

MC-838, Mass Media Law and Ethics

Course Objectives

The course will examine legal and ethical concepts as they apply to broadcast and cable television, radio, print media and internet-based publishing. It will focus on the evolution of Pakistan legal system with specific attention to state statutes, regulatory agencies, ethical issues and precedent-setting cases as they relate to free speech, open record, privacy, libel, copyright and obscenity laws. It focuses the legal sanctions and constitutional freedoms affecting the print and broadcasting media. And also look into the responsibilities of the media and discussion of specific ethical problems. Current policy issues and the policy-making process wraps up the course and students have a better appreciation of the legal and ethical constraints management decision.

Learning Outcomes

After the successful completion of the course, students will be able to:

- Develop a basic understanding of the Pakistani legal system
- Develop a basic understanding of legal research
- Develop a working knowledge of the principles and concepts of ethical theory in order to develop an expertise in moral reasoning with regard to ethical problem solving in the media.

Course Contents

- Introduction to the Pakistani Legal System
 - Lawmakers and Policymakers
 - The Court System
 - Legal Research
- Introduction to Ethics
 - Media Ethics
 - Basic Ethical Theory
 - Historical Perspectives on Ethics
- Freedom of Speech
 - Obscenity

- Protection from Freedom of Speech
 - Defamation of Character
 - Libel and Slander
 - Defenses Against Defamation
 - Privacy
- News
 - Getting Information
 - Free Press/Fair Trial
 - Source Protection - Shield Laws
 - Ethical Issues in News
 - Business Pressures
 - Truth telling and Objectivity
 - Social Justice
 - Sources and Reporters
 - Privacy
- Advertising
 - Regulation of Advertising
 - Ethical Issues in Advertising
 - Special Audiences
 - Truth telling
 - Public Relations
- Entertainment
 - Copyright Laws
 - Content Regulation
 - Ethical Issues in Entertainment
 - Violence
 - Offensive Material
 - Censorship
 - Profits and Public Trust
- Special Regulations for Broadcasting
 - Licensing
 - Content

References

1. Government of Pakistan. (1978). *White Paper on Misuse of Media*. Islamabad: Printing Corporation of Pakistan.
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3. Mahmood, M. (1999). *The Major Acts*. Lahore: Pakistan Law Times Publications.
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6. Niazi, Zamir (1994). *The Web of Censorship*. Karachi: Oxford University Press
7. Niblock, Sarah (2007) *Journalism*.
8. Patterson, Philip. (2011) *Media Ethics Issues and Cases*.
9. Street, John. (2010) *The Media Politics and Democracy*.