Media Law, Values and Ethics

Module title	Media Law, Values and Ethics
Module NFQ level (only if an NFQ level can be demonstrated)	8
Module number/reference	3
Parent programme(s) the plural arises if there are embedded programmes to be validated.	Higher Diploma in Arts in Journalism and New Media Content
Stage of parent programme	1
Semester (semester1/semester2 if applicable)	1
Module credit units (FET/HET/ECTS)	5
List the teaching learning and assessment modes	The module will be taught online and assessed by continuous assessment and exam.
Entry requirements (statement of knowledge, skill and competence)	As per course entry requirements
Pre-requisite module titles	N/A
Co-requisite module titles	N/A
Is this a capstone module? (Yes or No)	No
Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff (staff includes workplace personnel who are responsible for learners such as apprentices, trainees and learners in clinical placements) If staff not in post at present, specify qualifications and experience required.	Module co-ordinator must have a minimum Level 9 qualification in a relevant subject and/or suitable teaching experience in relevant or closely cognate areas. Lecturers should preferably have a legal qualification. Lecturers should have experience in online delivery.
Maximum number of learners per centre (or instance of the module)	20
Duration of the module	1 Semester
Average (over the duration of the module) of the contact hours per week (see * below)	0.5
Module-specific physical resources and support required per centre (or instance of the module)	Students must have access to a computer and the internet.

Analysis of required learning effort
(much of the remainder of this table must also be presented in the programme schedule—take care to ensure consistency)

*Effort while in contact with staff			Contact hours for the module				
Classroom and demon-strations	**Mentoring and small-group tutoring**	**Other (specify)**	**Directed e-learning (hours)**	**Independent learning (hours)**	**Other hours (specify)**	**Work-based learning hours of learning effort**	**Total effort (hours)**

Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
		5				20	100			125

Allocation of marks (within the module)

		Continuous assessment	Project	Practical	Final Exam	Total
Percentage contribution		30%			70%	100%

Module aims and objectives

This module introduces learners to core legal principles relating to traditional and new media. Learners will also explore issues such as media regulation, intellectual property, data protection, defamation privacy law, and copyright. In addition to legal principles and practices, the module places emphasis on the ethics and values of journalism as a form of active citizenship, including the examination of freedom of expression, the limits of censorship and the role of the media in a healthy society.

Module learning outcomes

On successful completion of this module, learners should be able to:

1. Use their knowledge and judgement to identify, anticipate and solve ethical problems in relation to both traditional and new media
2. Effectively discern the difference between legitimate public interest and competing private interests
3. Analyse and critique the role the media plays in a functioning democracy
4. Demonstrate knowledge of the law in the gathering and reporting of news

Rationale for inclusion of the module in the programme and its contribution to the overall proposed Programme Learning Outcomes

This module is an important component of the programme. As practitioners of journalism and media, graduates of this programme will need to be sufficiently equipped not only with a knowledge of Irish media law, but also with the ethics and values that underpin responsible journalism in a rapidly-evolving media landscape. This module offers learners the opportunity to explore and consider competing rights within a media context, and to develop their skills and competencies in making judgements through an understanding of the laws pertaining to the regulation of media.

This module will also contribute to the achievement of the following programme learning outcomes:

PLO1	Demonstrate an understanding of theories, concepts and methods pertaining to Journalism and New Media
PLO2	Demonstrate a detailed knowledge and understanding of the practice of Journalism and New Media content creation across digital and analogue platforms
PLO3	Employ specific skills in: News gathering & reporting; media law and ethics; writing for diverse platforms; self-reliance
PLO5	Create high-quality media content that is underpinned by an ethical approach to journalistic values
PLO6	Work in peer-to-peer teams or under supervision to complete tasks and projects in flexible and changing circumstances

PLO7	Manifest intellectual nimbleness and critical adaptability to new journalistic and media contexts, changing technological innovations and employment opportunities

Information provided to learners about the module
Information on the module will appear in this format in the colleges' prospectus:

This module will give students the chance to learn about the laws, ethics and values underpinning credible and quality journalism and new media content. Students will learn basic principles of media law, ethics and values in the media, and explore case studies of media ethics and law.

Module content, organisation and structure
Content
Students will focus on the following areas:

(1) Ethics and values of journalism: what is meant by the term 'ethics', particularly in how it relates to the media; exploration of the NUJ Code of Conduct and the Press Council of Ireland Code of Practice (including the need for both). This section will contain a case study of an historic (for instance, the Leveson inquiry in the UK) or a current media ethics problem.

(2) Media Regulation: this portion will examine the main purposes of regulation and offer an outline of how the media is held accountable in Ireland (Broadcasting Act; Press Council, etc).

(3) Freedom of Expression and censorship: this portion of the course will examine the implications of article 40 of the Irish Constitution and the balance of rights between freedom of expression and the right to privacy of people. Historic or current case studies will be examined. This portion of the course will also compare freedom of expression in Ireland with that of other countries where such freedoms are suppressed or are under threat, such as China, Russia, and the United States.

(4) Laws on privacy and defamation Law: This portion also examines (but is not limited to) the following topics:
- Irish defamation law; privacy; public morality; incitement to hatred
- Defamation: libel and slander
- New Media and defamation

Case studies of defamation cases in Ireland will be explored in this portion of the course.

(5) Laws on intellectual property and data protection

Organisation and Structure
This module will be delivered online asynchronously. Learners will be supported by an online tutor.

Module teaching and learning and assessment strategy
The module is taught online, led by the module co-ordinator who provides key contextual and background information. Recorded lectures, directed reading, discussion forums and other relevant material will be uploaded onto the VLE. Students will have the opportunity to engage directly with the tutor through 5 fortnightly scheduled one-hour live online tutorials, where learners will be encouraged to participate in discussions relating to each portion of the modules, exploring in particular how cases can be interpreted through an ethical and legal framework. These sessions will focus on specific case studies and problem-based learning requiring learners to analyse the law and apply it to practical media law disputes or issues.

Module summative assessment strategy

Assessment of the module is by:

(1) 1000-word essay question (30%)

(2) end of term online exam (70%)

Nature of assessment materials

Assessment	Nature of assessment	Weighting	MiMLO
Essay Question: The students will choose one of the case studies from portion 1 or provide a comparative overview of the limitations of press freedom in two countries studied. Students will be encouraged to find and research relevant material themselves. Students will write a reflective essay on one of the case studies examined in the module to date, exploring the ethical and legal implications of that case and its outcome.	Individual	30%	1 & 4
Online Exam: 60% Students write an essay on pertaining to an issue or issues in media ethics or law, and provide a critique of the role of the media in relation to that issue. 40% A series of 10-15 multiple choice questions that tests factual knowledge of Irish media law.	Individual	70%	1, 2 & 3 4

Timetabling, learner effort and credit

Timetable	Learner Effort	Credit
This module is delivered online asynchronously	125 hours combined classroom contact hours, learning and assessment	5 ECTS

Work-based learning and practice-placement

N/A

E-learning

E-learning is conducted through the College VLE. Learners will need access to a computer and the internet.

Module physical resource requirements

N/A

Reading lists and other information resources

Carolan, E. and O'Neill, A. (2019), *Media Law In Ireland*. Dublin: Boomsbury Professional.

Castendyk, O., Dommering, E., Scheuer, A. and Böttcher, K. (2008), *European Media Law*. The Hague: Kluwer Law International.

Martin, A., (2011) *Quick Win Media Law Ireland*. Cork: Oak Tree Press.

Other sources

Defamation Ireland. defamationireland.com

NUJ, *NUJ Code of Conduct*

Press Council of Ireland, 'Code of Practice' (2014)

https://www.presscouncil.ie/_fileupload/Handbook%20on%20Code%20of%20Practice.pdf

UK National Archives, 'The Leveson Inquiry',

https://webarchive.nationalarchives.gov.uk/20140122144906/http://www.levesoninquiry.org.uk/

Ethical Considerations

This module deals with all aspects of journalism and media ethics.

Reassessment Procedures

All details regarding compensation, preponderance, penalties for late submissions, policy around repeat examinations/assessments, pass standards at programme, module, and assessment level, mitigation policy, max completion period are outlined in the Institute's Academic Standards and Assessment Regulations. Where a Learner does not successfully complete the module, they will have the opportunity to repeat the assessment in line with the Institute's Academic Standards and Assessment Regulations. This is available through Sharepoint here:

https://staffportal.itcarlow.ie/functions/Quality/default.aspx