

COM322e Media Law and Ethics

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

COM322 Media Law and Ethics aims to improve students' awareness of ethical and legal issues in the media industry. It provides a foundation in media law in Singapore and theoretical principles of ethical philosophies.

This course gives students a practical grounding on media law and ethics by presenting a wide spectrum of legal issues and ethical dilemmas faced by media practitioners. It provides a roadmap for students to explore the legal and ethical facets of media production and consumption. This course will also touch on global and digital trends affecting the works of media practitioners – and how they alter their decision-making processes.

The case studies cover a range of ethical and legal issues related to journalism, broadcasting, advertising, public relations, and entertainment.

Topics:

- Introduction to the Singapore legal system
- Statutory Acts, Codes of Practice, and media licensing
- Freedom of expression
- Media censorship
- Defamation: Libel and slander
- Law of confidence
- Intellectual Property: Scope, nature, and rights clearance
- Copyright: Ownership and defences
- Ethical foundations and perspectives
- Journalism and information ethics
- Advertising ethics
- New media ethics

Learning Outcome:

- Examine media law and ethics in Singapore context
- Apply media law principles to local professional settings
- Analyse various media law systems
- Discuss issues pertaining to local media rules and regulations
- Appraise media ethics cases
- Formulate communication strategies in view of the existing media law and ethical codes

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	20
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PRE-CLASS QUIZ	4
PRE-CLASS QUIZ	3
PRE-CLASS QUIZ	3
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**