

Title: Digital Media Laws and Ethics
Code: DMC-404
Semester: 7th
Rating: 3 Credit Hours

DMC-404: Digital Media Laws and Ethics

3 Cr. Hrs

Course Description:

This basic course develops the critical understanding of students in media ethics and laws. It discusses the impotent ethical standpoints their application. It describes the media laws in Pakistan with special focus on laws related to social media.

Learning Outcomes:

The student will be able to

- Develop the understanding in ethical practices of media especially social media.
- Critically analyze the practices of media in the light of ethical standpoints.
- Develop the understanding of freedom of speech in Pakistani context.
- Understand the media laws in relation to media practices in the society.

Course Contents:

Media Laws

1. Freedom of Speech and Expression
2. Article 19 of constitution of Islamic Republic of Pakistan
3. Defamation ordinance 2002
4. Libel and Slander
5. Copy Right, The Copyright Ordinance, 1962
6. Contempt of court act 1973
7. Article: 204 of constitution of Islamic Republic of Pakistan
8. Press and Publications Ordinance (PPO) 1963
9. National Press Trust 1964
10. Pakistan Broadcasting Corporation Act, 1973
11. The Telegraph Act 1885
12. The Postal Act 1898
13. Registration of Printing Presses and Publications Ordinance 1988
14. The Pakistan Telecommunication (Re-organization) act 1996
15. PEMRA Ordinance 2002
16. Freedom of Information Ordinance 2002
17. Press Council of Pakistan Ordinance 2002
18. The press, newspaper, news agencies and books registration ordinance 2002
19. PEMRA Rules 2009
20. Prevention of Electronic Crimes Act 2016
21. Pakistan Broadcasting Association
22. Council of Pakistan Newspapers Editors
23. All Pakistan Newspapers Society
24. Protection of Journalists and Media Professionals Bill 2021

Media Ethics

1. Media Ethics; Need and Objectives
2. History & Philosophically of media ethics
3. Objectivity, Truth, fairness and impartiality, Diversity, Transparency in journalism
4. Print and Electronic Media Ethics
5. Islamic perspective on media ethics
6. Ethics and Freedom of Expression
7. Media and Information Dissemination in the Digital Age
8. "Right to Know" in an Information Age
9. Ethical Pitfalls in the Digital Age:
10. Photo Ethics in the Era of Digital Technologies.

11. Media-Invented Stories and Outright Lies a Threat to Journalism Ethics and Media Credibility
12. Intellectual Property Rights
13. Privacy, Online Harassment, Cyberbullying
14. Copying and Distributing via Digital Media: Copyright, Copyleft, Global Perspectives
15. Ethics of Digital Games
16. Digital Media Ethics: Overview, Frameworks, Resources

Suggested Readings:

- Jean, C. B. 2000): Media ethics and accountability Systems: transaction Publishers.
- Black, Jay, Steele, Bob and Barney, Ralph. (1999). Doing ethics in journalism: A handbook with case studies. New York: Allyn & Bacon.
- Media Law, Ethics, and Policy in the Digital Age
- [Nhamo A. Mhiripiri](#) (Midlands State University, Zimbabwe & St. Augustine University, Tanzania) and [Tendai Chari](#) (University of Venda, South Africa)

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.