MMC/ PGDJMC/ PGDBJ - (F1) 04

KRISHNA KANTA HANDIQUE STATE OPEN UNIVERSITY

Housefed Complex, Dispur, Guwahati - 781 006

Master of Mass Communication
Post Graduate Diploma in Mass Communication
Post Graduate Diploma in Broadcast Journalism

SEMESTER - I, COURSE – IV

MEDIA LAWS & ETHICS

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SEMESTER - I :: COURSE – IV :: MEDIA LAWS & ETHICS
DETAILED SYLLABUS

UNIT- 1: CONSTITUTIONAL RIGHTS : Concept of Fundamental Rights, Types of Fundamental Rights, Fundamental Rights under the *Constitution of India,* Concept of Freedom of Speech and Expression, Constitutional Guarantees and Limitations Concept of Directive Principles of State Policy, Differences between Fundamental Rights and Directive Principles of State Policy

UNIT- 2: EMERGENCY PROVISIONS AND PARLIAMENTARY PRIVILEGES: Emergency and State of Emergency: Concepts , Constitutional Emergency Provisions , Code of Conduct for the Press, 1971, Effect of Emergency Provisions on Media freedom Parliamentary and Legislative Privileges: Concept , Constitutional Provisions on Parliamentary and Legislative Privileges, Freedom of speech Right of publication of proceedings Law Courts and Privileges, Some points on Parliamentary and Legislative Privileges , Effect of Parliamentary and Legislative Privileges on Media Reporting

UNIT- 3: LEGAL ASPECTS OF MEDIA FREEDOM: Media Freedom, Concept History of Media Freedom Media Freedom, Constitutional Guarantees and Reasonable Restrictions, Defamation: Concept Kinds, Defamation and Law Liabilities of Different Persons as regards Defamation, Official Secrets Act, 1923, Right to Information: Concept, Right to Information: A Human Right Right to Information, International Standards Right to Information, Indian Perspectives Right to Information Act, 2005.

UNIT- 4: RIGHTS OF JOURNALISTS: Press Council of India, Ethics of Journalism, Working Journalists and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act, 1955 Prasar Bharati (Broadcasting Corporation of India) Act, 1990

UNIT- 5: MEDIA FREEDOM: Media freedom, Need for restraint on media freedom, Media and importance of ethics, Media Code of Ethics, Common elements of Media Code of Ethics, Plagiarism, Compliance of Ethical Standards, Right of Reply

UNIT- 6: MEDIA AND PRIVACY: Media and Intrusion into Privacy, Privacy under International Law, Privacy and Indian Legal Provisions, Sensationalism: Development of the Concept, Sensationalism in Electronic Media, Sting Operations, Operation West End: Tehelka.com, Sting operations in Movies, Novels, Comics and TV Serial, Paparazzi and Celebrities, Restrictions on Paparazzi and Laws, Yellow Journalism, Yellow Journalism Today

UNIT- 7: ETHICS IN PHOTOJOURNALISM: Ethics in Photojournalism, What is Photography, Ethics in Photojournalism, Plagiarism in Photography, Photographers' Code of Professional Conduct, Use of Photoshop and publishing of digital photographs, Code of Ethics and Photoshop, Photojournalism, Internet and Ethics What is Internet, Photography on the World Wide Web (www), Examples of Manipulated Photographs on the Internet

UNIT- 8: ETHICS IN ADVERTISING & PUBLIC RELATIONS: Ethics in advertising, Ethical and moral principles of advertising, Advertising Standards Council of India (ASCI), ASCI's Mission and Objectives, ASCI and Its principles, Ethics in advertising of medicine, Ethics in Public Relations, Public Relations in the US, Public Relations **Society of India (**PRSI) & PR Codes

UNIT- 9: REGULATORY ORGANISATION: Ombudsman, Press Ombudsman, Press Ombudsman in India, Readers' Editors, Press Commission, the First Press Commission in India, Recommendations of the First Press Commission, Second Press Commission and its Recommendations, Press Council Press Council of India (PCI), PCI: Complain Procedure, PCI and Principles of Media, Broadcasting Services Regulation Bill, 2006

UNIT- 10: MEDIA SELF-REGULATION: Self-regulation, Media Self-regulation, Code of conduct of different organizations for media personnel Code of conduct of different organisations for media personnel in India, Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS), Objectives and Administration of INS, Functions of INS

COURSE INTRODUCTION

In law, a 'right' is the legal or moral entitlement to do or refrain from doing something, or to obtain or refrain from obtaining an action, thing or recognition in civil society. Rights serve as rules of interaction between people, and, as such, they place constraints and obligations upon the actions of individuals or groups. On the other hand, Ethics are norms for conduct that distinguish between an acceptable and unacceptable behavior. It is concerned with what is right or wrong, good or bad, fair or unfair, responsible or irresponsible, obligatory or permissible, praiseworthy or blameworthy. Ethics and standards of journalism comprise the principles of ethics and of good practice as applicable to the specific challenges faced by the professional journalists.

Course IV of the first semester of Master of Mass Communication/ PG Diploma in Mass communication or PG Diploma in Broadcast Journalism programmes introduce you to the various aspects of the media laws and ethics. The Course is divided into ten units, which are as follows –

UNIT- 1: CONSTITUTIONAL RIGHTS

In this unit, you will learn about fundamental rights and its types. You will also learn about the guarantees and limitations as regards 'freedom of speech and expression'. Here we will also introduce you to the concept of the Directive Principles of State Policy incorporated in the *The Constitution of India*. We hope that after going through this unit, you will have the basic understanding of the concept 'Fundamental Rights', 'freedom of speech and expression' and Directive Principles of State Policy.

UNIT- 2: EMERGENCY PROVISIONS AND PARLIAMENTARY PRIVILEGES

In this unit you will learn about the concepts of Emergency, State of Emergency, Parliamentary and Legislative Privileges. You will also learn about different provisions and types of Emergency and the types of Parliamentary and Legislative Privileges under the Constitution of India. You will also be given an understanding about the effect and limitations on Media Reporting because of these constitutional provisions.

UNIT- 3: LEGAL ASPECTS OF MEDIA FREEDOM

In this unit you will learn about the rights associated with Media, which is a powerful institution that can act as a necessary instrument of communication. Here, we will also introduce you to the guarantees and limitations contained in the *Constitution of India* as regards the media freedom. In this Unit an attempt is being made to introduce you with the penal provisions in India. Finally, the concept of Right to Information is analysed in relation to international and domestic legislations along with the constitutional provisions. We hope that after going through this unit, you will have the basic understanding of the Official Secrets Act, 1923.

UNIT- 4: RIGHTS OF JOURNALISTS

In this unit you will learn about various welfare measures which are provided in the Working Journalists and Other Newspaper Employees (Conditions of Services & Miscellaneous Provision) Act, 1955 along with the administrative machinery under the Act. You will also learn about the objectives of the Prasar Bharati and the composition and functions of the Broadcasting Council.

UNIT- 5: MEDIA FREEDOM

In this Unit when you will learn about media freedom you will be introduced to media ethics which refers to the value system by which a person determines what is right or wrong, fair or unfair, just or unjust which is necessary for media to survive neutrally. You will also learn the common elements of ethics that are necessary for media — truthfulness, accuracy, objectivity, impartiality, dignity, fairness, public accountability and humanity — as these apply to the acquisition of newsworthy information. Finally, you will learn about 'Plagiarism' and the 'Right of Reply' which is a right of an individual to reply to misleading or inaccurate publications about him.

UNIT- 6: MEDIA AND PRIVACY

In this unit you will be introduced to the concept of privacy along with the concept of sensationalism and its impact on the electronic media, concept of sting operation, paparazzi and restrictions imposed by law and finally the concept of yellow journalism.

UNIT- 7: ETHICS IN PHOTOJOURNALISM

In this unit you are being introduced to the ethics of photojournalism, digital manipulation by using Photoshop and ethics concerning it. You will also be introduced to the ethical concerns of photojournalism over Internet.

UNIT- 8: ETHICS IN ADVERTISING & PUBLIC RELATIONS

In this unit you will be introduced to the ethical conduct in advertising, in advertising of medicine and also the code of conduct followed in public relations.

UNIT- 9: REGULATORY ORGANISATION

In this unit you will be introduced to "ombudsman", "press ombudsman" and "Reader's Editor" who work independently within news organisations as the interface between readers, listeners and viewers on the one hand, and journalists and editors on the other. You will also be introduced to the little history about the appointment and recommendations of the First and Second Press Commissions in India. Finally, you will be introduced to the Broadcasting Authority Bill, 2006 which prescribes the regulation of the airwaves which are public property and which in the national and public interest the airwaves needs to be regulated.

UNIT- 10: MEDIA SELF-REGULATION

In this Unit we will discuss the concept of "self-regulation" and "media self-regulation". You are then introduced very briefly to the existing code of practice or conduct for media personnel in different countries. You are also introduced to the code of conduct/practice for media in detail of different organisations like the Editors' Guild of India, the All India Newspaper Editors' Conference (AINEC) and The Indian Newspaper Society (INS) and its objectives, administration and functions.

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