

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



BOARD OF STUDIES: LAW

PROGRAMME: BAMMC

SEMESTER: III

NOMENCLATURE OF THE COURSE: MEDIA LAWS AND ETHICS

NEP Vertical: Vocational Skill Course (VSC)

Credit: 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year (2025-2026))



Programme	Bachelor of Arts in Multimedia and Mass Communication
Nomenclature of the Course	Media Laws and Ethics
Total Marks	50 Marks
Semester	III
Academic year	2025-2026

Learning Objectives:

- Understand the legal framework governing media in India, including freedom of speech, press regulations, and intellectual property rights.
- Learn about media ethics, responsible journalism, and the role of regulatory bodies in ensuring fair and unbiased reporting.
- Analyse the impact of cyber laws, digital media regulations, and social media accountability in today's fast-changing media landscape.
- Develop critical thinking on contemporary media issues like fake news, media trials, censorship, and ethical challenges in journalism and broadcasting

Course outcomes:

- Students will gain a clear understanding of media laws in India, including press freedom, censorship, and legal responsibilities of media organizations.
- They will be able to analyse the ethical challenges in journalism, advertising, and digital media, ensuring responsible media practices.
- Learners will understand the role of regulatory bodies in media governance and the legal implications of defamation, intellectual property rights, and cyber laws.
- By studying real-life case studies, students will develop critical thinking skills to evaluate contemporary media issues like fake news, media trials, and social media accountability.

Unit	Course Content	Andragogy	No of Lectures
I: Media Laws and Regulatory Framework in India	<p>1. Media Laws and Regulatory Framework in India</p> <p>1.1- Introduction to Media Laws- Definition and Scope of Media Laws 1.2- Evolution of Media Laws in India 1.3- Role of Media in Democracy 1.4- Case Study: Supreme Court's interpretation of Article 19(1)(a)- Arnab Goswami v. Maharashtra Government 1.5- Freedom of Press in India- Meaning and Importance of Press Freedom 1.6-Reasonable Restrictions under Article 19(2)- Defamation, Contempt of Court, National Security 1.7- Censorship and Prior Restraint in Media 1.8-Case Study: Live Streaming of Supreme Court Proceedings (2022) – Enhancing media transparency</p> <p>2. Defamation Law in Media</p> <p>2.1-Concept of Defamation – Civil & Criminal (IPC Sections 499 & 500) 2.2-Remedies and Defences against Defamation</p>	Lectures- case studies and Class test	15

	<p>2.3-Case Study: Rahul Gandhi’s Defamation Case (2023) – Political speech and defamation in media</p> <p>4. Intellectual Property Rights (IPR) in Media 4.1-Copyright Act, 1957 – Protection of News, Articles, and Publications 4.2-Trademark and Patent Laws in Media 4.3-Case Study: Yash Raj Films v. Sri Sai Ganesh Productions (2019) – Copyright violation in Bollywood</p> <p>5. Cyber Laws and Digital Media Regulations 5.1-IT Act, 2000 – Social Media Accountability and Fake News Regulation 5.2-Data Privacy and Protection in Media 5.3-Case Study: New IT Rules, 2021 & 2023 – Impact on WhatsApp, Twitter, and Instagram moderation</p>		
<p>II: Media Ethics, Accountability, and Regulatory Frameworks</p>	<p>1. Introduction to Media Ethics 1.1-Ethics in Journalism, Advertising, and Broadcasting 1.2-Press Council of India Guidelines 1.3-Case Study: The Wire vs. Meta (2022) – Ethics in digital journalism 2. Media and Corporate Social Responsibility (CSR) 2.1-Role of Media in Promoting CSR 2.2-Responsible Media Coverage in Sensitive Situations</p> <p>2.3-Case Study: Tata Group’s CSR Initiatives and Media Coverage 3. Regulatory Bodies Governing Media in India 3.1-Press Council of India (PCI) – Regulating Print Media 3.2-Central Board of Film Certification (CBFC) – Film Censorship 3.3-Case Study: The Kerala Story (2023) – Film Censorship Debate</p> <p>4. Contemporary Issues in Media Ethics 4.1-Fake News, Media Trials, and Hate Speech</p>	<p>Lectures – case studies and Class test</p>	<p>15</p>

	<p>4.2-Privacy Invasion and Sting Operations in Journalism</p> <p>4.3-Case Study: Sushant Singh Rajput Case (2020) –</p> <p>4.4-Trial by media and ethical concerns</p> <p>5. Social Media and Ethical Challenges</p> <p>5.1-Ethical Use of Social Media Platforms</p> <p>5.2-Influence of Media on Public Opinion and Social Movements</p> <p>5.3-Case Study: Farmers’ Protests (2020-21) –</p> <p>5.4-Role of social media in mobilization</p>		
--	--	--	--

SUGGESTED REFERENCE READINGS (Latest Editions)

1. Thakurta, P. G. (2022). *Media Ethics: Truth, Fairness, and Objectivity*. Oxford University Press.
2. Mishra, S. (2021). *Media Law and Ethics*. SAGE Publications.
3. Kumar, A. (2023). *Cyber Law and Digital Media Regulations in India*. Bloomsbury India.
4. Basheer, S., & Prasad, K. D. (2022). *Intellectual Property Law in India: Media and Entertainment Perspective*. LexisNexis.
5. Narayan, S. (2020). *Freedom After Speech: Media, Law, and Ethics in India*. Penguin Random House.
6. Khandekar, V. (2021). *The Indian Media Business*. SAGE Publications.
7. Baruah, U. L. (2023). *Press Laws and Ethics of Journalism in India*. Eastern Book Company.

These books provide a comprehensive understanding of media laws, ethics, cyber regulations, and contemporary issues in journalism and digital media.

QUESTION PAPER PATTERN

A) FOR CONTINUOUS EVALUATION

10 MARKS CLASS TEST	1. CLASS TEST MCQ-----5 MARKS
	2. ONE LINE ANSWERS-----5 MARKS

(A-1)

(A-1) RUBRICS FOR CONTINUOUS EVALUATION

10 MARKS CLASS TEST	1. ASSIGNMENT-----10 MARKS
	OR
	2. VIVA VOCE/PRESENTATION-----10 MARKS

(B)

QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

30 MARKS	1. A. SHORT NOTES (3/4)-----15 MARKS
	&
	2. LONG ANSWERS (1/2)-----15 MARKS

IMPORTANCE OF THE SUBJECT:

1. Media laws and ethics are crucial for ensuring responsible journalism, protecting freedom of speech, and maintaining transparency in media practices.
2. Understanding legal frameworks helps media professionals navigate issues like censorship, defamation, intellectual property rights, and cyber laws.
3. Ethical guidelines and regulatory bodies play a vital role in preventing misinformation, media trials, and biased reporting, ensuring fair and accurate news dissemination.
4. In today's digital age, knowledge of media regulations helps individuals and businesses use media responsibly, combating fake news and safeguarding privacy rights.