

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Ethics in the Media	<b>Level:</b>	6	<b>Credit Value:</b>	20
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<b>Module code:</b>	HUM630	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre(s):</b>	GAJM	<b>JACS3 code:</b>	P300
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<b>With effect from:</b>	September 17
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<b>School:</b>	Creative Arts	<b>Module Leader:</b>	Janet Jones
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Scheduled learning and teaching hours	48 hrs
Guided independent study	152 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered</b>	Core	Option
BA (Hons) Broadcasting, Journalism and Media Communications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Journalism	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval: September 14

Date of revision: April 17

Have any derogations received LTQC approval?

Version: 2

Yes  No  N/A

**Module Aims**

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.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

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

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Evaluate how ethical issues may arise in the media industry, in a regional, national or global context	KS6	KS8
		KS9	
2	Analyse a range of current ethical issues affecting the news industry in a multi-media environment	KS1	KS3
		KS6	
3	Critique the development of the legal, regulatory and ethical framework on privacy as it affects journalism and the media industry.	KS1	KS8

Transferable skills and other attributes

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**Derogations**

None

**Assessment:**

Indicative assessment

Use case studies to analyse the development of the statutory, regulatory and ethical framework for 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	1,2,3	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 (2016) *McNae's Essential Law for Journalists 23rd edition*. Oxford: Oxford University Press

**Other indicative reading**

Other indicative reading:

Quinn, F. (2015) *Law for Journalists 5<sup>th</sup> edition*. 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/>