

MCM-244 Media Law and Ethics (3 Credit Hours)

Pre-requisites: None

Course Objectives

1. The objectives of the course are to equip the students with the knowledge of the ethical norms that are required to be followed in the pursuit of professional duties by the working journalists and media institutions, to make the students aware of the social responsibilities of the journalists and media institutions while enjoying freedom of expression and to impart knowledge about the development of media in Pakistan and the way it has been regulated.

Learning Outcomes

2. By the end of this course, the students will be able to:
- (1) Identify different laws that govern Pakistani media
 - (2) Understand the principals of self-regulation
 - (3) Differentiate between different ethical theories
 - (4) Apply ethical theories to real life situations faced by those working media industry

Contents

3. This course will cover the following broadly.
- a. Media Law:
 - (1) Introduction to Pakistan's legal system
 - (2) Freedom of speech
 - (3) Defamation laws
 - (4) Contempt of court
 - (5) Cyber laws
 - (6) Advertising laws
 - (7) Regulatory bodies in Pakistan
 - (8) Self-regulation
 - (9) Press organisations in Pakistan
 - b. Media Ethics:
 - (1) Theories of ethical decision making
 - (2) Truth-telling, propaganda and panics
 - (3) Privacy and intrusion

- (4) Death and mental health
- (5) Stereotypes
- (6) Taste and offence
- (7) Social responsibility and public service

Reference Material

1. Aftab Ali, Yasmeen. 2012. *A Comparative Analysis of Media & Media Laws in Pakistan*. Lahore: Sang-e-Meel Publications.
2. Knobloch-Westerwick, S., Kennard, A.R., Westerwick, A., Willis, L.E. & Gang, Y., (2014) A Crack in the Crystal Ball? Prolonged Exposure to Media Portrayals of Social Roles Affect Possible Future Selves. *Communication Research* 41: 739.
3. School, W. (2013) The socio-emotional basis of human interaction and communication: How we construct our social world. *Social Science Information*, 52: 3
4. Saxena, P.K. (2011) Television as a Moral Educator, *Television and Social Change*. Random Publications.
5. Constitutions, Human rights charter and other relevant acts and ordinances.