AMPT17 PRINT MEDIA ETHICS

UNIT-1 THE STRUCTURE OF CYBERSPACE
1.1 Comparison with 'non-virtual' world in terms of personal interaction, collective intelligence, social mores.
1.2 Reminder that many people still are more comfortable with 'offline' scenarios and encounters.
1.3 The rapid evolution of a digital world, and its implications for personal interactions.

UNIT-2 ETHICS AND PRACTICAL PHILOSOPHY
2.1 The Greek tradition, the Asian tradition. Duty ethics and consequentialists.
2.2 Modern thinkers who have been very influential – Rousseau, Hobbes, Nietzsche, Rawls – and how their thought has been translated into how we behave.

UNIT-3 PROBLEMS FOR 'BROADCAST' MEDIA (ALL PLATFORMS):
3.1 Privacy, accuracy, free speech, respect for grief, commercial sensitivity, transparency.

UNIT-4 ETHICS FOR JOURNALISTS
4.1 Practical considerations, two-way street with the audience, loss of gatekeeper status (or have they?) Examination of codes such as SPJ, NUJ. Fact v. comment. Public image of media professionals.
4.2 Has the internet changed these, by making conversation more two way? Websites of organizations that 'watch' media and PR.
4.3 Examination of major codes for professionals (eg, SPJ) and discussion on how they should or could be revised to take account of online situation.

UNIT-5 ETHICS FOR PUBLIC RELATIONS AND MARKETING OFFICERS:
5.1 Trust and credibility – how can this be established in cyberspace? Openness, honesty, loyalty.
5.2 Potted history of public relations ethics from Ivy Lee at start of 20th century.
5.3 Crisis-management – what happens when your product turns out to be poisonous?

UNIT-6 THE PROBLEM OF PRIVACY
6.1 The online world is ubiquitous, on all the time, everywhere.
6.2 With the perhaps inadvertent connivance of commercial interests and public authorities, many details on all of us are held online. And then there's our social media.
6.3 How does the modern communications professional view individual privacy?

UNIT-7 FREE SPEECH
7.1 Everyone has a platform – everyone can broadcast. How should we be wary of this power, and while respecting the First Amendment, not doing harm to innocent or vulnerable people by allowing extremist opinions to circulate?
7.2 Twitter and texting – can 'the rules' apply? Free speech? The brevity with which messages are conveyed is a good discipline, but can lead to misunderstanding and inappropriate truncation.
7.3 Unconsidered commentary is a bad thing, but is it our right?

UNIT-8 FACEBOOK AND SOCIAL MEDIA

8.1 Where are they now? How have they been used for work and play? What is legitimate use of such networks for both news-gathering and marketing?

8.2 How can we avoid using 'private' material on Facebook and other social media, if our peers and competitors are?

UNIT-9 ETC

5.1 Emails/Texts/Cellphones. Apps. How communication on each of these should be handled, considering both the journalistic and commercial/marketing viewpoints.

UNIT-10 WHO CONTROLS THE DIGITAL WORLD, ANYWAY?

10.1 We consider the roles of ICANN, the ISPs, government, the emergence of a two-speed internet, digital access as a human right, the democratization by digital means.

UNIT-11 PICTURE POWER

11.1 Some of the niceties of ethical image use. How close is too close?

11.2 Children [also could be a separate session, much evolving thought about use of children in media presentations generally].

Reference Books:

1. ABC (2002) 'National newspaper circulation', Audit Bureau of Circulations monthly report, August 2002, http://www.abc.org.uk/cgi-bin/gen5?runprog=nav/abc&noc=y.

2. ACPO (2001) Guide to Meeting the Policing Needs of Asylum Seekers and Refugees. London: Association of Chief Police Officers.

3. Adams, Catherine (2001) 'Inside story', Guardian, 13 March