

# Course Code

## Media Ethics and Law

### Module 3, 2024-2025

#### Course Information

##### **Instructor: Yangjuan Hu**

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Office Hour: Mon & Thu 14:00-15:00

##### **Teaching Assistant:**

Phone:

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##### **Classes:**

Lectures: Day, Time

Venue: PHBS Building, Room

##### **Course Website:**

If any.

## 1. Course Description

### 1.1 Context

Course overview:

媒介的网络化、信息的数字化、传播的全球化形成了多元的媒介环境，跨地区与跨行业的媒介融合、不同媒介之间的资源共享与竞争加剧了媒介市场的利益冲突，传媒把关人屡屡底线失守，传媒业界的现实倒逼传媒规制改革和新闻伦理建构的与时俱进，如何规避信息传播中的法律风险、摆脱伦理困境、解决媒介融合中的法律问题、加强传媒规制与伦理的研究迫在眉睫。本课程以案例教学为主，探讨日趋复杂的媒介环境下传媒业和传媒人所面临的法律规制和伦理道德困境。

Prerequisites: No

### 1.2 Textbooks and Reading Materials

王军，《传媒法规与伦理（第二版）》，中国传媒大学出版社，2019。

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	1.2. Students are able to professionally	Yes

	present their ideas and also logically explain and defend their argument.	
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

## **2.2 Course specific objectives**

After taking this course, the students should:

1. gain a deep understanding on media-related law and regulation, especially on the media regulation in China;
2. be able to apply various media ethics to practical cases and reason the cases morally.

## **2.3 Assessment/Grading Details**

Full attendance is required. Students are expected to actively participate in-class discussion and debate based on case reading. Specifically, the grading of this course can be broken down to:

Class attendance	20%
Discussion	40%
Final essay	40%

### **AI tools requirements:**

AI tools are only acceptable for data collection, polishing writing and presentation. No AI tools should be involved in the creative process of any assessment in this course.

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or

communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

#### AI tools requirements:

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

Session	Topic	Content
1	绪论	<ul style="list-style-type: none"> <li>➤ 研究对象</li> <li>➤ 研究原则和方法</li> </ul>
2	传媒规制关系	<ul style="list-style-type: none"> <li>➤ 传媒规制关系主体</li> <li>➤ 传媒规制关系客体</li> <li>➤ 传媒规制关系内容</li> <li>➤ 传媒规制关系类型</li> </ul>
3	传媒规制的基石	<ul style="list-style-type: none"> <li>➤ 知情权</li> <li>➤ 表达自由</li> <li>➤ 舆论监督</li> </ul>
4	传媒与国家安全	<ul style="list-style-type: none"> <li>➤ 国家安全</li> <li>➤ 恐怖主义</li> <li>➤ 国家秘密</li> </ul>
5	传媒与社会稳定	<ul style="list-style-type: none"> <li>➤ 民族团结</li> <li>➤ 宣扬邪教</li> <li>➤ 淫秽色情</li> </ul>
6	传媒与司法公正	<ul style="list-style-type: none"> <li>➤ 传媒与司法的关系</li> <li>➤ 传媒监督中的问题</li> <li>➤ 媒介素养与舆情应对</li> </ul>
7	传媒与公民权利	<ul style="list-style-type: none"> <li>➤ 传媒与隐私权</li> <li>➤ 传媒与名誉权</li> <li>➤ 传媒与肖像权</li> </ul>
8	传媒与著作权	<ul style="list-style-type: none"> <li>➤ 著作权概论</li> <li>➤ 著作权归属与保护</li> <li>➤ 著作权与邻接权</li> <li>➤ 著作权与公共利益</li> <li>➤ 著作权的侵权责任</li> </ul>
9	传媒行政管理	<ul style="list-style-type: none"> <li>➤ 报纸期刊</li> <li>➤ 广播电视</li> <li>➤ 互联网信息</li> </ul>

		➤ 广告信息
10	新闻伦理概述	➤ 西方伦理渊源 ➤ 全球伦理规范 ➤ 传媒伦理准则
11	伦理学理论	➤ 亚里士多德：中庸之道 ➤ 康德：绝对命令 ➤ 密尔：功利主义 ➤ 韦伯：意图伦理与责任伦理 ➤ 罗尔斯：“无知之幕”
12	新闻伦理规范（上）	➤ 保护消息来源 ➤ 新闻自由与社会责任 ➤ 隐私与公共利益 ➤ 新闻准确性与更正 ➤ 避免利益冲突
13	新闻伦理规范（下）	➤ 正当地获取信息 ➤ 明确新闻界线 ➤ 保持独立 ➤ 避免新闻歧视 ➤ 报道对象
14	新闻伦理原则	➤ 生命伦理 ➤ 最小伤害 ➤ 善意原则 ➤ 良知原则
15	广告伦理	➤ 日常生活的商业化 ➤ 形象文化中的广告 ➤ 广告业的职业文化
16	公共关系伦理	➤ 公共传播 ➤ 忠诚冲突 ➤ 社会责任的要求
17	国内外新闻自律信条分析	➤ 国外主要国家新闻自律信条分析 ➤ 我国新闻自律信条的内容分析 ➤ 中卫新闻自律信条的比较
18	国内外新闻自律组织分析	➤ 新闻自律组织概述 ➤ 英国新闻自律组织介绍及评析 ➤ 香港新闻自律组织介绍及评析

#### 4. Miscellaneous