

MODULE SPECIFICATION FORM

Module Title: Ethics in the Media	Level: 6	Credit Value: 20
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Module code: HUM630	Cost Centre: GAJM	JACS3 code: P300/P500
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Trimester(s) in which to be offered: 1 and 2	With effect from: September 2014
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Office use only: To be completed by AQSU:	Date approved: September 2014 Date revised: - Version no: 1
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Existing/New: New	Title of module being replaced (if any): HUM610 Media Law and Ethics
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Originating Academic Department: Creative Industries	Module Leader: Janet Jones
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Module duration (total hours): 200	Status: core/option/elective (identify programme where appropriate): Core
Scheduled learning & teaching hours: 48	
Independent study hours: 152	
Placement hours: 0	

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications	Pre-requisites per programme (between levels):
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<p>Module Aims:</p> <p>This module aims to give students a comprehensive understanding of the ethical issues associated with modern journalism. It aims to equip them with analytical skills to help them resolve ethical and moral dilemmas from the real world of journalism and the media. It will build on the students' studies of the legal and regulatory framework at Levels 4 and 5.</p>
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Intended Learning Outcomes:

At the end of this module, students will be able to ...

1. Evaluate how ethical issues may arise in the media industry, in a regional, national or global context (K3, K4)
2. Analyse a range of current ethical issues affecting the news industry in a multi-media environment (K1, K3)
3. Critique the development of the legal, regulatory and ethical framework on privacy as it affects journalism and the media industry. (K1, K4)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

Assessment:

Indicative assessment

Use privacy case studies to analyse the development of the statutory, regulatory and ethical framework for the journalists in the print, online and broadcasting industries.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Portfolio	100%		4,000

Learning and Teaching Strategies:

- Formal lectures outlining the issues and development of ethical theory within the media industries.
- Practical workshops in which students will be encouraged to debate the ethical dimension of real-life case studies.
- Individual tutorials to help students develop their ideas within the framework of their assessments

Syllabus outline:

- Ethical theory
- Breach of confidence and development of privacy law
- European Convention of Human Rights
- Press Complaints Commission Code of Conduct
- PCC case studies
- Ofcom Code of Conduct
- BBC Editorial Guidelines

Bibliography:

Essential reading:

Dodd, M. Hanna, M (2014) *McNae's Essential Law for Journalists 22nd edition*. Oxford: Oxford University Press

Other indicative reading:

Quinn, F. (2013) *Law for Journalists*. London: Pearson Longman

Barendt, E. Bosland, J. Crauford Smith, R. Hitchens, L. (2013) *Media Law: Texts, Cases and Materials*. London: Pearson Longman

Harcup, A (2007) *The Ethical Journalist*. London: Sage

Moore R. Murray M (2012) *Media Law and Ethics*. Abingdon:Routledge

Websites:

Media Lawyer

<http://www.medialawyer.press.net/>

Journalism.co.uk

<http://www.journalism.co.uk/>

Press Gazette

<http://www.pressgazette.co.uk/>

Press Complaints Commission Code of Practice

<http://www.pcc.org.uk/>

Ofcom Broadcasting Code

<http://stakeholders.ofcom.org.uk/broadcasting/broadcast-codes/broadcast-code/>

BBC Editorial Guidelines

<http://www.bbc.co.uk/guidelines/editorialguidelines/>