

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 524	SEMESTER OF STUDY	5 th
COURSE TITLE	LAWS, CODES OF CONDUCT AND ETHICS OF COMMUNICATION		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		1	
Total		3	4
COURSE UNIT TYPE	Compulsory, Course Specialization		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=83		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The purpose of this course is to provide students with an overview of the basic regulatory principles and frameworks for media and communications. The course is organized around three main themes: (1) the legislative and regulatory framework pertaining to the operation of mass media, (2) the analysis of formal codes of professional standards and practice of various communication professions (i.e. public relations, advertising), and (3) ethical and moral norms and values of communication professionals.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Describe the legal and regulatory framework pertaining to mass media and communications. • Identify violations related to the standards of conduct of various communication professions. • Relate the legal and ethical aspects of various communication activities. • Compare the codes of conduct of different communication professions in order to highlight differences or similarities. • Develop and support ideal standards of professional conduct with emphasis on moral and ethical behavior.
General Skills
<ul style="list-style-type: none"> - Teamwork - Decision making - Critical thinking - Free, creative and inductive thought - Professional and ethical responsibility

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> - Introduction to mass media law. - Greek National Council for Radio and Television (NCRTV) – Practical issues. - Legal status of private television and radio broadcasting stations.

- Regulatory framework of media ownership.
- Professional standards and codes of ethics of journalists.
- Professional standards and codes of ethics of advertisers.
- Professional standards and codes of ethics of public relations practitioners.
- Professional standards and codes of ethics of marketers – sales agents.
- Legislation regarding the rights of freedom of expression-speech and information.
- Principles and values in a communication regulatory framework.
- Habermas theory of communicative action.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	26
	Practice - Workshops	13
	Project Work (non-compulsory)	24
	Personal Study	37
	<i>Total Work Load for student with project work</i>	100
	Lectures	26
	Practice - Workshops	13
	Personal Study	61
	<i>Total Work Load for student without project work</i>	100
ASSESSMENT METHODS	I. End of Semester Formal Examination (60% or 100%) - Short answer questions - Essay questions II. Presentation of Group/Individual Projects (40% or 0%)	

5. RESOURCES

- Recommended Book Resources:

- Velentzas I. (2013) *Technology-Innovation & Law* (in Greek)
- Karakostas, J. (2012), *Mass Media Law*, Nomiki Vivliothiki (in Greek).
- Yanna, K. (2007), *Deregulation of Audiovisual Media*, Sakkoulas Publishing, Thessaloniki (in Greek).
- Yanna, K. (2013), *Mass Media – The Information Law* (2nd Edition), Sakkoulas Publishing, Thessaloniki (in Greek).
- Karakostas, J. and Tsevas, A. (2000), *Mass Media Law*, Sakkoulas Publishing, Athens (in Greek).
- Stavridou, S. (2010), *The Control of Media Concentration. From the Public Law to the Market Law*, Dikaio & Oikonomia – Panagiotis N. Sakkoulas Anonimi Ekdotiki Etaireia, Athens (in Greek).
- Tsevas, A. (2010), *Privacy and Mass Media*, Antonios Sakkoulas, Athens (in Greek).
- Gripsrud, J. and Moe, H. (2010), *The Digital Publicsphere: Challenges for Media Policy*, Nordicom, Goteborg.
- Castendyk, O., Dommering, E. J., & Scheuer, A. (2008), *European Media Law*, Kluwer Law International.

- Recommended Article/Paper Resources:

- Drumwright, M. E., & Murphy, P. E. (2009), *The Current State of Advertising Ethics: Industry And Academic Perspectives*, *Journal of Advertising*, Vol. 38, No. 1, pp. 83-108.

- *Tibor, M (2012), A Brief on the Ethics of Advertising, Advances in Management, Vol. 5, No. 10, pp. 30-33.*
- *Huang, Y. H. (2001), Should a Public Relations Code of Ethics Be Enforced?, Journal of Business Ethics, Vol. 31, No. 3, pp. 259-270.*
- *Fitzpatrick, K. R. (2002), Evolving Standards in Public Relations: A Historical Examination Of PRSA's Codes of Ethics, Journal of Mass Media Ethics, Vol. 17, No. 2, pp. 89-110.*
- *Whitehouse, G. (2010), Newsgathering and Privacy: Expanding Ethics Codes to Reflect Change in the Digital Media Age, Journal of Mass Media Ethics, Vol.25, No. 4, pp. 310-327.*
- *Kuhn, M. (2007), Interactivity and Prioritizing the Human: A Code of Blogging Ethics, Journal of Mass Media Ethics, Vol. 22, No. 1, pp. 18-36.*
- *Hafez, K. (2002), Journalism Ethics Revisited: A Comparison of Ethics Codes in Europe, North Africa, the Middle East, and Muslim Asia, Political Communication, Vol. 19, No. 2, pp. 225-250.*
- *Laitila, T. (1995), Journalistic Codes of Ethics in Europe, European Journal of Communication, Vol. 10, No. 4, pp. 527-544.*
- *O'Boyle, E. J., & Dawson Jr, L. E. (1992), The American Marketing Association Code of Ethics: Instructions for Marketers, Journal of Business Ethics, Vol. 11, No. 12, pp. 921-932.*