

FROM HABITUALLY TO AWARENESS: TOOLS FOR DEALING WITH AN INCREASE IN "PREVENTIVE AWARENESS" OF WHITE-COLLAR CRIMINALITY BY MEDIA CAMPAIGN

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The unique, primary characteristic of white-collar criminality is that the media does not report these crimes in full and in detail as they report about street crimes, as the amount of theft has to be high, the theft needs to be related to some scandal or the suspect has to be someone important. Most people also do not possess of the financial knowledge to understand these crimes. Additionally, white-collar criminality does not fit the stereotype of a real criminal despite the immense scope of the sums. In many cases, it is not possible to understand/identify the damage as it is divided by a large number of victims. The media solution can glorify events and design public attitudes main source of information about criminality for all the public. "The medium is the message". Findings show that the bias in coverage, affects the 'perception' of risk by people. Creation of messages delivery is by creating a media agenda, public agenda, political agenda. White-collar offences must hold a key spot in the Israeli and Moldavian societies and their main expression is in the development of a culture that is defined as normative. The messages in the war against corruption must include a focused and targeted explanation like: "To the attention of foreign accounts owners". This is one of the tools to assist in war against white - collar criminality. It is my claim that this tool will prove itself in campaigns when to turn its attention to white-collar crime, hoping that the current financial climate will change.

Creation of a focused public awareness regarding the price each citizen pays, out of his own pocket, due to white-collar criminality by media campaign, will make possible to understand the damage as it is divided by a large number of victims, will contribute to reduction of white-collar criminality in the public sector.

Another tool to fight against white collar crime is the informer. This is one of the tools to assist in locating white-collar criminality or the "justice line". This tool has proved itself in various campaigns when citizens have reported instances of fraud and deceit, like in the UK. Using the help of opinion leaders like Michael Douglas the actor that had taken a part in campaigns. Operative actions are recommended to perform a campaigns pilot with 3 cities in each district in the state of Israel and Moldova for the duration of two years. Campaigns against corruptions have reached success in Chile, Hong Kong, New South Wales, Australia and Singapore.

Keywords: *media campaigns, white-collar criminality, public awareness, not stereotype of a real criminal, the media solution, the medium is the message, messages delivery by creating a media agenda, public agenda, political agenda normative culture, reduction of white-collar criminality in the public sector, the price each citizen pays, out of his own pocket, due to white-collar criminality.*

ОТ ПРИВЫЧКИ К ОСОЗНАНИЮ: СПОСОБЫ ПОВЫШЕНИЯ «ПРЕВЕНТИВНОЙ ОСВЕДОМЛЁННОСТИ» О БЕЛОВОРОТНИЧКОВОЙ ПРЕСТУПНОЙ СРЕДЕ ПОСРЕДСТВОМ КАМПАНИИ В СМИ

Уникальной и первичной характеристикой беловоротничковой преступной среды является то, что СМИ не сообщают о подобных преступлениях в полном объёме и со всеми деталями подобно тому, как они рассказывают об уличных преступлениях, поскольку украденная сумма должна быть значительной, сама кража должна быть связана с каким-то скандалом, либо же подозреваемый должен занимать важный пост. Большинство людей не обладает подобными финансовыми знаниями, для того чтобы понять данные преступления. В дополнение к этому, беловоротничковая преступная среда не соответствует стереотипу настоящего преступника, несмотря на огромные суммы наносимого ущерба. В большинстве случаев отсутствует возможность понять/определить сумму этого ущерба, поскольку она распределяется на большое число жертв. Решение для СМИ – это восхваление каких-либо событий и определение общественного отношения, т.к. СМИ являются основным источником информации о преступном мире для всего общества. «Средство – это сообщение». Полученные данные показывают, что пристрастное отношение в репортажах влияет на «восприятие» риска людьми. Донесение сообщений происходит путём определения медийных, общественных и политических задач. Беловоротничковые преступления должны быть в центре всеобщего внимания и в израильском, и в молдавском обществе, а их основным выражением должно быть развитие нормативной культуры. Сообщения о борьбе с коррупцией должны включать специфические направленные пояснения, как то: «Внимание владельцев иностранных счетов»... Это один из видов помощи в борьбе с беловоротничковой преступной средой. Заявляю, что данный способ проявит себя в кампаниях по привлечению внимания к беловоротничковым преступлениям, и надеюсь, что текущий финансовый климат изменится.

Создание – посредством кампании в СМИ – направленной осведомлённости общества о цене, которую каждый гражданин уплачивает из своего собственного кармана вследствие беловоротничковой преступности, может понять ущерб, делящийся на большое число жертв, и будет способствовать снижению беловоротничковой преступности в публичной сфере.

Другим средством борьбы с беловоротничковой преступностью являются информаторы. Это один из способов помощи в определении местонахождения беловоротничковой преступности, т.е. «линия правосудия». Данный способ проявил себя в различных кампаниях, когда граждане сообщали инстанциям о мошенничестве и обмане, как, например, в Соединённом Королевстве, прибегнув к помощи такого неформального лидера, как Майкл Дуглас, актёра, принявшего участие в таких кампаниях. Рекомендуются осуществление оперативных действий для проведения пробных двухлетних кампаний в 3 городах в каждом из районов Израиля и Молдовы. Кампании против коррупции имели успех в Чили, Гонконге, Новом Южном Уэльсе, Австралии и Сингапуре.

Ключевые слова: кампании в СМИ; беловоротничковая преступная среда; общественная осведомлённость; не стереотип настоящего преступника; решение для СМИ; средство – это сообщение; донесение сообщений путём определения медийных, общественных и политических задач; нормативная культура; снижение беловоротничковой преступности в публичной сфере; цена, которую каждый гражданин уплачивает из своего собственного кармана вследствие беловоротничковой преступности.

To my opinion, Creation of a focused public awareness regarding the price each citizen pays, out of his own pocket, due to white-collar criminality – through an aggressive and systematic media campaign would contribute to reduction of white-collar criminality in the public sector. I think that the question is, why messages related to white-collar criminality are not successful.

The unique, primary characteristic of white-collar criminality is that the media does not report these crimes in full and in detail as they report about street crimes, as the amount of theft has to be high, the theft needs to be related to some scandal or the suspect has to be someone important. In these offences, the victims are occasionally unaware that they have been deceived. Most people also do not possess of the financial knowledge to understand these crimes. Additionally, white-collar criminality does not fit the stereotype of a real criminal despite the immense scope of the sums. There is a diffusion of victims. In many cases, it is not possible to understand/identify the damage as it is divided by a large number of victims. The criminals do not consider themselves as such. They would not deny performing the action, but they would deny that it is an offence. They deny any sense of guilt [7].

Therefore, shame is not a significant criterion in prevention of white-collar crimes as well as punishment. The premise of Bentham (1748-1832) and De-Bakria (1735-1794) is that punishment has the power to deter one from realizing a crime [17, p.37].

The media solution

Mass media in the 21st century is the main arena for designing of public opinion. Media can glorify events and design public attitudes. The media is the main source of information about criminality from two aspects:

a. Communication within the Creating an aggressive awareness of a new campaign on the subject of reduction of white-collar criminality can be performed in two principal ways:

1. Discipline amongst employees – willfully disciplined employees meet the work standards and follow the rules at a work place. They know what is expected of them and willfully obey. Employees feel comfortable being part of a disciplined workforce where expectations are clear. Behavior can be predicted and superiors are fair and consistent in their relation to the employees. As long as the word "discipline" has a positive connotation, a disciplined workforce is an organizational asset. The analysis of employees' discipline means training, coaching and designing of employees to present suitable behavior at the workplace. Indeed, management is responsible for development of disciplined employees. An effective and fair policy system regarding proper behavior occasionally includes certain requirements such as discipline amongst employees that should include a clear set of values, a complex of advanced actions in case of violation of rules, skilled managers and understanding of documentation procedures, legal constraints and right of employees for appeal [14].

2. Communication for all the public. "The medium is the message", a term coined by Marshall McLuhan, stemming from the technological determinism approach. According to this term, what counts is the communication medium rather than the contents. There is an attending content; however, the characterization is the media itself. All communication media have characteristics, every medium have its unique qualities. The technology itself is what affects the way of thinking and the way a message is received. For example, let's

take the story of money laundering in a form of a book and afterwards watch the same story in a form of a movie, we would understand the story differently when we read about it and when we watch a movie. The communication reality is echoing in the world of beliefs and similes of viewers. Subjective reality can be an alternative source of information and compete with symbolic reality as it is being transferred by the TV; meaning, the subjective reality can either decrease or reinforce the effect of symbolic reality (see no.5 in REFERENCE)

An example to the subject of repercussion echoing in the world of beliefs and similes of human beings, related to the relation between press reports and a slant in evaluation of risks, has been examined in a study which focused in two newspapers from two distinct areas in the US, in the East and the West over a period of one year. The two newspapers had a similar slant: many of the common reasons for death such as diabetics or various types of cancer had almost no mention during the year. On the other hand, rare events such as fires, tornado storms, scandalous suicides and car accidents, have received an extensive coverage. Articles on lethal accidents have appeared more than triple than other articles on deceases, despite the fact that people die from deceases 16 times more than from car accidents. Moreover, it has been found that there is significant relation between same risks that have receive a wide coverage and the tendency of people to exaggerate in their estimation of results stemming from them. These finding show that the bias in coverage, affects the 'perception' of risk by people. Not with standing, it might be that journalists chose to report on matters particularly frightening to people [4].

Delivery of messages.

Theory of agenda: stemming from the tradition of intense latent influences; coined by researchers Kedman and Kaspí. According to this theory, the mass media determines for us what to think but not how to think, and dictates us the order of importance of things. A publication of an article on white-collar criminality would pull all other newspapers into doing the same, and then, public agenda changes as everybody would think that there is vast white-collar criminality and would be more careful.

Media agenda: stems from the agenda determination theory. It maintains that the media orders and designs public and political agenda by coverage and focusing on specific current events out of all the events taking place. Focusing on an event makes it significant, and thus it determines the order of importance of events. For example, like when the media puts a big financial fraud on the agenda.

Public agenda: stems from the media agenda determination theory, out of the tradition of intense latent influences; one of the three agendas (public, media, political) that maintain reciprocal relations between them. The theory states that media has the ability to pose issues for discussion. The media dictates us what to think and what is more important. It has been researched and found that not only that mass media dictates us the agenda, but there is also public agenda formulated by the public itself that dictates the occurrences. However, in Israel the subject is not high in the priorities' list.

Political agenda: a term derived from the media agenda determination theory, for example, the agenda of a government meeting – discussion on the matter of state budget or the black capital; and its damage to the state economy – affects the mass media, which as a result, deals in same subjects [3].

White-collar offences hold a key spot in the Israeli society and their main expression is in the development of a culture that is defined as normative, that expands and is imprinted in the daily life of a certain sector in a population. The effects of white-collar criminality are in wide circles and in many areas of life. Their scope stems from the political, social, economic and security situation. There are definitely phenomena that affect and are affected by subjects related to democracy, extremism in society, inequality, discrimination, deterioration of moral values and more [9 p.1-6].

The messages in the war against corruption must include a focused and targeted explanation with the help of the following data: the amount of black capital moving through the Israeli economy has remained a mystery in 2012 as well. Estimated rates of experts range from 8% of the GDP to 22-23%, between 10 and 200 billion NIS. It seems that in a world where everything is conducted in the shadows any number can win. According to a study published by the world bank, the scope of black capital in Israel has reached about 22% of the GDP in 2007, meaning, 190 billion NIS that constitute more than half the annual Israeli budget. Every citizen in the state suffers a loss of 25,000 NIS every year so that in a course of 20 years every citizen could have purchased a 3 room apartment with that sum of money! It is common to think that in OECD countries, 3-5% of the GDP are from black capital sources, two in number: "classic" or financial criminality and tax

evasions, money which source is in criminality and has been laundered in various ways, and to this tax evasion should be added – a datum that changes from one country to another according to local taxes, payment culture and deterrence of local tax authorities [7, p.158-167].

The reports would be an outcome of the messages and would be popular articles of the following style:

"Nights of the black capital" [18].

"To the attention of foreign accounts owners"... [15].

"Who hides money in Switzerland?" [16].

"For the first time: the British tax authority has published the list of greatest tax offenders" and presented the pictures of 32 tax evaders that were subjected to 155 years in total. A critique: "the ordinary citizen is being persecuted while avoiding the tax evasions of the banking sector" [12].

"Ministry of Finance wishes to disclose Israelis that evade taxes in the US." The director of tax authority, Doron Arbel, had a meeting last week with his American colleague, Steven Miller. The Ministry of Finance asks the authorities in the US to sign an agreement for exchange of information on bank accounts of residents of the two countries. And what do citizens of the US do meanwhile.

"A suspicion of huge fraud of 100 million NIS in the gas industry". The police and tax authority have apprehended today 9 members of a crime organization in the South on a suspicion of tax evasion in the gas industry, through a distribution and deduction of fictive invoices [2].

This is one of the tools to assist in war against white - collar criminality. It is my claim that this tool will prove itself in campaigns when to turn its attention to white-collar crime, hoping that the current financial climate will change. I think now is a good time to appeal to people to come to us about fraud.

Difficulties in application

There is no doubt that an effective implementation of reduction offences in the field of white-collar criminality, has its difficulties. A good example for a difficulty in constitutional upgrade can be gathered from a research report focusing on the state of integrity in Romanian local governments that shows that most public entities at the local level have not harmonized their internal regulations to cover issues of whistleblower protection, despite the fact of *Law no. 571/2004*. [1]

The "city without corruption" campaign which is suggested to cope with the white collar crime in Israel and Moldova, is supposed to be led by the Mayors in Israel, for example, creates some difficulty while in recent years about 60 Mayors in Israel have been investigated out of about 250 serving Mayors (24%) on one hand, and on the other hand, they are required of a heavy professional task in addition to the current activity.

The renowned English philosopher Hobbes (1651), is the one who has awarded fear and reason a most significant role, as early as in the 17th century, in order to deter a person from violating the norms and bring him to the willingness to waive levels of freedom and award them to the sovereign (the wale) so it would keep his safety and property. Other researchers (Eysenck, 1953, 1976; Eysenck & Eysenck, 1969; Eysenck & Eysenck, 1985) have bestowed upon fear an important duty as a break that is meant to neutralize. **Question: can people restore this lost ability, or develop and empower an existing ability of self-navigation, responsibility and capability to maintain a stable behavior?** Bentham (in the 18th and 19th centuries) believed in the power of deterrence to intimidate a person and prevent him from exceeding what is allowed, although his study does not support this in general. Fear deters the honest and conformist person, not due to the dread of punishment but due to the dread of the personal inner feeling that draws from conscience and due to the relation of others whose opinion is valued in his eyes. In addition to the severe punishments it imposes upon a criminal, the society that treats a sinner negatively and wishes to expel him from within it can assist in reduction of criminality. Thus, society proves to the criminal that norm has intense power and that it would not permit violations of the norm. The various stimuli, creating the sense of fear that is learned from the environment are created in conditioning processes related to culture, tradition and religion. In the discussion on the role of fear as a factor of deterrence which prevents a person from sinning, it is of importance to keep in mind that in some populations the sense of fear motivates one to act, and he neutralizes it by means of taking risks and by unusual behavior. And indeed the question is, why messages related to white-collar criminality are not successful? The unique, primary characteristic of white-collar criminality is that the media does not report these crimes in full and in detail as they report about street crimes, as the amount of theft has to be high, the theft needs to be related to some scandal or the suspect has to be someone important. In these offences, the victims are occasionally unaware that they have been deceived. Most people also do not possess

of the financial knowledge to understand these crimes. Additionally, white-collar criminality does not fit the stereotype of a real criminal despite the immense scope of the sums. There is a diffusion of victims. In many cases, it is not possible to understand/identify the damage as it is divided by a large number of victims. The criminals do not consider themselves as such. They would not deny performing the action, but they would deny that it is an offence. They deny any sense of guilt [8, p.158-167].

The informer

This is one of the tools to assist in locating white-collar criminality or the "justice line". This tool has proved itself in various campaigns when citizens have reported instances of fraud and deceit, like in the UK. The new fraud campaign (Mark Hughes, Crime Correspondent [the telegraph](#), May 2, 2011): Crime stoppers turn attention to the white-collar crime, Crime stoppers is to turn its attention to white-collar crime, hoping that the current financial climate will encourage more people to report fraudsters. "We know that a lot of people think fraud is a victimless crime, but fraud against the public sector, tax fraud and benefit fraud, costs this country £27 billion annually," he said. "Fraud against the state costs each of us £750 a year. Given that the public finances are in a pretty bad state, we think now is a good time to appeal to people to come to us about fraud. "We believe the public appetite is there where perhaps once it wasn't. We want people to understand that it is unacceptable and it is all of us who are the victims." It relies on information from the public and guarantees anonymity. In its history it has taken more than a million calls and has helped in more than 100,000 arrests and charges. It often offers rewards of up to £50,000 for information, but, perhaps surprisingly, less than one per cent of rewards are ever claimed [10].

Operative actions

In the first stage it is recommended to perform a pilot on the subject on 3 cities in each district in the state of Israel and Moldova for the duration of two years.

To my opinion, local authorities would conduct local diagnoses and create a committing leadership and work according to professional and measurable parameters that would guarantee the achievement of the change.

A model on the level of prevention of violence in general is operated in Israel with proven successes in a decrease in levels of violence and criminality [11].

There are countries in the world in which campaigns against corruptions have reached success. Anti-corruption agencies have been successful in Chile, Hong Kong, New South Wales, Australia and Singapore (Allan; 1992, Clark; 1987, Holm; 2000; Doig; 1995; Klitgaard; 1998; Segal; 1999; World Bank, 1999). Developing country officials however, do not see these as effective anti-corruption tools in countries with endemic corruption (Kaufmann, 1997) [5].

A campaign conducted in the USA in 2012 launched to promote anti-corruption Act. The elements of the American Anti-Corruption Act: "Stop the bribery. End secret money". The American Anti-Corruption Act, almost two years in the making, has attracted a broad coalition of supporters, representing a wide mix of political views [13, p.126].

Governments must take action to detect, deter and prosecute these offenses as aggressively as they would prosecute crimes committed by regular street criminals. Governments must use every resource at their disposal to combat this growing problem as it will only grow and continue to have an ever greater adverse impact on society. If governments fail to act, white-collar crime would grow.

Given that the public finances, in Israel and Moldova are in a pretty bad state. Given that a lot of people think fraud is a victimless crime, but fraud against the public sector, tax fraud and benefit fraud, costs those countries billions of dollars and also costs for each of us money every year- now is time to increase in "preventive awareness" of white-collar criminality because of world economic situation.

As I have said , Creation of a focused public awareness regarding the price each citizen pays, out of his own pocket, due to white-collar criminality by media campaign, will make possible to understand the damage as it is divided by a large number of victims, will contribute to reduction of white-collar criminality in the public sector.

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