

Semester:V

## **MEDIA ETHICS**

### **UNIT – I**

Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

### **UNIT – II**

Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

### **UNIT- III**

News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

### **UNIT – IV**

Media and the Judiciary, Legislature and the Executive – Media Laws – violations and restrictions – media censorship – recent cases.

### **UNIT-V**

Role and powers of Press Council – Responsibilities of the Advertising Standards Council- Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council- Broadcasting codes – Film Censor Board: role and functions – other media regulatory bodies of the government

### **Reference:**

Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications, 1988.

Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.

Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub. 2005.

Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997

Ahuja B.N. Audio Visual Journalism. New Delhi. Surjeet Pub. 2000.

Shrivastava, K.M. Radio and Television Journalism. New Delhi: Sterling Pub. 1989.