Academic course description – Example

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| BACHELOR ‘S PROGRAMME**COMMUNICATION AND PUBLIC RELATIONS** 2ndYEAR OF STUDY, 2nd SEMESTER |

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| **Course title** | | *Laws and Deontology of Communication* |
| Course code | | CRP: DC4 |
| Course type | | tutorial |
| Course level | | 1st cycle (Bachelor’s degree) |
| Year of study, semester | | 2nd year of study, 2nd semester |
| Number of ECTS credits | | 6 |
| Number of hours per week | | 4 (2 lecture hours + 1 seminar hours) |
| Name of lecture holder | | Lecturer Viorel Țuțui |
| Name of seminar holder | | Lecturer Viorel Țuțui |
| Prerequisites | |  |
| A | **General and course-specific competences** | |
|  | **General competences**:   * To be able to define and use the main concepts associated with the laws and deontology of communication * To understand and to apply the legislation regarding the main rights possessed by the agents of public communication * To understand and to apply the codes of ethics specific to the fields of public communication (mass-media, advertising, PR, New Media).   **Course-specific competences**:   * To understand the main concepts associated with of the laws of communication * To use these concepts in order to describe the legal relationship specific to public communication * To understand and apply the laws and the deontological stadards specific to public communication and their limitations | |
| B | **Learning outcomes** | |
|  | The students will be able to:   * define the main concepts associated with the laws and deontology of communication, * know and use the laws and codes of deontology that are applied in the domaines of public communication, * uderstand the rights and obligations possesed by the agents of communication and their limitations * understand and interpret in a correct manner the laws and the deontological regulations specific to advertising, public relation, traditional mass-media and new media. | |
| C | **Lecture content** | |
|  | * Definitions of communication laws * The main categories of laws associted with public communication * The principles specific to the laws of communication * The main rights and obligations possesed by the agents of public communications: public authorities, journalists, legal and natural persons * Legal responsibility of the agents of public communication * Civil and criminal liabilities of the agents of public communication * Legal guarantees regarding the free access to public information * The main laws that govern media communication and advertising * The main laws that govern the protection of human dignity and public image * The dontology of public communication. Ethical codes in mass-media * Ethical codes in advertising and public relations * Corporate social responsibility | |
| D | **Recommended reading for lectures** | |
|  | Roy L. Moore, Michael D. Murray. 2007. Media Law and Ethics. Routledge.  John D. Zelezny. 2011. Communication Law and the Modern Media, Sixth Edition. Wadsworth, Cengage Learning.  Robert E. Trager. 2017. The Law of Journalism and Mass Communication. CQ Press  Raphael Cohen-Almagor. 2001. Speech, Media, and Ethics: The Limits of Free Expression : Critical Studies on Freedom of Expression, Freedom of the Press, and the Public's Right to Know. Palgrave Macmillan.  Robert S. Fortner, P. Mark Fackler. 2011. The Handbook of Global Communication and Media Ethics. Wiley-Blackwell.  George Cheney; Steve May; Debashish Munshi. 2011. The handbook of communication ethics.  European Convention on Human Rights, <https://www.echr.coe.int/Documents/Convention_ENG.pdf>  International Covenant on Civil and Political Rights,  <https://www.ohchr.org/en/professionalinterest/pages/ccpr.aspx>  The Universal Declaration on Human Rights, <https://www.un.org/en/universal-declaration-human-rights/>  European Court of Human Rights, <https://www.echr.coe.int/Pages/home.aspx?p=home&c>=  Concil of the European Union, EU Human Rights Guidelines on Freedom of Expression  Online and Offline, <https://eeas.europa.eu/sites/eeas/files/eu_human_rights_guidelines_on_freedom_of_expression_online_and_offline_en.pdf>  PRSA Code of Ethics, <https://www.prsa.org/about/ethics/prsa-code-of-ethics>  International Public Relations Association, Code of Athens, <https://www.ipra.org/static/media/uploads/pdfs/ipra_code_of_athens.pdf>  Agence France Presse, Editorial Standards and Best Practices, <https://accountablejournalism.org/ethics-codes/afp-editorial-standards-and-best-practices>  Society of Professional journalists Code of Ethics, <https://www.spj.org/ethicscode.asp>  Accountable journalism: monitoring media ethics aroung the globe, <https://accountablejournalism.org/ethics-codes/international>  ICC Advertising and Marketing Communications Code, <https://iccwbo.org/publication/icc-advertising-and-marketing-communications-code/> | |
| E | **Seminar content** | |
|  | * Definitions of communication law * The main categories of laws associted with public communication * The principles specific to the laws of communication * The main rights and obligations possesed by the agents of public communications: public authorities, journalists, legal and natural persons * Legal responsibility of the agents of public communication * Civil and criminal liabilities of the agents of public communication * Legal guarantees regarding the free access to public information * The main laws that govern media communication and advertising * The main laws that govern the protection of human dignity and public image * The dontology of public communication. Ethical codes in mass-media * Ethical codes in advertising and public relations * Corporate social responsibility | |
| F | **Recommended reading for seminars** | |
|  | Roy L. Moore, Michael D. Murray. 2007. Media Law and Ethics. Routledge.  John D. Zelezny. 2011. Communication Law and the Modern Media, Sixth Edition. Wadsworth, Cengage Learning.  Robert E. Trager. 2017. The Law of Journalism and Mass Communication. CQ Press  Raphael Cohen-Almagor. 2001. Speech, Media, and Ethics: The Limits of Free Expression : Critical Studies on Freedom of Expression, Freedom of the Press, and the Public's Right to Know. Palgrave Macmillan.  Robert S. Fortner, P. Mark Fackler. 2011. The Handbook of Global Communication and Media Ethics. Wiley-Blackwell.  George Cheney; Steve May; Debashish Munshi. 2011. The handbook of communication ethics.  European Convention on Human Rights, <https://www.echr.coe.int/Documents/Convention_ENG.pdf>  International Covenant on Civil and Political Rights,  <https://www.ohchr.org/en/professionalinterest/pages/ccpr.aspx>  The Universal Declaration on Human Rights, <https://www.un.org/en/universal-declaration-human-rights/>  European Court of Human Rights, <https://www.echr.coe.int/Pages/home.aspx?p=home&c>=  Concil of the European Union, EU Human Rights Guidelines on Freedom of Expression  Online and Offline, https://eeas.europa.eu/sites/eeas/files/eu\_human\_rights\_guidelines\_on\_freedom\_of\_expression\_online\_and\_offline\_en.pdf  PRSA Code of Ethics, <https://www.prsa.org/about/ethics/prsa-code-of-ethics>  International Public Relations Association, Code of Athens, <https://www.ipra.org/static/media/uploads/pdfs/ipra_code_of_athens.pdf>  Agence France Presse, Editorial Standards and Best Practices, <https://accountablejournalism.org/ethics-codes/afp-editorial-standards-and-best-practices>  Accountable journalism: monitoring media ethics aroung the globe, <https://accountablejournalism.org/ethics-codes/international>  Society of Professional journalists Code of Ethics, <https://www.spj.org/ethicscode.asp>  ICC Advertising and Marketing Communications Code, <https://iccwbo.org/publication/icc-advertising-and-marketing-communications-code/> | |
| G | **Education style** | |
| learning and teaching methods | | Exposition, heuristic conversation, debate, problematisation |
| assessment methods | | Oral presentation of a seminar project 50%, A written exam 50% |
| Language of instruction | | English |