



**Shaheed Benazir Bhutto University,
Shaheed Benazir Abad**

Knowledge - Commitment – Leadership

Subject: Media Laws & Ethics

Class: BS-III-20

Subject Teacher: Muammad Yaseem Moroojo

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Learning Objectives:

Introducing laws relating to print, electronic and social media and define legal terminologies as well as understanding the basic working of the legal system in Pakistan.

Differentiate between unethical and ethical practices in print, electronic and social media

Learn practices and laws related to use of raw materials like footages, photographs, and other such materials

Learning Outcomes:

Acquire knowledge of legal system and its importance in media industry Apply both ethical and legal standards in required fields

Able to avoid liable/defamation and invasion of privacy

Demonstrate a working knowledge of the ethical principles and concepts which will be helpful in solving ethical issues in media industry.

Course Content:

Introduction to Legal system in Pakistan, law makers, policy makers and the court system

History of Media Laws

Freedom of speech in 1973 Constitution

1st Week

Introduction to Laws & Ethics

Canons of journalism

2nd Week

PEMRA Ordinance 2002

PEMRA Rules 2009

3rd Week

Freedom of Information 2002

Press Council of Pakistan Ordinance 2002

4th Week

Journalistic code of ethics

5th Week

Absolute, responsible freedom and journalists

6th week

Defamation

7th week

Copyrights Laws in
Pakistan Plagiarism

8th week

Introduction to Media Ethics, basic theory, historical
perspectives Ethics in reporting violence, offensive material

9th Week

Contempt of Court

10th week

Freedom of Speech and expression
Code of Conduct Rules 2010

11th week

Status of press laws in pakistan

12th week

PPO 1963

Analysis on Media laws in Pakistan

13th Week to 16th week

Analysis & Presentations

Teaching Methodology:

Lecturing

Guest speaker Lectures

Assessment:

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| 1. Sessional Test | (15) |
| 2. Mid Term | (30) |
| 3. Presentation, Assignment & Attendance | (15) |
| 4. Final Test | (40) |

Total Marks 100

Suggested Readings:

Bart Pattyn (2005). Media Ethics: Opening Social Dialogue Edited by

Kurt haston (2004). Media Ethics: Cases and Moral Reasoning (4th ed.). New
York: Longman Publishers, Inc

Louise Alvin (2003). Ethics in Media Communications: Cases and controversies
Canada.

William. Cleve. Mathews (2002). *Ethics for the Media: The Ethics of Persuasion*.
New York, Longman.

AMIC 2005). *Walking the Tight Rope: Press Freedom and Professional Standards
in Asia*: Singapore,

Dennis MeQuail (2003). *Media Performance: Mass Media and Public Interest*.
London, Sage.