


Media Laws And Ethics
(BAJMC-104)
Unit – 4
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Syllabus- Unit 4

Unit 4: [Regulatory Bodies] L: 12

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2. Legal Rights and Responsibilities of Journalists
3. Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code.
4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning.


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Lesson-1

Defining Media Ethics

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Introduction

- Ethics' comes from the Greek 'Ethos', meaning character, or what a good person is or does to have a good character.
- Media ethics is the subdivision of applied ethics dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the internet.
- The right to dissent and hold views contrary to general or majority views and opinions is to be honoured in India at all times if India has to progress as a democratic and secular polity.

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Introduction (Contd..)

- **Ethics: Truth and Accuracy**
- **Independence**
- **Fairness and Impartiality**
- **Humanity**
- **Accountability**
- **Be Truthful and Give Credit, Credit Where Credit is Due**
- **Journalists Respect Human Rights**
- **Accept Responsibility**
- **Journalism Ethics in New Media**

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Press and its Social Responsibility


- Media empowerment is a sign of true democracy, a medium to communicate with the youth and the entire world
- ❖ **Social Responsibility of Mass Media**
- ❖ **Mass Media Contributes to Socialization**
- ❖ **Level of Awareness**
- ❖ **Fair Mass Media**
- ❖ **Media ought to work for Culture**
- ❖ **Condemn Criminal Activities**

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 **Press and its Social Responsibility**


- Give the solution of issue;
- Development of Public Opinion
- Supports to Public Issues / Affairs
- Helps in Educational Efforts

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 **Lesson-2**


Legal Rights and Responsibilities of Journalists

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 **Introduction**

- A journalist has right to speech and expression
- Right to publish his write ups
- Right to receive information and can share the same with others
- The right to express one's views and opinions at any issue through any medium, e.g. **by words of mouth, writing, printing, picture, film, movie etc.**
- It thus includes the freedom of communication and the right to propagate or publish opinion.


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Introduction(Contd..)

- To respect truth whatever be the consequence to himself, because of the right of the public to know the truth
- To defend freedom of information, comment and criticism;
- To report only on facts of which he knows the origin ; not to suppress essential information nor alter texts and documents
- Not to use unfair methods to obtain news, photographs or documents ;
-


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Introduction(Contd..)

- To restrict himself to the respect of privacy;
- To rectify any published information which is found to be inaccurate ;
- To observe professional secrecy and not to divulge the source of information obtained in confidence


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Lesson-3


**Code of Ethics: Editors' Guild,
Press Council of India, AIR &
Doordarshan Code.**

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 **AIR Broadcast Code**


- Criticism of friendly countries
- Attack on religion or communities
- Anything obscene or defamatory
- Incitement to violence or anything against maintenance of law and order
- Anything amounting to contempt of Court

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 **AIR Broadcast Code (Contd..)**

- Aspersion against the integrity of the President, Governors and the Judiciary
- Attack on a political party by name.
- Hostile criticism of any State or the Centre.
- Anything showing disrespect to the constitution or advocating change in the Constitution by violent means (but advocating changes in a constitutional way should not be debarred).

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 **Lesson-4**

Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning.

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BCCC(Broadcasting Content Complaints Council)

- Broadcasting Content Complaints Council (BCCC), the independent self-regulatory body for non-news general entertainment channels set up by the Indian Broadcasting Foundation (IBF) in June 2011.
- There is a constructive recognition of BCCC's self-regulatory mandate by the Ministry of I&B, which refers complaints received/generated by it to the Council.
- The Council has, from time to time, received matters, complaints and references from the Hon'ble High Courts.

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Viewers and Complaints Guide


- Who Can Make A Complaint?
- What Can I Complain About?
- How To Make A Complaint?
- Is There A Time Limit To File A Complaint To The TV Channel?
- Is There Any Time Limit To File A Complaint Before The BCCC ?
- Can I File A Complaint Directly Before The BCCC ?
- In Which Language Can The Complaint Be Made?

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Viewers and Complaints Guide

- What Will Happen To Your Complaint Placed Before BCCC?
- What Is The Timeline For Disposal Of A Complaint By BCCC?
- How Is A Complaint Decided By The BCCC?
- Which Broadcasters Are Within The Scope Of The BCCC?


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NBA

- The **News Broadcasters Association (NBA)** represents the private television news & current affairs broadcasters.
- It is the collective **voice of the news & current affairs** broadcasters in India .
- It is an organization funded entirely by its members.
- The **NBA presents a unified and credible voice** before the Government, on matters that affect the growing industry.


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NBA

- To **promote, aid, help, encourage, develop, protect and secure the interests of the News Broadcasters** in the Indian television Industry and other related entities.
- To **promote awareness about the latest developments in the television industry relating to News Broadcasting and to disseminate knowledge** amongst its members and the general public regarding such developments.

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NBA

- To provide for the members a place of meeting so as to enable them **to work in consensus to achieve common goals** for the overall betterment of their industry and to have a common platform/forum at which they may air their grievances and arrive at solutions.
- To promote **the growth of friendly relations amongst the members and amongst persons engaged in the production and broadcasting of the television software and especially to encourage co-operation among the members so as to maximize mutual benefits.**

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NBA

- To protect all its members from persons or entities who carry on unfair and/or unethical practices or who discredit the television industry.
- No objects of the Company will be carried out without obtaining prior approval/ NOC from the concerned authority, wherever required.

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TRAI


- The Telecom Regulatory Authority of India (TRAI) was, thus, established with effect from **20th February 1997** by an Act of Parliament, called the **Telecom Regulatory Authority of India Act, 1997**
- To Regulate telecom services, including **fixation/revision of tariffs for telecom services which were earlier vested in the Central Government.**
- TRAI's mission is to create and nurture conditions for growth of telecommunications in the country in a manner and at a pace which will enable India to play a leading role in emerging global information society

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TRAI

- TRAI has issued from time to time a large number of regulations, orders and directives to deal with issues coming before it and provided the required direction to the evolution of Indian telecom market from a Government owned monopoly to a multi operator multi service open competitive market
- The directions, orders and regulations issued cover a wide range of subjects including tariff, interconnection and quality of service as well as governance of the Authority.


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Amendment in year 2000

- The TRAI Act was amended by an ordinance, effective from 24 January 2000, establishing a Telecommunications Dispute Settlement and Appellate Tribunal (TDSAT) to take over the adjudicatory and disputes functions from TRAI.
- TDSAT was set up to adjudicate any dispute between a licensor and a licensee, between two or more service providers, between a service provider and a group of consumers, and to hear and dispose of appeals against any direction, decision or order of TRAI.


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Case Study

- Mr. P.K. Gopala Krishnan [Mol&B] filed a complaint against India TV. The complainant alleged that on 17.11.2016, India TV had telecast the map of our nation without the portion of Jammu and Kashmir, which is the integral part of India. He had noticed this error in their weather Report they aired between 11am and 1pm.
- NBSA noted that the broadcaster in their response dated 28.12.2016 had stated that there seemed to be some misunderstanding on the part of the complainant, who appears to have confused another channel with their channel.


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