

### GENERIC ELECTIVES (GE-3): Media Ethics

#### Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course	Department offering the course
		Lecture	Tutorial	Practical/Practice			
Media Ethics GE 4	4	3	1	0	Passed XII class	Nil	Philosophy

#### **Learning Objectives**

- To acquaint students with ethical practice of media usage, to democratize the public sphere.
- Also, theories of media ethics will be discussed along with the case studies related to important issues

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- The student will learn how ideology affects content of media, and how media is often saturated with manufactured consent, paid or otherwise.
- The student will learn to be wary of the distinction between appearance and reality in media usage, ownership, democratization and representation of caste and gender and transparency in news etc.

#### **Unit I Introduction to Media and Ethics** **12 Hours**

1. Defining Media Ethics
2. Approaches to media Ethics

Stephen J.A. Ward, (2011). Ch. 2. Approaches to Media Ethics (Pg. 52-87), *Ethics and the Media*. Cambridge University Press.

#### **Unit 2: Media, Power and Control** **16 Hours**

- 1 Cultural Imperialism as Globalisation of Ideology
- 2 Adorno : Culture Industry
- 3 Political Economy and Ideology
- 4 Manufacturing Consent

Adorno, Ch.3. Culture Industry Reconsidered (Pg. 98-106), *Culture Industry*.

Routledge. Chomsky, Ch. 1. A Propaganda Model, *Manufacturing Consent*. Pantheon Books

#### **Unit3: Media and Democratic Bases** **16 Hours**

1. Objectivity: Senses and Origins
2. Normative Theory of Media
3. Evolution of Normative Traditions

Stephen J.A. Ward (2004). Ch. 1. Objectivity: Senses and Origins (Pg.9-36), *The Invention of Journalism Ethics*. McGil-Queens University Press

Christian G. Clifford, Theodore L. Glasser, Dennis McQuail, Kaarle Nordenstreng (2009). Evolution of Normative Traditions (Pg. 37-64), *Normative Theories of the Media*. University of Illinois Press.

## **Unit 4 Issues in Media Ethics and Professional Ethics**

### **16 Hours**

1. Representation of caste, gender
2. Violence and Obscenity
3. Paid News and advertisements
4. Professional ethics

Subarno Chatterji and Sevanti Ninan, The Hoot Reader (Media Practice in Twenty First Century India), New Delhi: Oxford University Press, 2013 (Relevant Selections)

Vipul Mudgal. Ch. 6. *News for Sale: 'Paid News', Media Ethics, and India's Democratic Public Sphere* (Pg. 100-117). In Shakuntala Rao (Ed.), Herman Wasserman (Ed.). (2015). *Media Ethics and Justice in the Age of Globalization*. Palgrave MacMillan

Ashwini, S(2021) Social Media Platform Regulation in India- A special Reference to The Information Technology(Intermediary Guidelines and Digital Media Ethics Code) Rules,2021 , *Perspectives on Social Media Platform Regulation*, Nomos Verlagsgesellschaft, mbH&co.KG, pp215-232

### **Essential/Recommended Readings**

Philip Patterson and Lee Wilkins,(1998). Media Ethics: Issues and Cases (7<sup>th</sup> Edition), New York: Mc Graw-Hill Co

Louis A Day, (2000). Ethics in Media Communication: Cases and Controversies(3<sup>rd</sup> edition) Belmont, CA: Wadsworth

Black , Jay, B. Steele and R.Barney (1999) Doing Ethics in Journalism: A Hand book with case studies (3<sup>rd</sup> edition), Boston: Allyn& Bacon

Christains, Clffford, M. Fackler, K. Rotzoll and B.McKee(1998) Media Ethics: Cases and Moral Reasoning(5<sup>th</sup> Edition) new York: Longman

Arant, David(Ed)(1999) Ethics, Issues and controversies in Mass media. Cpulder, Co: Coursewise Publishing

### **Suggestive Readings**

Gordon, A. David and J M Kittross(1999), Contraversies in Media Ethics, New York: Addison Wesely Longman

Limburg Val E (1994) Electronic Media Ethics, Boston: Focal Press

Lynch, Dianne (ed) (1999) Stand! Virtual Ethics: Debating Media in Digital Age, Boulder, Co  
Foreman, G(2010) The Ethical Journalist, MA: Wiley-Blackwell

Norms of Journalistic conduct, Press council of India

Untitled-1 (presscouncil.nic.in)

Salient features of Press Council of India's norms of Journalistic Conduct in India - Legal Desire

Thakurta, Paranjay Guha. (2008). Media Ethics: Truth, Fairness and Objectivity , New Delhi: Oxford University Press, 2015

Rao, S. (2014). Covering Rape in Shame Culture: Studying Journalism ethics in India's New Television News Media , Journal of Mass Media Ethics, 29(3), 153-167

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**