LONDON SOUTH BANK UNIVERSITY

UNIT GUIDE

Ethical Media

AME 3 EME

Faculty of Arts and Human Sciences

2007-8

become what you want to be

Table of Contents

1.   UNIT DETAILS

Unit Title:	Ethical Media
Unit Level:	3
Unit Reference Number:	AME 3 EME
Credit Value:	1
Student Study Hours:	150
Contact Hours:	36
Private Study Hours:	114
Pre-requisite Learning (If applicable):	
Co-requisite Units (If applicable):	
Course(s):	BSc Media and Society BA Digital Media Arts BA Writing for Media Arts BA Digital Film and Video BA Game Cultures BSc Combined Honours Media Studies field
Year and Semester	2007-8 Semester 1
Unit Coordinator:	Terry Daniels
UC Contact Details (Tel, Email, Room)	Extension 5759 danielta@lsbu.ac.uk Borough Road B404
Teaching Team & Contact Details (If applicable):	
Subject Area:	Media
Summary of Assessment Method:	3-hour unseen examination in which 2 questions are to be answered

2.   SHORT DESCRIPTION

This unit examines ethical issues surrounding media practice. It covers topics such as the journalist's role in society, media and responsibility, privacy, the relationships between media laws and codes of ethics, the public interest and issues of freedom of speech, censorship, incitement to violence and incitement to racial hatred.

3. AIMS OF THE UNIT

- To introduce you to a variety of problems in the relations between media ethics and media practice.
- To develop your ability to evaluate the conflict between private right and public interest in relation to the media.
- To analyse the role of media law in conflicts of interest.
- To explore the complex issues surrounding the interpretation of freedom of speech and the media.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

By the end of the unit you should be able to demonstrate:
- Awareness of the centrality of ethics to media practice.
- Critical and reflective understanding of the range of ethical issues in media practice.
- Detailed knowledge of relevant significant case studies.
- Awareness of the potential limitations imposed on the media and media practitioners by the law.
- The ability to identify and formulate philosophical and ethical issues concerning freedom of speech and the role of the law in regulating and promoting it.

4.2 Transferable Skills

You will have an opportunity to develop skills in:
- Interactive group work, through workshop activities.
- Oral communication, through workshop discussions.
- Criticism and analysis, developed through workshop discussion and examination.

5. ASSESSMENT OF THE UNIT

Three hour examination in which you must answer TWO questions.

6. INTRODUCTION TO STUDYING THE UNIT

6.1 Overview of the Main Content

Principles of media ethics; freedom of speech; offensive speech; racial and religious offence; censorship of film and television.

6.2 Overview of Types of Classes

The unit will consist of two-hour lectures and one-hour seminars.

6.3 Importance of Student Self-Managed Learning Time

At Level 3 of the media scheme students are expected to carry out significant amounts of independent study, building upon lectures and seminars. Consequently it is vital to work steadily throughout this unit and to be fully prepared for seminars.

7. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week 1

Introduction to media ethics.

"Ethics is a place to the east of London where men wear white socks" Kelvin McKenzie, Editor of The Sun, cited in (Hargreaves, 2003: 211).

This lecture provides an introduction to key ethical issues for media practitioners, different perspectives on media ethics and an outline of the overall course, workload, and assessment criteria.

Key Text

Harcup, T (2007) The Ethical Journalist chapter 1. London: Sage

Core Reading

Belsey, A (1998) `Journalism and ethics: Can they co-exist?' in M Kieran (Ed.) Media Ethics. Routledge.

Belsey, A and R Chadwick, ' Ethics and the politics of the media: the quest for quality' in A Belsey & R Chadwick (Eds.) (1992) Ethical Issues in Journalism and the Media London: Routledge.

Frost, C (1998) Media Ethics and Self Regulation London: Longman.

Keeble, R (2001) Ethics for Journalists chapters 1, 7 & 10. Oxford: Routledge

Merrill, J (1998) `Foundations for Media Ethics' in D Gordon, D (Ed.) (1998) Controversies in Media Ethics London: Longman**.**

Williams, A (1992) 'Something more important than the truth: ethical issues in war reporting' In A Belsey & R Chadwick (Eds.) (1992) Ethical Issues in Journalism and the Media London: Routledge.

Week 2

Freedom of speech and media responsibility.

This lecture examines the case for, and the practical limitations against, the much-valued concept of freedom of speech.

The lecture examines this concept in relation to the media's role in the public sphere. It looks at the case for the open communication of ideas through the media and at the counter-argument, that various kinds of speech could be said to cause harm.

Seminar discussion:

What is the case for the protection of freedom of speech in the public sphere? Should some kinds of speech be restricted? How should the media report 'extreme' views?

Key Text

Ellis, A (1998) 'Censorship and the media' in M Kieran (Ed.) Media Ethics London: Routledge

Core Reading

Habermas, J (1990) Justification and Application: Remarks on Discourse Ethics Cambridge: Polity Press

Habermas, J (1996) Between Facts and Norms Cambridge: Polity Press

Keane, J (1991) The Media and Democracy Cambridge: Polity Press chapter 3.

Murdock, G (1999) 'Rights and representations: public discourse and cultural citizenship' in J Gripsrud (Ed.) Television and Common Knowledge London: Routledge

Dahlgren, P (1998) 'Enhancing the civic ideal in television journalism' in K Brants et al (Eds.) The Media in Question: Popular Cultures and Public Interest London: Sage

Street, J (2001) Mass Media, Politics and Democracy Basingstoke: Palgrave (chap. 12)

Week 3

Causing offence (part 1)

This week's lecture focuses on arguments against 'irresponsible' freedom of speech. It looks at legal prohibitions against blasphemy and religious hatred. It then focuses on case studies of productions that have offended religious sensibilities, and explores the conflict between the demands for the media to act responsibly whilst defending the concept of freedom of speech.

Seminar discussion:

Discuss the ethical issues raised by media representations that have caused offence to religious groups.

Key Text:

Webster, R (2002) Liberalism's Holy War
http://www.richardwebster.net/print/xliberalismsholywar.htm
(This is a revised version of chapter 2 of Webster's 1990) A brief History of Blasphemy: Liberalism, Censorship and *The Satanic Verses* Southwold: Orwell Press)

Core Reading

Commission for Racial Equality (1990) Law, Blasphemy and the Multi-Faith Society: Report of a seminar organised by the Commission for Racial Equality and the Inter Faith network of the United Kingdom, September 1989 London: Commission for Racial Equality and the Inter Faith network of the United Kingdom

Cottle, S (1991) 'Reporting the Rushdie Affair: a case–study in the orchestration of public opinion' Race and Class no. 32 vol. 4 pp. 45-64

Feldman, D (1999) Civil Liberties and Human Rights in England and Wales Oxford: Oxford University Press (part V).

Ruthven, M (199) A Satanic Affair: Salman Rushdie and the Wrath of Islam London: Hogarth

Webster, R (1990) A brief History of Blasphemy: Liberalism, Censorship and *The Satanic Verses* Southwold: Orwell Press

Week 4

Causing offence (part 2)

This week's lecture focuses on issues of culture and citizenship. It examines the rationale of 'multiculturalism' and describes the law against incitement to racial hatred. It then uses case studies to explore the media's role in mediating 'race' and culture.

Seminar discussion:

What ethical issues have been raised in attempts by the media to represent Britain's ethnic and cultural diversity?

Key Text

Keeble, R (2001) Ethics for Journalists chapter 6. Oxford and New York: Routledge.

Core Reading

Bailey, O & R Hadrindranath 'Ethnic minorities, cultural difference and the cultural politics of communication', International Journal of Media and Cultural Politics vol. 2 no.3 pp. 299-316

Downing, J and C Husband (2005) Representing Race: Racisms, Ethnicities and Media London: Sage

Cottle, S (1998) 'Making ethnic minority programmes inside the BBC: professional pragmatics and cultural containment', Media, Culture and Society vol. 20 no. 2 pp.295-317.

Cottle, S (2000) 'A rock and a hard place: Making ethnic minority television' in S Cottle (Ed.) Ethnic Minorities and the Media Buckingham: Open University Press

Husband, C (2000) 'Media and the public sphere in multi-ethnic societies' in S Cottle (Ed.) Ethnic Minorities and the Media Buckingham: Open University Press

Hylarides, P (2005) 'Multiculturalism in the Netherlands and the Death of Theo Van Gogh', Contemporary Review, http://findarticles.com/p/articles/mi_m2242/is_1669_286/ai_n13661901

Malik, K (2005) 'Making a difference: culture, race and social policy'', Patterns of Prejudice vol. 39 no. 4 http://www.kenanmalik.com/papers/pop_multiculturalism.html

Malik, K (2002) 'Against multiculturalism', New Humanist, http://www.kenanmalik.com/essays/against_mc.html

Modood, T (2005) Multicultural Politics: Racism, Ethnicity and Muslims in Britain Edinburgh: Edinburgh University Press

Parekh, B (2000) Rethinking Multiculturalism; Cultural Diversity and Political Theory London: Macmillan

Philo, G & Beattie, L (1999) 'Race, migration and media' in G Philo (Ed.) Message Received London: Longman

Poole, E (2002) <u>Reporting Islam: Media Representations and British Muslims</u> London: I B Taurus

Week 5: taste, decency and censorship

This weeks' lecture focuses on Britain's history of regulating material that has the potential to offend on grounds of sexual explicitness. It includes a case study of the groundbreaking 1962 obscenity trial of Penguin Books for its publication of D H Lawrence's Lady Chatterley's Lover.

Seminar:

What were the arguments for and against the censorship of Lady Chatterley's Lover?

What principles were established as a result of the trial verdict?

Key Text

Walsh, J (2006) 'The legacy of Lady Chatterley', <u>The Independent</u>, March 18 2006.
<u>http://findarticles.com/p/articles/mi_qn4158/is_20060318/ai_n16218944/print</u>

Core Reading

Aldgate, A and J Robertson (2005) <u>Censorship in Theatre and Cinema</u> Edinburgh: Edinburgh University Press

Aldgate, <u>A. (1995) Censorship and the Permissive Society: British Cinema and Theatre 1955-65</u> Oxford: Clarendon Press.

De Jongh, N (2000) <u>Politics, Prudery and Perversions: The Censorship of the English Stage 1901 - 1968</u> London: Polity

Mey, A (2007) <u>Art and Obscenity</u> London and New York: I B Tauris

Nead, L (1992) <u>The Female Nude: Art, Obscenity and Sexuality</u> part 3. London: Routledge

Rembar, C (1969) <u>The End of Obscenity: The Trials of *Lady Chatterley, Tropic of Cancer* and *Fanny Hill*</u> London: Deutsch

Shellard et al (2004) <u>The Lord Chamberlain Regrets: A History of British Theatre Censorship</u> London: British Library

Week 6

Film Censorship

This lecture explores the origins of film censorship in Britain. We examine the contemporary role and importance of the British Board of Film Classification and discuss the relationship between censorship and classification.

Seminar discussion:

What are the issues that should be considered in the classification of films for viewing a) in cinemas and b) at home?

Key Text

Hiley, Nicholas, 2000. "No mixed bathing": The Creation of the British Board of Film Censors in 1913. Journal of Popular British Cinema Volume 3: 5-19.

Core Reading

Barker, M & J. Petley (Eds.) (1997) Ill Effects London: Routledge.

Cornrich, I & J Petley (Eds.) (2000) Journal of Popular British Cinema. Special Issue on Forbidden British Cinema.

French, P (1997) 'No end in sight' in R Petrie (Ed.) (1997) Film and Censorship. The Index Reader. London: Cassell.

Kermode, M (1997) 'Horror: on the edge of taste' in Petrie, R (1997) Film and Censorship. The Index Reader. London: Cassell.

Krzywinska, T (2006) Sex and the Cinema chapter 5. London: Wallflower

Mathews, T (1994) Censored: What They Didn't Allow You to See, and Why: The Story of Film Censorship in Britain London: Chatto and Windus

Smith, S (2005) Children, Cinema and Censorship: From Dracula to the Dead End Kids London: I B Tauris

Week 7

Press freedom
The lecture describes the history and meaning of the term 'press freedom' and show how this was won during the 19th century. It will make arguments in favour of newspaper freedom of investigation, expression and coverage.

Seminar discussion:
Why is press freedom a good thing?

Key Text:
Hargreaves, I (2003) Journalism: Truth or Dare pp.32-50. Oxford: Oxford University Press

Core Reading:

Chambers, D (2000) 'Critical approaches to the media: the changing context for investigative journalism' in H de Burgh (Ed.) Investigative Journalism: Context and Practice London: Routledge

De Burgh, H (2000) 'Some issues surrounding investigative journalism' in H de Burgh (Ed.) Investigative Journalism: Context and Practice London: Routledge

Frost, C (2000) Media Ethics and Self Regulation chapter 3. Harlow: Longman

Harcup, T (2007) The Ethical Journalist chapter 3. London: Sage

Hargreaves, I (2003) Journalism: Truth or Dare? Chapter 1. New York: Oxford University Press

Hirst, M (2005) Journalism Ethics Oxford: Oxford University Press

Keeble, R (2001) Ethics for Journalists chapter 9. New York: Routledge

Kieran, M (2000) The regulatory and ethical framework for investigative journalism' in H de Burgh (Ed.) Investigative Journalism: Context and Practice London: Routledge

Moore, G (2000) 'The English legal framework for investigative journalism' in H de Burgh (Ed.) Investigative Journalism: Context and Practice London: Routledge

Week 8

Ethical journalism

This lectures looks at claims that journalists often indulge in unethical journalism in the search for a story. It looks at the codes of conduct that have been established for journalists and asks whether more should be done to enforce ethical journalism.

Seminar discussion:

Should we be concerned over appropriate and excessive media coverage of private

lives? Should newspapers restrict their coverage? When can coverage be seen to have gone too far?

Key Text

Jempson, M (2000) 'And the consequence was…Dealing with the human impact of unethical journalism' in D Berry (Ed.) Ethics and Media Culture: Practices and Representations Oxford: Focal Press

Core Reading

Archard, D (1998) 'Privacy, the public interest and a prurient public' in M Kieran (Ed.) Media Ethics London and New York: Routledge

Campbell, V (2004) Information Age Journalism: Journalism in an International Context chapter 6. London: Arnold

Carter, C and S Allen (2000) '"If it bleeds, it leads": ethical questions about popular journalism' in D Berry (Ed.) Ethics and Media Culture: Practices and Representations Oxford: Focal Press

De Burgh, H (2000) 'Scrutinising social policy: an example from Channel 4's Dispatches' in H de Burgh (Ed.) Investigative Journalism: Context and Practice London: Routledge

De Burgh, H (2000) 'Exposing miscarriages of justices: an example from BBC's Rough Justice in H de Burgh (Ed.) Investigative Journalism: Context and Practice London: Routledge

Frost, C (2000) Media Ethics and Self Regulation chapters 4, 6 & 7. Harlow: Longman

Harcup, T (2007) The Ethical Journalist chapters 4, 6 7, 8, 9 & 10. London: Sage

Hargreaves, I (2003) Journalism: Truth or Dare? Chapter 6. Oxford: Oxford University Press

Keeble, R (2001) Ethics for Journalists chapters 2 & 4. New York: Routledge

O'Malley, T (2000) 'A degree of uncertainty: aspects of the debate over the regulation of the press in the UK since 1945' in D Berry (Ed.) Ethics and Media Culture: Practices and Representations Oxford: Focal Press

Week 9

Documentary Ethics

This lecture focuses on documentary film and television practitioners. It discusses how documentary's bridging of truth telling and artistry can lead to unethical practices.

Seminar discussion:

How far should practitioners go in their search for a story? When is impersonation or undercover filming acceptable?

Key Text

Winston, B (2000) Lies, Damn Lies and Documentary pp. 128-131. London: British Film Institute

Core Reading

Berry, D (2000) 'Trust in media practices: towards cultural development' in D Berry (Ed.) Ethics and Media Culture: Practices and Representations Oxford: Focal Press

Ellis, J (2000) 'Documentary truth on television: the crisis of 1999' in A Rosenthal and J Corner (Eds.) New Challenges for Documentary Manchester and New York: Manchester University Press

Goodwin, A (1999) 'The role of the state' in J Stokes and A Reading (Eds.) The Media in Britain: Current Debates and Developments Basingstoke: Palgrave Macmillan

Jackson, J (1992) 'Honesty in investigative journalism' in A Belsey & R Chadwick (Eds.) (1992) Ethical Issues in Journalism and the Media London: Routledge.

Kilborn, R (2003) Staging the Real: Factual Programming in the Age of *Big Brother* Manchester: Manchester University Press (chap. 5).

Kilborn, R. and J. Izod (1997) 'Telling a Story: Fact, Fiction and Documentary', in An Introduction to TV Documentary. Manchester: Manchester University Press.

Petley, J (1999) `The Regulation of Media Content' in J Stokes and A Reading (Eds.) The Media in Britain: Current Debates and Developments Basingstoke: Palgrave Macmillan.
Roscoe, J and C Hight (2001) Faking It: Mock-documentary and the Subversion of Factuality Manchester: Manchester University Press (chap. 3)

Winston, B (2005) 'Ethics' in A Rosenthal and J Corner (Eds.) New Challenges for Documentary Manchester and New York: Manchester University Press

Winston, B (2000) Lies, Damn Lies and Documentary London: British Film Institute

Goodwin, A (1999) 'The role of the state' in J Stokes and A Reading (Eds.) The Media in Britain: Current Debates and Developments Basingstoke: Palgrave Macmillan

Week 10:

Guest Speaker

This lecture will be given by Rob John, who works in documentary film and television, as well as at London South Bank University. He will talk about ethical dilemmas he has faced in his work, especially that involving members of the public.

Week 11

Exam Tips

There will be a one-hour lecture bringing together the end of the unit, giving a brief outline of revision tips for the exam.

You should sign up for a tutorial, either this week or next, in which to discuss your exam preparation.

Week 12: Tutorials

There will be no lecture or seminars this week. You should sign up for a tutorial to discuss your exam preparation.

NOTES

In order to pass the examination you are expected to draw on academic research to provide you with your arguments and evidence. You should use relevant books and journals from university libraries, or academic research published on the Internet.

In addition to academic publications, other sources of information will be useful and valid:

- Newspapers. Current and past editions of British broadsheet newspapers can be accessed online.

- The web sites of media institutions, such as the BBC, ITC, Channel 4 and the regulators, such as the Broadcasting Standards Council and the Press Complaints Commission, will provide you with useful information on their work.

- Audio-visual materials, such as television documentaries on media or cultural issues, will also be useful. Audio-visual materials are held in the book collection at the Perry Library.

The Perry Library produces an invaluable *Study Skills Survival Guide.* You should already have one of these. However an electronic copy is available from the Learning and Development Centre's web site on www.lsbu.ac/caxton.

The Learning and Development Centre at Caxton House runs a variety of courses aimed at helping your study skills. See notice boards for details or go to the ground floor reception in Caxton House, Borough Road.

If you are not a member of your local public library, please join now. Take two pieces of identification with your address on and you should be able to join free and on the spot. Public libraries are useful for some academic books, newspapers and video/DVD materials. It is also much cheaper to borrow videos and DVDs from the public library than from commercial lenders.

As a fully registered student at London South Bank University you are entitled to use many other higher education libraries in London and elsewhere for research. In most cases you may only gain entry for reference purposes and not to borrow books.

- Under the UK Libraries Plus scheme you may visit over 100 libraries nationally. A help sheet is available from the Perry Library giving a complete list of participating institutions and access arrangements. You can check the catalogues of these libraries via the Internet before you make your visit. We particularly recommend the University of Westminster library in Harrow, northwest London: visit www.wmin.ac.uk/library for access details.

- In addition, some London University colleges and institutes allow limited access to students of other institutions. The most useful of these for this course is Goldsmiths College, Brockley, southeast London. Visit www.goldsmiths.ac.uk for details.

EXAM PAPERS FROM 2006-7

Course: BSc Media and Society
               BA Digital Media Arts
               BA Writing for Media Arts
               BA Digital Film and Video
               BA Game Cultures
               BSc Combined Honours Media Studies

Mode: Full Time

Level: Three

Unit: **Ethical Media**

Date: 16 January 2007

Time: 14:00

Length: Three Hours

INSTRUCTIONS TO CANDIDATES:

You must answer <u>TWO</u> questions in three hours.

1. What is the value of freedom of speech in the media? Over what issues, if any, should the media limit this freedom?

2. Discuss the ethical issues raised by media representations that have caused offence to religious groups.

3. What ethical issues have been raised in attempts by the media to represent Britain's ethnic and cultural diversity?

4. How should we define the obscene? Discuss the arguments for and against the censorship of sexually explicit materials.

5. What are the issues that should be considered in the classification of films for viewing a) in cinemas and b) at home?

6. What harm does pornography do? Discuss the competing arguments raised about pornography, civil rights and freedom of expression.

7. "Public opinion is the most effective regulator of newspaper and journalists' behaviour". Discuss.

8. What are the ethical issues that should be considered when making documentaries that focus on the lives of real people?

Course: BSc Media and Society
           BA Digital Media Arts
           BA Writing for Media Arts
           BA Digital Film and Video
           BA Game Cultures
           Combined Honours Media Studies

Mode: Full Time

Level: Three

Unit: **Ethical Media**

Date: 28 August 2007

Time: 14:00

Length: Three Hours

INSTRUCTIONS TO CANDIDATES:

You must answer any TWO questions in three hours.

1. What are the main arguments in favour of freedom of speech in the media? Should freedom of speech be restricted if it is likely to cause 'harm'?

2. In what ways does the discussion of religious matters cause ethical problems for media practitioners? Discuss with examples.

3. What ethical considerations should media practitioners make over issues of 'race' and ethnicity?

4. What is 'obscenity' in the arts and culture? Should we treat sexually explicit themes with special care?

5. Why are films classified for cinema and home viewing? Is 'classification' the same as 'censorship'?

6. Is pornography harmful to society? Discuss the competing arguments raised about pornography, civil rights and freedom of expression.

7. Should newspapers face restrictions over how far they can cover people's private lives?

8. Do documentary film and television practitioners have any responsibility for the participants on whom they focus?