PGJMC S1 04

MEDIA LAWS AND ETHICS

SEMESTER - 1

JOURNALISM AND MASS COMMUNICATION

BLOCK - 2

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE 4 : MEDIA LAWS AND ETHICS

BLOCK 2

DETAILED SYLLABUS

UNIT-9: ETHICS IN ADVERTISING & PUBLIC RELATIONS **(Pages 147 - 165)**

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-10: REGULATORY ORGANISATION **(Pages 166 - 201)**

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-11: MEDIA SELF-REGULATION: **(Pages 202 - 220)**

Self-regulation, Media Self-regulation, Code of conduct of different organizations for media personnel, Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS)-Objectives, Administration and Functions.

UNIT-12: MEDIA LAWS RELATED TO PRINT MEDIA IN INDIA **(Pages 221 - 239)**

Press laws in pre and post Independence era in India, Press laws in pre-Independence era- First Press Regulations, 1799, Gagging Act, 1857, Press and Registration of Books Act,1867, The Vernacular Press Act, 1878, The Newspapers (Incitement to Offences) Act, 1908, The Indian Press Act 1910, The Bold and Fearless Press & its Oppression by the Indian Press (Emergency Powers) Act 1931, Foreign Relation Act 1932, Press laws in pre-Independence era- The Press Objectionable Matters Act, 1951,

Drug and Magic Remedies (Objectionable Advertisement) Act, 1954 , Delivery of Books and Newspapers (Public Libraries) Act, 1954 , Young Persons (Harmful Publications) Act, 1956 , The Newspaper (Prices and Pages) Act, 1956 , The Parliamentary Proceedings (Protection of Publication) Act, 1956, The Copyright Act 1957, Children Act, 1960, Defence of India Act, 1962 , Press Council Act, 1965 , Civil Defence Act, 1968 , Contempt of Courts Act, 1971, Press Council Act, 1978

UNIT-13: ETHICAL ASPECTS OF RESEARCH **(Pages 240 - 255)**

Research process and ethics , Responsibility of a researcher, Ethical issues pertaining to research

UNIT-14: MEDIA FREEDOM ACROSS THE GLOBE **(Pages 256 - 274)**

Concept of Media freedom, Dominant models, Media's role in Politics

UNIT-15: MEDIA AND SENSATIONALISM **(Pages 275 - 287)**

Sensationalism: Development of the Concept, 3Sensationalism in Electronic Media, Sting Operation, Operation West End: Tehelka.com

BLOCK INTRODUCTION

This is the second block of the course on 'Communication Theory'. This block is divided into eight units which are as follows–

UNIT-9: 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-10: REGULATORY ORGANISATION

In this unit you will be introduced to the concepts of "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 given a brief overview 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 that are public property and which in the national and public interest the airwaves needs to be regulated.

UNIT-11: 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 will also be 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.

UNIT-12: MEDIA LAWS RELATED TO PRINT MEDIA IN INDIA

In this unit, we will introduce you to some of the important laws related to print media in India. These laws have been divided under two sections- laws enacted during the pre-Independence period and laws enacted during the post-Independence period. These laws will help you to understand the political environment that was prevalent in different periods of time in India and the impact it had on media.

UNIT-13 : ETHICAL ASPECTS OF RESEARCH

In this particular unit, you will get a brief overview about the ethics of research- the process of research and the ethics associated with it, responsibility of a researcher and certain important ethical issues pertaining to the field of research.

UNIT-14 : MEDIA FREEDOM ACROSS THE GLOBE

In this particular unit, we shall discuss about the concept of media freedom, the different theories of media and about media's role in politics.

UNIT-15 : MEDIA AND SENSATIONALISM

In this unit, you will be introduced to the evolution of the concept of sensationalism specially in the field of electronic media and know what sting operation is all about with special reference to Operation West End

While going through this course, you will come across some along-side boxes, which are put on the left side or right side of the text. These boxes will explain you the meaning of some words and concepts within the text. Apart from this, there will be some broad and short questions which have been included under 'Activity' and 'Check Your Progress' section in every unit. Activities will increase your thinking capacity because questions put under 'Activity' section are not directly derived from text. Answers to the short questions have been put under the section 'Answers to Check Your Progress'. Besides, a few text-related questions have been put under the section 'Model Questions'. These questions will help to draw your attention on the probable topics for the examination so that you can prepare for the examination with confidence.