sensationalize certain news stories. Ndubuisi as cited Ekeanyanwu and Obianigwe (2012), they argued that "a journalist that peddles lies (or is not objective) will sooner or later die; it may not be physical death. " " The journalism stands for ethics of the journalism. (2012, p.519). The study will attempt to explore brown envelope collection as a bane for many ethical violations by Nigerian journalists. 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 which 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). It argued that USA has played a vital role in negotiating Peace Talks in Naivasha, but USA was assisted by Norway and UK. The critics and experts and South Sudan still believe that without US government and its people Liberation and Referendum could have not been possible. Norway supported the people of Southern Sudan openly. Deng (2025)

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). Rehim (n.d.) stated that South Sudan has 64 ethnic groups, therefore, the media outlet and media in general must ensure that inclusivity is paramount. Rehim (n.d.) indicated that in spite of troika support, the South Sudan media was unable to meet expectations of the international community such as free and fair media among others. She said that South Sudan was not creditable, balancing, objective and independent as per media ethnics and professional, but in spite of these challenges, the members of the civil

society have been advocating to ensure that the media is free and faire and not manipulated by the government. Deng (2025)

Rehim (n.d.) stated that the conflict of 2013 between members of SPLM. The critics and local experts argued that it was misunderstanding between Riek Machar and Kiir Mayardit, it was political disagreement, but it was turned into ethnic conflict. There are claims from local critics and experts that political misunderstanding was not contained in SPLM Political Bureau or Liberation, but it spreads to ethnic groups known as Dinka ethnic groups and Nuer ethnic groups. The ethnicity and polarization which occurred in 2013 still to grows in South Sudanese society has affected South Sudanese media sector. The conflict has displaced over 4.5 million in South Sudan particular in Unity State, Jonglei and Upper Nile. 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 published news or views of the political parties 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 it. 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, online newspaper are block and denied access to online through local internet accessibility or connectivity. Political actors who are in the government or in opposition are denied to be interviewed by journalists because they do not want SPLM to be challenged. Rehim (n.d.) explained 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 ethnic and freedom of expression is violated when a journalist wants to kill negative story. Deng (2025)

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

According to Akabogu (2005), situational ethics “may justify bribery received by a journalist on the basis that he or she is probably not well paid and he is faced with a lot of financial problems within and outside his work environment” (2005, p. 203). Nwabueze, (2010) ‘‘establishes that poor remuneration may not be the only major reasons for the growth of the brown envelope syndrome because journalists from organizations that pay relatively good salaries still collect brown envelopes’’ (2010, p.141).Asira and Okpo (2013, p.16) argue that,

“In Nigeria, graft and corruption have become normal way of life for many, not only for political office holders and government officials.” According to Asira and Okpo (2013, p.16) “a corruption has polluted every section of our national life –from the naked theft of public funds by adults to examination malpractices by school children.” Deng (2025)

Hence, Nwabueze (2010, p.142) Reuben Abatias argued that, “The journalist is also a member of the society and if we are not an exceptionally of the corrupt in the society, the media cannot be innocent. They are just as corrupt as the society.” There are accusing or point finger at some journalists who are practicing (BEJ) in Nigeria. There are claims that the untrained journalists who found destiny in to journalism practice.” Journalism in Nigeria “it still professional of allcomers affairs, the truth is that untrained journalists are wholly unethical; they don’t see journalism as a professional field in the first place, so they don’t bother to maintain any professional standards, hence the wanton demand for cheap rewards in order to write favourable reports” (Ikechukwu, 2014, p.152). Stripping brown envelope from all sorts of technicalities and excuses, it is heinous act for journalists to demand for or accept brown envelope. Deng (2025)

It argued that wrongdoers have been comprising the objectivity judgment of the journalism has been biased, unbalanced, untruthful, inaccurate, sycophantic and sensationalize certain news stories. Ndubuisi as cited Ekeanyanwu and Obianigwe (2012) , they argued that "a journalist that peddles lies (or is not objective) will sooner or later die; it may not be physical death. “ “ The journalism stands for ethics of the journalism. (2012, p.519). The study will attempt to explore brown envelope collection as a bane for many ethical violations by Nigerian journalists. Deng (2025)

The awkwardly, brown envelope collection cannot be separated from Nigerian atmosphere in which Nigerian journalists operate. To this end, brown envelope is a reflection of corrupt nature of Nigeria as a nation state. Asira and Okpo (2013, p.16) argue that, “In Nigeria, graft and corruption have become normal way of life for many, not only for political office holders and government officials. Corruption has adulterated every section of our national life, causes naked theft of public funds in Nigeria. The corrupt has cause malpractices among school children. ’Hence, Nwabueze (2010, p.142) quoted Reuben Abatias in which the journalist is a member of the society and if we are an extremely corrupt in the entire society, therefore, the media cannot be innocent. 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) spilt into two Sudan based and exile based, 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).

According to historians, political scientists, media experts, media in Southern Sudan was more creditable than twenty-first century. The critics and members of the civil society organization and international community headed by the US, UK and Norway known as troika have been blaming SPLM of widely and largely practicing corruption and policy of the ethnicity of dividing South Sudan on tribal lines which unable South Sudan institutions to function properly for common good of the people of South Sudan. The resources of the people of South Sudan have made for the disposal of the individuals who loyal to the government, therefore, the government is unable to pay the salaries of civil servants and including the constitutional holders who are members of Transitional Government of National Unity TGNU which has been extended for several years without service delivery to the people of South Sudan. Deng (2024).

The result of the widely wrapped corruption and politics of ethnicity and polarization has created economy difficulties and inflation in South Sudan that if the civil servants' ae given salaries of one year cannot provide the basic needs of the South Sudanese families for one month. These issues of corruption, tribalism and lack of ideology have forced South Sudanese to think on their own interest rather than public interest, therefore creditability of the media in South Sudan has been affected negatively in reporting and covering the issues of good governance, rule of law and human rights in the country. The South Sudanese Journalists were also forced to think on how they feed their families and themselves, therefore, they were observed by the researcher accepting Brown Envelope Journalism as the means of generate income for them. Deng (2025)

So many Journalists have accepted that they receive Brown Envelope Journalism as Food Refund FR or Transport Refund TR as the way they survive in South Sudan. They rely on Workshops, so that they can pick envelope of FR or TR. There are claims that the journalists compete over attending the workshops, the Workshop has local name known in Dinka as 'Worksham' in Dinka meaning that is related to feeding the stomach. There are people who are relying on 'worksham ' Feeding for Days (FRD) among journalists as well as members of the society who have relatives in the concern ministries. The study discovered that the Brown Envelope Journalism in South Sudan is considered as motivation for Journalists, some when further and said it is the right of the Journalists, they were paid less than 50 USD per month, some journalists were unable to purchase motorbikes or Boda-boda known is East Africa. Deng (2025).

There are claims from the local Journalists that Ethics and Professionalism in South Sudan Media cannot work unless the salaries, wellbeing of the journalists are improved by Association for Media Development in South Sudan (AMDISS) , Union Journalist of South Sudan (UJOSS), Media Authority (MA) ,Ministry of Labour and Ministry of Human Resources of South Sudan. There are claims from Journalists that Brown Envelope Journalism is practiced by both trained and untrained due to low salaries, demotivation, de-facilitation and lack of the advertisements in the country due to bad economy. There are claims from the public and media



experts that the Brown Envelope is a business income generating activities that is used to rich himself or herself instead the journalist work for common good of the people. Deng (2025).

There claims that there are local media outlets who are relying on Brown Envelope Journalism as the only way to keep them in the business, those who reject the Brown Envelope Journalism were through away by the situation of not generating income to run their media outlets. The only media outlets who survive were the one funded by donors and those who are getting advertisements from UN, NGOs and developmental organization or media organizations. There are claims that even the creditable FM radios and online media outlets are accepting Brown Envelope Journalism in darkness for survive, but they are told by good editors to balance the reporting and cover. There are claims that the editors who are affiliated to political ethnicities are accused by the public, media experts and external observers of taking Brown Envelope Journalism from their reporters due to low salaries and inflation in the country. Deng (2025).

### **Consequences of Brown Envelope Journalism in South Sudan**

It argued that the Brown Envelope Journalism BEJ in South Sudan has tarnished the legacy, reputation of the previous Journalists who were not accepting Brown Envelope Journalism such as Alfred Taban, Nhial Bol Aken , and Bona Malual , Atem Yak among others. It affects the quality of news which are reported and covered by Journalists, but there are voices within South Sudan society that there are a few FM Radios and Print and online media outlets are not involved in accepting Brown Envelope Journalism BEJ in South Sudan, they believe that they are only soul of the media sector in South Sudan who still work for interest of the people of South Sudan. Deng (2025)

There claims from the critics and members of the civil society that South Sudan media lost creditability , professionalism , ethics due to Brown Envelope Journalism BEJ , the South Sudan people have faith in Eye radio , Mirraya FM and some Catholic based FM radio , but of the recent there are accusation that the FM radios which affiliate to local Church have been influenced by the government to compromised the ethics and professionalism for their gains or interest since they are claims that South Sudan Council of the churches members' have been influenced by the government and elements of the ethnicity. 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 for a few who are loyalists to the churches leaders' It argued that claims that the faithful are hardly to access their Bishops or Cardinal , particularly those who criticized or opponents the government, there are accusations that they are manipulated by the government since some of the were imposed by Vatican on the dioceses, therefore , they were protected by security agents of the government. 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 based on Teaching of Jesus Christ therefore, they are guided by Holy Spirit not self-interest of the people, clergies, Bishops and Cardinals. 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).

### **Observations Review**

The researcher observed that during the study, the researcher was mocked and laughed at by the Journalists who are practicing Brown Envelope Journalism (BEJ) because they think the Researcher was wasting his time in investigating the study of Brown Envelope Journalism (BEJ). They had wrong perception that I will give up with some days, but the research continues to conduct the research in spite of difficulties and lack of resources. The researcher is very determined and patience to conduct this study, he considered that the study is part and partial of his contributions in English Teaching and English Literature in Education. Deng (2025).

The researcher discovered that there is no contribution by South Sudan media experts that attempt to articulate the issues of the media in the country. The study will be used to mitigate and generate solutions and answers to Brown Envelope Journalism (BEJ) because, they think it exists even in US and European countries during which the principles or ethics of the Journalism were founded. The arguments which were disputes by other media experts in the country as untrue and unfounded. The researcher believe that the practice of Brown Envelope Journalism in South Sudan remains unchanged unless the salaries, motivation, facilitation, wellbeing of the journalists are improved by the stakeholders of the media. Deng (2025)

There are claims from the practitioners of Brown Envelope Journalism that World they live is very corrupt and nobody can change it which considered by the media experts as mere lie and unfounded. The experts argued that the World has 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 researcher observed that the majority of the respondents were not faithful to what they are saying is not what they are doing. They are practicing the Brown Envelope Journalism effectively and largely in the media outlets in the country. There are suggestions that the Brown Envelope Journalist is largely practiced by the Journalists who are working for public broadcaster across South Sudan. It argues that the editors of this public broadcaster cannot sent the reporters if the cost of the video tapes are not provided, the reporters are not sent to the reporting events. There are claims that Food for Refund FR or Transport Refund are provided before or he or she sent the reporters to cover the story, sometime, the news is not broadcasted unless the benefactor pays the cost of broadcasting apart from the FR or TR. Deng (2025).

The researcher fears that the Brown Envelope Journalism (BEJ) can be turned as motivation and the right of the Journalists in the country where the corrupt is bride and intelligence according to some people in South Sudanese society. The critics are considered as an unwise men and people who did not live as Romans live during Roman Empire. The Journalists who have rejected Brown Envelope Journalism are attributed to poverty. But they are considered by the critics and public as the people who work very hard to ensure that the ethics and principles of the media are practiced as per media principles founded in Europe and continued to e practice

in US and Globally. The researcher observes that unless Brown Envelope Journalism (BEJ) is confronted by the media stakeholders, it remains a phenomena and habits in South Sudanese society and largely practice in the media outlets. The researcher calls on the stakeholders to work tirelessly in combating the Brown Envelope Journalism to ensure the ethnic and principles are implemented as per media principles, ethics and professionalism were founded. Deng (2025).

Academic background and theories of Brown Envelope Journalism

## **METHODOLOGY**

The Study was based on two approaches known as Qualitative and Quantitative approaches. The qualitative was based on interviews, observation and Literature of the African experience largely in Nigeria as well as South Sudan experience. The Quantitative approach was based on Questionnaire data analytical of the minor statistics obtained by the researcher to support his argument of the Brown Envelope Journalism BEJ in South Sudan. The study focused on the media outlets operating in South Sudan and in particular the South Sudanese Journalists who are working for local international media Outlets and Freelance Journalist such as One Citizen daily News Paper, Community Radios in Juba, Private Radios, Alwatan, EBC FM radio, freelance journalists who were working for international and local media outlets.

The research has designed a questionnaire which is comprised of the Quantitative and Qualitative methods in order to collect both data or statistic and qualitative which be used for narrative of the research issues such as low salaries , demotivation , de-facilitation , wellbeing of the journalists and their families for independent media sector in the country because the journalist is pillar of freedom of expression , those who are watchdog of the society cannot accept Brown Envelope , bribery , gift , favours due to low salaries , demotivation among others. The research was conducted focus on SSBC, individuals who were interviewed at the Ministry of Information Broadcasting, Postal Services and Tel communications.

The journalists who were work for Equator Broadcasting Corporation (EBC ) which run by the Central Equatoria State , South at the premises of South Sudan Broadcasting Corporation (SSBC) TV and Radio , some Journalists from Community Radios (CR) in Juba , outside Juba and Private Radio (PR), Association for Media Development in South Sudan (AMDISS) / Peace Centre , Union Journalists of South Sudan (UJOSS) , run by some South Sudanese Journalists , Juba Eco TV online which is based in Juba , Al Maugif Newspaper , Freelance Journalists members of the civil society who were found at the AMDISS in the Peace Centre at the AMDISS in Juba. The questionnaire was analysed by the researcher to explain how the respondents responded.

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

The study is not funded by any donor, it was self-sponsored research as part and partial of his contribution to South Sudan media industry. The researcher discovered that the South Sudan Brown Envelope Journalism has been documented by African countries and global South. The researcher was unable to access Mirraya FM radio which is situated at the UNMISS premises. The researcher was unable to interview South Sudan Journalists who are working Mirraya FM radio a station or FM radio managed by UNMISS. The researcher was given an office space and internet connectivity by AMDISS to able him to research on topic of Brown Envelope Journalism (BEJ).

The President of the Union Journalists and his team facilitated the researcher by organizing journalists to fill the questionnaires which was used analysis the Brown Envelope Journalism (BEJ) in South Sudan. The researcher was unable to interview some Journalists who are working for Eye Radio due to transport. The vehicle of the research broken down during the research, therefore, there was no transport that able him to conduct the research at the far distance from Juba City Council.

The researcher did not visit some media outlets due Christmas season, but their journalists who were working for their media outlets were interviewed by the researcher at the AMDISS and privately to shared their views on Brown Envelope Journalism in South Sudan. The researcher managed to interviewed 100 journalists who are largely found at the AMDISS. Over 60 % of the respondents were interviewed to obtain qualitative data and 40% were interviewed through filling the questionnaire to generate statistics data of the research.

### **Data presentation and Analysis**

Two journalists argued that there is no brown envelope journalism in South Sudan, an elder Journalist who was hardly to be identified whether is trained or untrained indicates that journalists are not required to be called journalists, only the Journalists who are independent Journalists who are trained by AMDISS are called Journalists, his arguments were disputed by the researcher and one journalist who presence during the interview. The researcher was interviewing in the hall and office space which was given to him. The answered of the respondents were made confidential as part and partial of ethics of the researcher, the name of the respondents are not indicated or expose in the research. Deng (2025)

The elder journalist who is member of AMDISS argued that journalists who are working for government and working for private media outlets are all called not call journalist. He doubted that there is no Brown Envelope Journalism (BEJ) , but a researcher insist that they are called journalists whether is working for government or private media outlets. Untrained Journalist insisted that there is no there is no Brown Envelope Journalism in South Sudan, he thinks that it does exist in South Sudan. At the same time another Journalist who trained admitted that there is brown envelope journalism in South Sudan. Deng (2025).

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The researcher has interviewed 100 journalists at the Peace Center which was funded by UNESCO and managed by Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan UJOSS and individuals the researcher in public institutions, the researcher interviewed some journalists at the South Sudan Broadcasting Corporation SSBC while, he was waiting for approval from Manager Director of SSBC. The majority of respondents are found the compound of Association for Media Development in South Sudan AMDISS and Peace Center which equipped to accommodate and facilitate Journalists to do their works. Deng (2025).

The research observed that Peace Center which was facilitated to help the Journalists, activists, teachers and members of the civil society organization to work for common good of people of South Sudan society was regarded by the research as a good initiative that it needs appreciated by the users or practitioners of the media in South Sudan. It could be very hard to interviewed 100 participants, the research argued that over 90% of the respondents were interviewed at the AMDISS premises and Peace Center where the Journalists are commonly found. The researcher has observed that in spite of economy hardship, bad governance, violation of human rights, rule of law, lack of ideology, polarization and ethnized society and the factors which contributed into Brown Envelope Journalism BEJ in South Sudan Deng (2025)

He argued that Brown Envelope Journalism does not exist in the private or independent media outlets, therefore he called on researcher to spent his time in investigating some that does not be benefit the South Sudan society. He said he is one the founder of AMDISS. The researcher thanks him for his own perception, but a research insisted to him that there is brown envelope Journalism (BEJ). The Union Journalists of South Sudan (UJOSS) is comprised of all journalists who are accredited by the Union Journalist of South Sudan before they accredited and endorsed by the government. Deng (2025).

According to South Sudan media expert, the South Sudan Broadcasting and South Sudan Radio (SSBC/SSR) are public broadcasters, therefore, they should serve the interests of the public not the interest of government officials or rather three arms of the government. The British Broadcasting Corporation (BBC) is public broadcaster which is funded by government, but it criticizes the government officials, members of the parliament MPs, executive and Judiciary. It argued that media is fourth authority which oversee the three arms of the government. The media should not be corrupt, it exposes the most corrupt in the society, South Sudan an expert said that the private is not the most corrupt than public. Deng (2025).

It argued that journalists who are working for public and private media outlets do practice brown envelope Journalism known local in South Sudan as Transport Refund and Food Refund (TR, FR). The FR and FR is very commonly practice among journalists of the public and private media outlets across South Sudan. There are views from participants that Brown Envelope Journalism (BEJ) is practiced among the media outlets who are funded and not funded by donors because the salaries are very low to meet their basic needs of their families.

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There claims that only journalists who work for Mirror FM radio which run by United Nations Mission in South Sudan (UNMISS). Deng (2025).

It states that there is no professionalism journalism in South Sudan, one media expert claims that what is practice by journalists here is called a survival Journalism not the really Journalism that embrace or applied the principles and ethnics of journalism. The Local media expert argued that it is occurring due to low salaries of the journalists, some journalists are paid less than 100 \$, or 40 \$, which does not meet the basic needs of the journalist and their families, therefore, they forced to accept Transport Refund and Food Refund. Deng (2025).

One of the participants stated that the Journalism policies are not very effective in South Sudan for instance there is no policies or law that how much a journalist, report, photographer and photo-journalist should be paid base on qualifications. The Union of Journalism of South Sudan (UJOSS) should have work closely with the Ministry of Labour and Ministry of Public Service and Human Resource to regulate the laws how the Journalists can be paid to avoid Brown Envelope Journalism or TR, FR in South Sudan context. The expert continues to explain that editors should have an advance Degree in Journalism or Language or linguistics in order for him to qualified to be editor, but some of the editors or chief editors hold A- level or O- level of Diploma in Journalism. Deng (2025).

There are claims that editors are employed without vast experience and insufficient qualification to qualified him or her to chief editor. He argued that majority of editors in the media outlets have political affiliation, therefore, the influence the content to serve the interest of the political entity that he or she belong. He argued that the majority of media outlets were created for Public Relation of some politicians or senior government or even generals in South Sudan Army, therefore, the media outlets practice Brown Envelope Journalism known TR, FR in South Sudan context. Deng (2025).

The participants confirmed that the majority of journalists abandoned the journalistic professionalism and worked for NGO, UN or development organizations to take care of their families. There are claims that the families of journalists who killed during their works are neglected by media outlets or communities they work for or by local stakeholders because there are funds for deceases family of the journalists. Some of the Journalists argued that there is binding agreement between UJOSS Ministry of Labour, Ministry of Public Service and Human Resource Development to regulate how much can be paid by media outlets. Media expert call on the UJOSS, Ministry of Labour, Ministry of Public Service and Human Resources Development, AMISS and Media outlets. Deng (2025).

There are claims that there are elements of political affiliation and army, ethnicity among others. He argued that they are under cover from political affiliation, other journalist said each journalists have political affiliation, but he or she should not be influenced by political affiliation when he or she conducting journalistic work , he or she should be focusing on public

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interest, balancing, exposing corrupt officials even if they are members of his or her political party because a proper political party or entity cannot tolerate any corrupt official that he or she is attributed to political entity. Deng (2025).

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 the qualifications and experience as well as quality of the work, they are 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 separate academic paper. Media expert stated that a good journalist cannot be drawn or attracted by gift, bribe or brown envelope journalism because he or she works for society interest not his or her interest or somebody public relation or interest. Deng (2025).

A respondent, who is knowledgeable journalist argued that how comes a journalist is required to abide to Journalism ethics and professionalism and he or she is paid less of his or her basic needs. The journalists are humans, they can be tempted as Jesus Christ was tempted by devil, but he resisted because holy spirit was upon him. Deng December (2024). The holy spirit of journalists is high payment not low payment or regularly payment that occurs after ten or relevant months for those who are working for government. There claims that the devaluation of South Sudanese Pound has impacted the livelihood of the people of South Sudan, therefore it has impacted the creditability, balancing, fairness and exposing the corrupt politicians, businessmen and senior civil servants of the government. Deng (2025)

South Sudan Media experts explained that any journalist must be abided by Journalism ethics and professionalism if they are highly paid by media outlets, he argued that the majority of journalists who are trained and untrained are forced to accept TR, FR. There are voices from Journalists that they are exploited by the media outlets in South Sudan. He calls on the government to support the media because the media played great role in liberation of the people of South Sudan, at the liberated, in Sudan, Southern Sudan and exile, it continues even during Comprehensive Peace Agreement CPA, post CPA, Referendum, Independence, post-independence and continues to advocate for common good of the people of South Sudan. Deng (2025).

South Sudan and international Media have been in front line of fighting for the interest of the people of South during which a good number of journalists lost their lives for common good of the people of South Sudan. It argued that the liberation of the people of South Sudan was achieved by 99.9 by the media not through fighting among parties of the conflict. Media expert described South Sudan media as less or non-professionalism due low salaries of the journalists. He indicated that the journalists must have degree in Mass Communication or Journalism and Media studies. Deng (2025).

A young female journalist described as black Envelope, but a researcher insists there is no black envelope, there is brown or yellow, and white envelope, but the brand name known international or globally is brown envelope Journalism, gift, bribe or sometimes is described as solidarity soli in Ghana and place of the birth Nigeria as a right to run the story. A female journalist expert stated that Journalists always accepting TR, FR, she argued only Mirror FM which is run by UNMISS and Eve Radio do not accept Brown Envelope Journalism BEJ known locally TR, FR. She said TR, FR is common phenomena in the South Sudan media sector due to low salaries among others. Media expert said that Journalism is about the truth he said a spade is a spade. Deng (2025).

He said that the South Sudan media is ‘premature ‘or less or no-professionalism, it enquires more development and establish more media institutions of media training at each state level to contribute in quality of reporting, covering and dissemination and informing the public for decision making in election and participation in government decision. The researcher argued that University of Juba is developing a curriculum for school of Mass Communication, Media studies in collaboration with school of education, the curriculum of school of MCS can be replicated if there are universities establish schools of Mass Communication and Media studies, it seems that Catholic University of South Sudan has established a school of digital media. Deng (2025).

A female an expert media who is experience journalist confirmed that Brown Envelope Journalism exist in South Sudan, it has been practicing in the South Sudan media outlets, it depends on public media or private, independent media or public media outlets, she said that public and private media will not run the story if Transport Refund (TR), Food Refund (FR) are not provided. She argued that some of the public broadcaster asked for tape and transport fund for the story to be run, if not provide, the story will not be run. It is very common among public broadcaster, she further said they journalists are not sent unless the transport fund and tape are provided before they allow to go and cover the story. Deng (2025)

There are claims that the editors of public broadcasters are part and partial of Transport Refund (TR), Food Refund (FR), it editor who for public broadcaster government run media outlet always ask for their shared from reporters before they go to report and cover. There are claims that some of FM radio who belongs to some faith based in Juba are accepting Brown Envelope Journalism locally known as Transport Refund (TR), Food Refund (FR), one of the editors confirm that it exists among independence media outlets due to low salaries and lack of transport, feeding allowances. An editor who belongs to faith-based FM radio confirm that one of his or her reporter complained when he or was sent to report outside Juba City Council because he or she is not receiving TR, FR in that location. There are claims that one journalist can register in five or more workshops in order to receive TR, FR so that he or she can meet his or her basic needs since the salaries are insufficient for them. It seems Brown Envelope Journalism exist in South Sudan media industry. Deng (2025).



## 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

Response	Frequency	Percentage %
Agreed	25	25%
Strongly agreed	50	50%
Disagreed	10	10%
Strongly disagreed	10	10%
Undecided	05	5%
Total	100	100%

Source: A case study of Juba City Council of the selected media outlets in Juba known as Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS), South Sudan Broadcasting Corporation (SSBC), One Citizen News Paper, Al Maugif Newspaper Al Watan Newspaper, among others. Deng (2025)

The explanation of the table 1: The researcher interviewed the respondents/ Journalists who are working for different media outlets print, FM radios, online and broadcasters who are based in Juba. 25% of the respondents argued that they agreed that the Brown Envelope Journalism has been practicing in South Sudan. The 50% of the respondents stated that they strongly agreed that the Brown Envelope Journalism do exist in South Sudan media outlets, it has been practicing by the journalists who are working for local FM radio, print, broadcaster. 10% of the respondents explained that they disagreed that the Brown Envelope Journalism is not exercising in the country. The 10% of the participants argued that they are strongly disagreed that the Brown Envelope Journalism does not exist in South Sudan. 5% of the respondents did not decide if there is Brown Envelope Journalism or not, they are described by the researcher as named them as decided group of the South Sudanese journalists who are natural. Deng (2025)

### The respondents of the Journalists on trained Journalists

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

Response	Frequency	Percentage %
Agreed	10	10%
Strongly agreed	10	10%
Disagreed	20	20%
Strongly disagreed	55	55%
Undecided	05	5%
Total	100	100

Source: A case study of Juba City Council of the selected media outlets in Juba known as Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS), South Sudan Broadcasting Corporation (SSBC), One Citizen News Paper, Al Maugif Newspaper Al Watan Newspaper, among others. Deng (2025)

The explanation of the table 2: 10% of the respondents confirmed that they agreed that the journalists are trained. The 10% of the participants argued that they are strongly disagreed that

the South Sudanese journalists are trained. The 20% of the respondents said that they disagreed that the journalists are not trained. 55% of the participants argued that they are strongly disagreed that the journalists are not trained. It argued that only 5% of the respondents are described as undecided on the training of the journalists. Deng (2025)

### The respondents of the Journalists on untrained Journalists

Table 3: The response of participants/Journalists on untrained Journalists

Response	Frequency	Percentage %
Agreed	20	20%
Strongly agreed	50	50%
Disagreed	10	10%
Strongly disagreed	10	10%
Undecided	10	10%
Total	100	100

Source: A case study of Juba City Council of the selected media outlets in Juba known as Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS), South Sudan Broadcasting Corporation (SSBC), One Citizen News Paper, Al Maugif Newspaper Al Watan Newspaper, among others. Deng (2025)

The explanation of the table 3: It argued that 20% of the respondents from different South Sudan media outlets agreed that they are untrained. 50% of the participants indicated that they are strongly agreed that they are untrained. 10% of the respondents disagreed that there not trained, they believe they are trained. The 10% of the respondents argued that they are strongly disagreed they are untrained. 10% of the respondents are undecided. They are named by the researcher as undecided respondents. Deng (2025)

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

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

Response	Frequency	Percentage %
Agreed	05	5%
Strongly agreed	05	5%
Disagreed	20	20%
Strongly disagreed	60	60%
Undecided	10	10
Total	120	100

. Source: A case study of Juba City Council of the selected media outlets in Juba known as Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS), South Sudan Broadcasting Corporation (SSBC), One Citizen News Paper, Al Maugif Newspaper Al Watan Newspaper, among others. Deng (2025)

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The explanation of the table 4: The 5% of the participants who are journalists said that they agreed that the South Sudan government did not fund the media sector, there are no clear policies and regulations that the media is funded by the government like other countries in the developed because they are working for common good. 5% of the respondents stated they strongly agreed that there is no funding and support from the government of South Sudan. 20% of the respondents indicated that they disagreed that there is funding and supporting from the government. 60% of the respondents have expressed that they strongly disagreed that there is no funding and support from the government. 10% of the respondents were undecided. The researcher named them as undecided. Deng (2025)

**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

Response	Frequency	Percentage %
Agreed	20	20%
Strongly agreed	60	60%
Disagreed	05	5%
Strongly disagreed	10	10%
Undecided	05	5%
Total	100	100

Source: A case study of Juba City Council of the selected media outlets in Juba known as Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS), South Sudan Broadcasting Corporation (SSBC), One Citizen News Paper, Al Maugif Newspaper Al Watan Newspaper, among others. Deng (2025)

The explanation of the table: 5 The study suggested that 20% of the respondents agreed the majority of the journalists are paid low salaries, demotivation and de-facilitation at the media outlets. The 60% of the participants said that they strongly agreed that the journalists are paid low salaries, demotivation and de-facilitation. 5% disagreed that they are paid low salaries, demotivation and de-facilitation. 10% of the participants believe that they strongly disagreed. 5% of the respondents said they are undecided. The researcher described them as undecided. Deng (2025)

**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 regulation on how journalists should be paid by the media outlets in South Sudan

Response	Frequency	Percentage %
Agreed	10	10%
Strongly agreed	80	80%
Disagreed	05	5%
Strongly disagreed	10	10%
Undecided	05	5%
Total	120	100

Source: A case study of Juba City Council of the selected media outlets in Juba known as Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS), South Sudan Broadcasting Corporation (SSBC), One Citizen News Paper, Al Maugif Newspaper Al Watan Newspaper, among others. Deng (2025)

The explanation of the table: 6 The 10% of the respondents said they agreed that there are no policies and regulation on how much should be paid. 80% of the respondents strongly agreed that the AMDISS and UJOSS are lacking policies and regulations. 5% of the respondents disagreed that the AMDISS and UJOSS. The 10% of the respondents strongly disagreed that South Sudan lacks policies and regulations that they can improve the quality of the reporting and wellbeing of the journalists. 5% of the respondents were undecided. Deng (2025)

**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

Response	Frequency	Percentage %
Agreed	10	
Strongly agreed	90	
Disagreed	05	
Strongly disagreed	10	
Undecided	05	
Total	120	100

Source: A case study of Juba City Council of the selected media outlets in Juba known as Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS), South Sudan Broadcasting Corporation (SSBC), One Citizen News Paper, Al Maugif Newspaper Al Watan Newspaper, among others. Deng (2025)

The explanation of the table 7: The 10% of the respondents agreed that the international community has been supporting the media in South Sudan. 90% of the respondents strongly

agreed that that the international community has been playing a vital role in supporting and funding the media sector. 5% of the respondents disagreed that the international has not been supporting the media sector. The 10% of the respondents were strongly disagree that the international did not support the media sector. 5% of the respondents were undecided.

The respondents of the Brown Envelope Journalism exist in South Sudan per gender

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

Response	Frequency	Percentage %
Agreed	25	25%
Female	1	1%
Male	24	24%
Strongly agreed	50	50%
Female	1	1%
Male	49	49%
Disagreed	10	10%
Female	1	1%
Male	9	9%
Strongly disagreed	10	10%
Female	1	1%
Male	9	9%
Undecided	05	5%
Female	1	1%
Male	4	4%
Total	100	100%

Source: A case study of Juba City Council of the selected media outlets in Juba known as Association for Media Development in South Sudan (AMDISS), Union Journalists of South Sudan (UJOSS), South Sudan Broadcasting Corporation (SSBC), One Citizen News Paper, Al Maugif Newspaper Al Watan Newspaper, among others. Deng (2025)

### **The explanation of the respondents per gender on whether there is Brown Envelope Journalism in South Sudan**

Firstly, 1% of the respondents of the female agreed there is Brown Envelope Journalism and 24 % of the male agreed that there is Brown Envelope Journalism. 1% of the female strongly agreed that there is Brown Envelope Journalism in South Sudan. 1% of the female respondents disagreed that there is no Brown Envelope Journalism in the country. The 9% of the male respondents disagreed that there is no Brown Envelope Journalism at the South Sudan media outlets who are operating in Juba City Council. The 1% of the female respondents disagreed that there is no Brown Envelope Journalism in the country and 9% of the male disagreed that there is no Brown Envelope Journalism in the country. The 1% of the female respondent confirmed that they are undecided on the Brown Envelope Journalism, they declined to comment or give their opinions about Brown Envelope Journalism. The researcher was

intended to shed light on the percentage of the Journalists in South Sudan. The population of Female Journalists are about or less of 10% of the total population of Journalists who were interviewed by the researcher. Deng (2025).

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

One of the Journalist who was interviewed argued that there is no Brown Envelope Journalism in South Sudan, but later he accepted there is Brown Envelope Journalism among public media outlets, but when he was asked which public media, he said the government broadcaster. His arguments were supported by another Journalist who said the Brown Envelope Journalism BEJ is commonly practiced by public broadcaster because they are not paid regularly and the salaries are insufficient to their basic needs. A female Journalist who are working for local FM radio argued that it is black Envelope Journalism (BEJ), but the researcher said that BEJ is international definition which is known; therefore, it can be changed. BEJ is described local as Food Refund (FR) or Transport Refund (TR).

A male Journalist who is a freelance Journalist, thinks what is practicing in South Sudan is not Brown Envelope Journalism (BEJ) is Transport Refund. (TR), Food Refund (FR), she further argued that the Brown Envelope Journalism (BEJ) is the one that a journalist can purchase a car or vehicle or money that it can change the life of a journalist. But her arguments were disputed by her colleague who said that the ethics of the journalism does not allow any journalist to accept any gift or bribe, Brown Envelope Journalism. He argued that it is to avoid an attempt to kill the negativity of the story. Deng (2025)

A journalist who worked for local community Radio stated that the (BEJ) is commonly practiced by the media outlets which were not funded because they are paid very low salaries. A journalist who was working for local community FM radio said that the Journalist who worked for external media outlets was complaining that she was not given Brown Envelope Journalism, by South Sudanese Minister who she interviewed, but she was given 1,000 USD as Brown Envelope Journalism in order to report positively on the story. The majority of the journalists admitted that they receive Brown Envelope Journalism, but they called it as motivation, appreciation or facilitation for the work they have done or will be doing in reporting and covering events. Deng (2025).

The Journalist who works for private media outlets argued that the Brown Envelope Journalism (BEJ) will not be mitigated unless the salaries are improved. The journalists are lacking transport, food, and wellbeing, they are not facilitated when they are sent to the field therefore, they accept Brown Envelope Journalism (BEJ). They openly admit that they can accept bigger than the BEJ, they can be bribed since the country is too corrupt. They further said the country is very corrupt, therefore, they are eating from their sweats or hard working, in order to take care of their families. There are arguments that unless the salaries of journalists are increased the Brown Envelope Journalism (BEJ) will be mitigated, it may be developed into very to corruption of it is mitigated, the journalists do not think that BEJ is corrupt as corrupt or bribe

, they regarded as motivation, if the stakeholders are not working very hard to ensure that the BEJ is mitigated in South Sudan, it will be turned as corruption. Deng (2025).

The researcher discovered that there are journalists who rely on Brown Envelope Journalism, therefore, when they are approached for interview, they declined to comment, they always said they are too busy to comment or articulate any view on Brown Envelope Journalism. The researcher observed that it is a red line to be discussed because it is the only means they generate income for themselves in order to take care of their families. There are claims that there are some media outlets who are depending on Brown Envelope Journalism, because there are no advertisements for these media outlets. Deng (2025)

The veteran Journalist argued that the current generation of journalists who joined politics argued that their generation were not accepting Brown Envelope Journalism, but the current generation do accept BEJ, because they do not care about the ethics, professionalism, principles of the media. He argued all professionals or specializations are finished in South Sudan. He said that there is no creditable journalism in South Sudan. The media is made as a business entity where a business opens his or her shop to make profit business on a daily basis, without any person challenge him or her. One journalist said that untrained and trained are aware that Brown Envelope Journalism is a violation of the media's ethics, balancing and exposing. Deng (2025).

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

The official of the Media Authority argued that firstly he thinks there is no Brown Envelope Journalism (BEJ) practiced by South Sudanese Journalists? He argued that there is Brown Envelope Journalism in South Sudan practiced in the country because there are no cases brought to their attention that the journalists are practicing Brown Envelope Journalism in South Sudan. Deng (2025)

Secondly, he believes that there are rules and regulations that prevent journalists from accepting Brown Envelope Journalism or gifts, bribery, a cash in exchange of reporting and covering, therefore, the Media Authority did not receive any claims that the Brown Envelope Journalism exists in South Sudan. Deng (2025)

Thirdly, the researcher raised a question that there are claims that Journalists accept BEJ due to low salaries. Do you have regulations and policies on how the journalists should be paid? He argued that the issues of journalists' salaries are the entire responsibility of Union Journalists of South Sudan (UJOSS), Ministry of Public Service and Human Development and Minister of Labour, they are the ones who can regulate the salaries of Journalists, Master Degree holder, Degree holder, Diploma and Certificate holders, an official of the Media Authority stated that they are for fair payment for Journalists who are working for local media outlets. There are claims that the South Sudanese journalists are receiving very low salaries compared to East African countries. Deng (2025)

Fourthly, did Media Authority advocate for an increment of the salaries of Journalists in South Sudan? He further indicated that it is not part of their mandates, it is work of (UJOSS), AMDISS, Ministry of Labour and Ministry of Public Services. He argued that they only protect the journalists and create conducive environment for journalists to report and cover the news to the public. Deng (2025)

Fifthly, how much do you think that Degree holder, Master Degree, Diploma and Certificate should be paid? He said that it is the work of Ministry of Labour, Ministry of Public Service and Human Development and Union Journalists of South Sudan (UJOSS), he argued that they advocate for better salaries payment of journalists in the country. Deng (2025)

Sixthly, the media sector relies on foreign donation, where is the government contribution? He said that the government has no resources or funds to fund the media sector since paying salaries is an issue. The Media Authority is accommodated by Directorate of Tel Communication, the Media Authority was unable to pay monthly rent for Media Authority premises, therefore, the move to the building of Telecommunication outside Juba town. He said if there resources or funds, the media sector, but he said it is the responsibly of the government, he said there are independent entity not the government body that handle funds. Deng (2025)

Seventhly, what do you think can be done to mitigate BEJ in South Sudan? He said that there is Brown Envelope Journalism in South Sudan, he further indicates that Media Authority Act does not allow any journalist to receive or accept Brown Envelope Journalism (BEJ), argued that there is no case brought to attention of Media Authority (MA) that Brown Envelope Journalism is not existing in South Sudan. According to an official of the Media Authority, there is no Brown Envelope Journalism (BEJ), but there are claims from the participants or respondents than, the Media Authority MA will be worked closely with stakeholders to ensure that the case is addressed and recommendations are implemented by stakeholders in South Sudan in order to mitigate the Brown Envelope Journalism. Deng (2025)

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 avoid political and any other activities that may compromise integrity, impartiality or credibility. (3) Be wary of source offering information for favors or money; do not pay for access to news and identify content provided by outside sources, whether paid or not. (4) Deny favored treatment to advertisers, donors or any other special interests, and resist internal and external pressure to influence coverage. (6) Prominently label sponsored content. (7) Observe the high standards of conduct to keep the independence of the profession. ‘ ‘ Media Authority Code of Conduct for the practice of Journalism in South Sudan -2021 (Media Authority (2021) Deng (2025)



## **DISCUSSION OF FINDINGS**

South Sudan Brown Envelope Journalism (BEJ) is regarded by the South Sudan practitioners as a phenomena or behaviour in which the South Sudan journalists are given a Food Refund (TR) , Transport Refund (FR) , majority it is Brown Envelope, they think it is motivation or even a right to take in order to report or cover for the interest of benefactor or source not the public interest. It is practice in which the media principles of balancing story, creditable, negativity of the story is killed and emphasizes on the positive aspects of the story rather than balancing the story of reporting negativity and positivity of the story. The Brown Envelope Journalism is international practice or phenomena which is founded in Nigeria, it came to existence in 1994 and continued to grown in African content as well as global South, and some part of the world. Brown Envelope Journalism is largely practiced in the media outlets print, broadcasters and online due to economic difficulties which is happening in South Sudan. Deng (2025)

There are claims that the media outlets are employing the journalists who are certificate and Diploma holders who have insufficient academic credentials, some of the are not properly train on ethics and professionalism on how they can conduct their works of journalism effectively and significantly. They were not trained that they should not compromised the ethics and principles of the media. The study discovered that they are a lot of journalists who are accepting Brown Envelope Journalism (BEJ) knowing and unknowing, some think it is not violating ethics and principles of Journalism. They think, it is motivation, the researcher discovered even the journalists who are holding or obtained a degree in Journalism, Media and Communications Studies think, it is not a violating of the ethics, professionalism, principles which the media is founded. There are accusations that even the FM radio are highest paid still accept Brown Envelope, but they are balance by their chief editors or editors when the story is not balanced, but local media accept the story as it is. Deng (2025).

The researcher was conducted of the Brown Envelope Journalism is described as Mr. Brown Envelope Journalism because some the journalist are unhappy of investigating on Brown Envelope Journalism. The researcher observed that the majority of the journalists agreed that there is Brown Envelope Journalism, but they have their own interpretation, they called Food Refund (FR), Transport Refund (TR), some say, it is motivation, appreciation or facilitation in order to report the story or cover. The journalist who are trained and knowledgeable argued, they accept it due to low salaries, demotivation, de-facilitation and wellbeing of the journalists. Deng (2025).

It seems Brown Envelope Journalism (BEJ) is an income generating activity within South Sudan media industry because due to low salaries, demotivation, lack of the advertisements in South Sudan among others, have contributed negatively and largely among South Sudan media sector. The study suggests that unless the salaries are increased, motivation, facilitation, wellbeing, policies and regulations on how the journalists are paid through bill passed by

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National Legislature, the Brown Envelope Journalism (BEJ) will remind popular and develop into something else which can be more than corruption. Deng (2025).

It argued that the media stakeholders are very willing to mitigate the Brown Envelope Journalism (BEJ) in South Sudan, if they are funded or support to combat the Brown Envelope Journalism (BEJ). The study suggests that phenomena or practice can be mitigated unless the salaries, demotivation, wellbeing and training are provided to Union Journalist of South Sudan (UJOSS), Association for Media Development in South Sudan (AMDISS) as well as the experts of the media. There are claims that the Brown Envelope Journalism (BEJ). The study suggests that quality of News, reporting, covering, credibility, balancing, exposing can be conducted unless the policies and regulations are produced for the interest of the journalists or South Sudan economy is improved for common good of the people rather than the individual interest. Deng (2025).

## CONCLUSION

The study discovered that Brown Envelope Journalism (BEJ) is the one of the most challenging phenomena which is largely practiced in the media outlets. The ethics, principles and professionalism which was founded in Europe, rejects any attempt to accept any bribe, gift, Brown Envelope Journalism (BEJ) because the media is the fourth arms after Executive, Parliament or legislature and Judiciary, it had been observed the three arms of the government were not properly monitored and overseen by any body and they were found that they cannot challenge each, but some they blamed each other's.

The media was incepted in order to check and balance the three arms of the government, the media is watchdog of the society. The society in which the media is not fully effective is authoritarian system that the darkness ruins, in which country lack human rights, rule of law and good governance including democracy among universal declaration by United Nations. The study discovered that BEJ is commonly practice in South Sudan due to low salaries, demotivation, wellbeing of the journalists among others. The media stakeholders can mitigate the BEJ in South Sudan unless the salaries improved, facilitation, motivation, intensive and more trainings are conducting by Union Journalists of South Sudan UJOSS and AMDISS and Media Authority which is regulatory entity in the country. The study will be used to improve the salaries, motivation, wellbeing, more intensively trainings of Journalists, establishing new experience and knowledge that it can advance the media to combat in the region, African continent and globally.

## RECOMMENDATIONS

The study is suggesting the following findings and recommendations

1. The Media Outlets, Union Journalists of South Sudan UJOSS, Association for Media Development in South Sudan (AMDISS), Ministry of Labour, Ministry of Human

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Resources and Media Authority must work very hard to ensure that policies and regulations on how Journalists are paid by the media outlets based on qualifications and experience of the Journalists

2. The media stakeholders must work closely to ensure that the Brown Envelope Journalism (BEJ) mitigated through more trainings, dissemination, public awareness such as campaign to eradicate Brown Envelope Journalism (BEJ) in South Sudan
3. The Media authority (MA), Association for Media Development in South Sudan AMDISS, Union Journalists of South Sudan (UJOSS) and media organizations to come up with a programme or project how the welfare of the Journalists can be safeguard for quality of the freedom of expression in South Sudan
4. The media stakeholders Union Journalists of South Sudan (UJOSS) to conduct more researches on the issues of the media in South Sudan
5. Further Research should be conducted out side Juba City Council or in nine states and three administrative areas
6. The media stakeholders should work closely with government to ensure that the media sector is funded by the government because they are working for the same communities that they work for
7. Media Authority (MA) , Association for Media Development in South Sudan( AMDISS ) and Union Journalists of South Sudan (UJOSS ) and media partners to ensure that the ethics , principles and professionalism are safeguard and implemented as founded in the media principles and ethics
8. The media industry must continue to report and cover on South Sudan advantage such as wildlife, Fishery, Agricultural products that they are only found in South Sudan
9. The Media Authority (MA), Union Journalists of South Sudan (UJOSS) Association for Media Development in South Sudan members and non-members to dismiss those who are practicing Brown Envelope Journalism (BEJ) from UJOSS, AMDISS and other memberships
10. The study is suggesting that media donors should identify creditable Journalists and support them to establish an independent media outlet for quality, balancing, exposing the wrong doers, work to safeguard, human rights, rule of law and good governance in the country.

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