



# AMITY UNIVERSITY

UTTAR PRADESH

## FORMAT FOR COURSE CURRICULUM

**Course Title: Media Ethics & Laws**  
**Credit Units: 5**

**Course Level: UG/ 1<sup>st</sup> Year/ 2<sup>nd</sup> Semester**  
**Course Code: to be decided later**

### Course Objectives:

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To discuss various media laws
- To understand the context and framework of media regulation in India
- To discuss the regulations of advertising

**Pre-requisites: NIL**

### Course Contents/Syllabus:

	Weightage (%)
<b>Module I Media Ethics</b>	<b>20%</b>
Ethics: Definition and Context Ethics in Journalism: Concept of Deontology & Consequentialist Truth, Fairness & Objectivity, Sources of Information, Sensitivity Code of conduct for Journalists: Importance & Relevance Media Market: Editorial Content & Integrity, Industrial Journalism Trends in Commercialization: Paid News, Advertorials, Private Treaties	
<b>Module II Media Laws</b>	<b>30%</b>
Media & Democracy Freedom of Speech and Expression Defamation	

L	T	P/S	SW/FW	No. of PSDA	TOTAL CREDIT UNITS
4	0	0	2	2	5

Contempt of court Right to Privacy Copyright, Intellectual Property Rights Right to Information Cinematograph Act, 1952 Law on Cyber Security (IT Act, 2000)	
<b>Module III Media Regulation</b>	<b>20%</b>
Regulation: Meaning & Context Why regulate the media? Regulatory bodies for Print: Press Council & its Role, broadcast, Films Regulatory Bodies for Television & Films: BCCC, BRAI, NBA, CBFC Cable Television Regulation Act, 1995 Self Regulation	
<b>Module IV Regulating Advertising</b>	<b>30%</b>
Constitution and Role of ASCI Guidelines for regulation of a) - Automotives & Safety b) Educational Institutions c) Food & Beverages d) Disclaimers in an Advertisement Laws governing advertising Products and Services banned from Advertising a)Tobacco- Tobacco Prohibition Act, 2003 b) Alcohol - Cable Television Network Rules, 1994 c) Human Organs - The Transplantation of Human Organs Act, 1994 d) Magical Remedies - The Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954 e) Services for-Natal Determination of Sex - The Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 f) Physicians - Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 g) Legal Services - Advocates Act 1961 h) Prize, Chits & Money Circulation Schemes - Prize Chits and Money Circulation Schemes (Banning) Act, 1978 i) Firearms, Weapons & Ammunitions - Arms Act, 1959 Competition Act (2002, 2007) and impact on Advertisement	

### Student Learning Outcomes:

- Students will be able to relate to ethical issues faced by the media
- Students will be able to discuss framework of free speech in India
- Students will be able to discuss the various media laws and their implications on conduct of media
- Students will be able to analyze the framework of media regulation in India.
- Students will be able to discuss the framework of regulation for Advertising

**Pedagogy for Course Delivery:** The course will be primarily delivered through lecture mode. The lectures will be supplemented by group discussions and discussions on the blog which the faculty would moderate.

### List of Professional Skill Development Activities (PSDA):

1. Through the means of a case study where an Indian media regulatory body has given a landmark judgment/order, students will write a detailed analysis about the regulatory body explaining its significance, the case and the impact of the judgment/order
2. Students will make a presentation on advertisements which have violated the ASCI code of conduct

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)
100%	NA

Theory Assessment (L&T):

End Term Examination (70%)				
Components (Drop down)	Home Assignment	Class Presentations	Attendance	End Term Examination
Linkage of PSDA with Internal Assessment Component, if any	PSDA 1 (10)	PSDA 2 (15)		
Weightage (%)	10%	15%	5%	70%

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment (____ %)				End Term Examination (____ %)		
Components (Drop down)							
Weightage (%)							

Text & References:

- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press

- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al.(2011). Media Ethics

### Any other Study Material:

- -SPJ: Anonymous Sources (<http://www.spj.org/ethics-papers-anonymity.asp>)
- -SPJ: When Sources Won't Talk (<http://www.spj.org/ecs19.asp>)
- -Poynter: 5 Tips for Journalists Who Want to do a Better Job of Cultivating Sources (<http://www.poynter.org/how-tos/writing/176219/5-tips-for-journalists-who-want-to-do-a-better-job-of-cultivating-sources/>)
- -RCFP: The Landmark Food Lion Case (<http://www.rcfp.org/browse-media-lawresources/news-media-law/news-media-and-law-spring-2012/landmark-food-lion-case>)
- -Poynter: ABC and Food Lion: The Ethics Questions (<http://www.poynter.org/uncategorized/2125/abc-and-food-lion-the-ethics-questions/>)
- -SPJ: Who's the Predator? (<http://www.spj.org/ecs8.asp>)
- Poynter: Where the Journal News Went Wrong in Publishing Names, Addresses of Gun Owners (<http://www.poynter.org/news/mediawire/199218/where-the-journal-news-wentwrong-in-publishing-names-addresses-of-gun-owners/>)
- -SPJ: Naming Victims of Sex Crimes (<http://www.spj.org/ecs11.asp>)
- -Recommendations for Reporting on Suicide (<http://reportingonsuicide.org/Recommendations2012.pdf>)
- --Poynter: How a Minneapolis Journalist Turned a Difficult Situation into a Human Triumph (<http://www.poynter.org/uncategorized/2137/how-a-minneapolis-journalistturned-a-difficult-situation-into-a-human-triumph/>)
- -RCFP: Liability for Intrusive or Harassing Newsgathering Activities (<https://www.rcfp.org/browse-media-law-resources/digital-journalists-legalguide/liability-intrusive-or-harassing-newsgath>)
- Columbia Journalism Review: Native Ads Aren't As Clear As Outlets Think ([http://www.cjr.org/behind\\_the\\_news/ftc\\_workshop\\_on\\_sponsored\\_cont.php](http://www.cjr.org/behind_the_news/ftc_workshop_on_sponsored_cont.php))
- -American Society of Magazine Editors: Editorial Guidelines (distinguishing between advertising and editorial) (<http://www.magazine.org/asme/editorial-guidelines>)
- --SPJ Ethics Committee Blog: Yet Again, ABC Has Disclosure Problems (<http://blogs.spjnetwork.org/ethics/2010/06/22/yet-again-abc-has-disclosure-problems/>)
- -SPJ: Cooperating with the Government (<http://www.spj.org/ecs1.asp>)
- -Michigan Needs a New Voice: Challenging Censorship in the Wolverine State ([http://www.huffingtonpost.com/neel-swamy/michigan-needs-a-newvoic\\_b\\_7852278.html](http://www.huffingtonpost.com/neel-swamy/michigan-needs-a-newvoic_b_7852278.html))
- -USA Today: Charlie Hebdo' Satirical Journalism Drew Fans, Critics (<http://www.usatoday.com/story/money/business/2015/01/07/charlie-hebdoprofile/21386729/>)
- -The New York Times: Terrorists Strike Charlie Hebdo Newspaper in Paris, Leaving 12 Dead (<http://www.nytimes.com/2015/01/08/world/europe/charlie-hebdo-parishooting.html>)
- -American Press Institute: The Best Ways for Publishers to Build Credibility Through Transparency (<https://www.americanpressinstitute.org/publications/reports/strategystudies/transparency-credibility/>)

- -The New York Times: Do Times Journalists Pay Attention to Readers' Comments?  
(<http://publiceditor.blogs.nytimes.com/2014/03/10/do-times-journalists-payattention-to-readers-comments/>)
- -SPJ Ethics Committee Blog: Do you Trust Rolling Stone?  
(<http://blogs.spjnetwork.org/ethics/2015/04/06/do-you-trust-rolling-stone/>)
- -Mike Sisak's Tumblr Post on Brian Williams (NBC news anchor)  
(<http://thesak.tumblr.com/post/110195051742/lyin-williams>)
- -SPJ Ethics Committee Blog: What We Should Ask About Williams' Mistake  
(<http://blogs.spjnetwork.org/ethics/2015/02/06/what-we-should-be-asking-aboutwilliams-mistake/>)
- -The Rolling Stones: A Rape on Campus: A Brutal Assault and Struggle for Justice at UVA (article will be emailed) -Columbia Journalism Review: Rolling Stones Investigation: 'A Failure that was Avoidable' ([http://www.cjr.org/investigation/rolling\\_stone\\_investigation.php](http://www.cjr.org/investigation/rolling_stone_investigation.php))
- Readings: Janet Cooke, "Jimmy's World", Washington Post, 1980; Richard Prince, "Janet Cooke's Hoax Still Resonates After 30 Years," .
- -Media Shift: Why Journalism Professors Should Teach Accuracy Checklists  
(<http://mediashift.org/2015/02/journalism-professors-should-teach-accuracy-checklists/>)
- -USA Today: Dangers of Speed vs. Accuracy  
(<http://usatoday30.usatoday.com/news/opinion/forum/story/2012-04-24/journalismsocial-media-giffords-paterno-nikki-haley/54513448/1>)
- -Poynter: How Journalists Can Do a Better Job of Correcting Errors on Social Media  
(<http://www.poynter.org/news/mediawire/181508/how-journalists-can-do-a-better-jobof-correcting-errors-on-social-media/>)
- -New Republic: Hello, My Name is Stephen Glass, and I'm Sorry  
(<http://www.newrepublic.com/article/120145/stephen-glass-new-republic-scandalstill-haunts-his-law-career>)
- - Optional, but recommended: watch "The Shattered Glass," a 2003 film based on the rise and fall of Stephen Glass' journalism career.
- Dan Barry, et al, "Times Reporter Who Resigned Leaves Long Trail of Deception," New York Times, May 2003.

## Refernces:

- <http://thehoot.org/web/home/section.php?sectionId=7&sectionLevel=1&sectionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true>
  - <http://indiatgether.org/c/media>
  - <http://www.poynter.org/>
  - <http://meejalaw.com/>
  - <https://indialawyers.wordpress.com/category/media-ethics/>
- <https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/>