

Unit I:

Principles and Ethics: Accuracy and fairness, Pre publication verification, Caution against defamatory writings, Parameters of the right of the press to comment on the acts and conduct of public officials, Criticism of public figures/ music reviews, right to privacy, privacy of public figures, recording interviews and phone conversation, conjecture, comment and fact, newspapers to eschew suggestive guilt, reporting – proceedings of legislature, caution in criticizing judicial acts, right to reply, obscenity and vulgarity, glorification of violence, covering communal disputes/clashes,

Unit II:

Caste, religion or community references, paramount national interest, foreign relations, investigative journalism, its norms and parameters, fraudulent activities, professional misconduct and rivalry, plagiarism, illegal reproduction, advertisements, internal disputes, astrological prediction, Reporting on natural calamities, norms for photo Journalism

Unit III:

Guidelines on specific Issues: Norms for observance by the press in the wake of communal disturbances, coverage of handouts of militants/terrorists-guiding principles 1991-1992, HIV-AIDS and the media, Financial Journalism, election reporting, undue favors to journalists, Model guidelines for publishing overseas advertisement in accordance with emigration act 1983

Unit IV:

Laws relating to the press: Constitution of India, Press Laws/Acts – (Indecent representation of women (prohibition) act, 1986, the press and registration of books act, 1867, the police (incitement of disaffection) act, 1922, official secrets act, 1923 (act no.1923), the working journalists and other newspaper employees and miscellaneous provisions act, 1955, the copyright act, 1957, National security act, 1980, the defamation act, 1952, right to information act, 2005) relevant provisions of Indian Penal code, 1860, relevant provisions of Cr. P. C. 1973 (act no.II of 1974)

Unit V:

Press Council's Powers, Practices and Procedures: Complaint procedures, complaint regarding oppression to press freedom, Press council act 1978, objects and functions of the council, power to censure, General powers of the council (5 of 1998), press council (procedure for inquiry) regulations, 1979, issue of notice, ethics and Indian media, Tamil newspapers and ethics of journalism.

TEXT BOOKS/ REFERENCES:

1. Press Council of India: Norms of Journalistic Conduct, Edition, 2010.
2. Karen Boyle, "Media and Violence", Sage, 2005
3. Arthur Asa Berger, "Media Analysis Techniques", Third Edition, Sage
4. Paranjoy Guha Thakurta, "Media Ethics-Truth, Fairness and Objectivity", Oxford
5. Tony Schirato and Jen Webb, "Understanding the Visual", Sage, 2004.