

BACHELOR 'S PROGRAMME
COMMUNICATION AND PUBLIC RELATIONS
2ND YEAR OF STUDY, 2ND SEMESTER

COURSE TITLE	<i>Laws and Deontology of Communication</i>
COURSE CODE	CRP: DC4
COURSE TYPE	tutorial
COURSE LEVEL	1 st cycle (Bachelor's degree)
YEAR OF STUDY, SEMESTER	2 nd year of study, 2 nd semester
NUMBER OF ECTS CREDITS	6
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 1 seminar hours)
NAME OF LECTURE HOLDER	Lecturer Viorel Țuțui
NAME OF SEMINAR HOLDER	Lecturer Viorel Țuțui
PREREQUISITES	
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p>General competences:</p> <ul style="list-style-type: none"> → To be able to define and use the main concepts associated with the laws and deontology of communication → To understand and to apply the legislation regarding the main rights possessed by the agents of public communication → To understand and to apply the codes of ethics specific to the fields of public communication (mass-media, advertising, PR, New Media). <p>Course-specific competences:</p> <ul style="list-style-type: none"> → To understand the main concepts associated with of the laws of communication → To use these concepts in order to describe the legal relationship specific to public communication → To understand and apply the laws and the deontological standards specific to public communication and their limitations
B	LEARNING OUTCOMES
	<p>The students will be able to:</p> <ul style="list-style-type: none"> → define the main concepts associated with the laws and deontology of communication, → know and use the laws and codes of deontology that are applied in the domains of public communication, → understand the rights and obligations possessed by the agents of communication and their limitations → understand and interpret in a correct manner the laws and the deontological regulations specific to advertising, public relation, traditional mass-media and new media.
C	LECTURE CONTENT
	<ul style="list-style-type: none"> → Definitions of communication laws → The main categories of laws associated with public communication → The principles specific to the laws of communication → The main rights and obligations possessed by the agents of public communications: public authorities, journalists, legal and natural persons → Legal responsibility of the agents of public communication → Civil and criminal liabilities of the agents of public communication → Legal guarantees regarding the free access to public information → The main laws that govern media communication and advertising → The main laws that govern the protection of human dignity and public image → The deontology of public communication. Ethical codes in mass-media → Ethical codes in advertising and public relations → Corporate social responsibility
D	RECOMMENDED READING FOR LECTURES
	<p>Roy L. Moore, Michael D. Murray. 2007. Media Law and Ethics. Routledge.</p> <p>John D. Zelezny. 2011. Communication Law and the Modern Media, Sixth Edition. Wadsworth, Cengage Learning.</p> <p>Robert E. Trager. 2017. The Law of Journalism and Mass Communication. CQ Press</p>

	<p>Raphael Cohen-Almagor. 2001. <i>Speech, Media, and Ethics: The Limits of Free Expression : Critical Studies on Freedom of Expression, Freedom of the Press, and the Public's Right to Know</i>. Palgrave Macmillan.</p> <p>Robert S. Fortner, P. Mark Fackler. 2011. <i>The Handbook of Global Communication and Media Ethics</i>. Wiley-Blackwell.</p> <p>George Cheney; Steve May; Debashish Munshi. 2011. <i>The handbook of communication ethics</i>. European Convention on Human Rights, https://www.echr.coe.int/Documents/Convention_ENG.pdf</p> <p>International Covenant on Civil and Political Rights, https://www.ohchr.org/en/professionalinterest/pages/ccpr.aspx</p> <p>The Universal Declaration on Human Rights, https://www.un.org/en/universal-declaration-human-rights/</p> <p>European Court of Human Rights, https://www.echr.coe.int/Pages/home.aspx?p=home&c=</p> <p>Concil of the European Union, EU Human Rights Guidelines on Freedom of Expression Online and Offline, https://eeas.europa.eu/sites/eeas/files/eu_human_rights_guidelines_on_freedom_of_expression_online_and_offline_en.pdf</p> <p>PRSA Code of Ethics, https://www.prsa.org/about/ethics/prsa-code-of-ethics</p> <p>International Public Relations Association, Code of Athens, https://www.ipra.org/static/media/uploads/pdfs/ipra_code_of_athens.pdf</p> <p>Agence France Presse, Editorial Standards and Best Practices, https://accountablejournalism.org/ethics-codes/afp-editorial-standards-and-best-practices</p> <p>Society of Professional journalists Code of Ethics, https://www.spj.org/ethicscode.asp</p> <p>Accountable journalism: monitoring media ethics around the globe, https://accountablejournalism.org/ethics-codes/international</p> <p>ICC Advertising and Marketing Communications Code, https://iccwbo.org/publication/icc-advertising-and-marketing-communications-code/</p>
E	SEMINAR CONTENT
	<ul style="list-style-type: none"> → Definitions of communication law → The main categories of laws associated with public communication → The principles specific to the laws of communication → The main rights and obligations possessed by the agents of public communications: public authorities, journalists, legal and natural persons → Legal responsibility of the agents of public communication → Civil and criminal liabilities of the agents of public communication → Legal guarantees regarding the free access to public information → The main laws that govern media communication and advertising → The main laws that govern the protection of human dignity and public image → The ontology of public communication. Ethical codes in mass-media → Ethical codes in advertising and public relations → Corporate social responsibility
F	RECOMMENDED READING FOR SEMINARS
	<p>Roy L. Moore, Michael D. Murray. 2007. <i>Media Law and Ethics</i>. Routledge.</p> <p>John D. Zelezny. 2011. <i>Communication Law and the Modern Media</i>, Sixth Edition. Wadsworth, Cengage Learning.</p> <p>Robert E. Trager. 2017. <i>The Law of Journalism and Mass Communication</i>. CQ Press</p> <p>Raphael Cohen-Almagor. 2001. <i>Speech, Media, and Ethics: The Limits of Free Expression : Critical Studies on Freedom of Expression, Freedom of the Press, and the Public's Right to Know</i>. Palgrave Macmillan.</p> <p>Robert S. Fortner, P. Mark Fackler. 2011. <i>The Handbook of Global Communication and Media Ethics</i>. Wiley-Blackwell.</p> <p>George Cheney; Steve May; Debashish Munshi. 2011. <i>The handbook of communication ethics</i>. European Convention on Human Rights, https://www.echr.coe.int/Documents/Convention_ENG.pdf</p> <p>International Covenant on Civil and Political Rights, https://www.ohchr.org/en/professionalinterest/pages/ccpr.aspx</p> <p>The Universal Declaration on Human Rights, https://www.un.org/en/universal-declaration-human-rights/</p> <p>European Court of Human Rights, https://www.echr.coe.int/Pages/home.aspx?p=home&c=</p> <p>Concil of the European Union, EU Human Rights Guidelines on Freedom of Expression Online and Offline,</p>

	<p>https://eeas.europa.eu/sites/eeas/files/eu_human_rights_guidelines_on_freedom_of_expression_online_and_offline_en.pdf</p> <p>PRSA Code of Ethics, https://www.prsa.org/about/ethics/prsa-code-of-ethics</p> <p>International Public Relations Association, Code of Athens, https://www.ipra.org/static/media/uploads/pdfs/ipra_code_of_athens.pdf</p> <p>Agence France Presse, Editorial Standards and Best Practices, https://accountablejournalism.org/ethics-codes/afp-editorial-standards-and-best-practices</p> <p>Accountable journalism: monitoring media ethics around the globe, https://accountablejournalism.org/ethics-codes/international</p> <p>Society of Professional Journalists Code of Ethics, https://www.spj.org/ethicscode.asp</p> <p>ICC Advertising and Marketing Communications Code, https://iccwbo.org/publication/icc-advertising-and-marketing-communications-code/</p>	
G	EDUCATION STYLE	
LEARNING AND TEACHING METHODS	Exposition, heuristic conversation, debate, problematisation	
ASSESSMENT METHODS	Oral presentation of a seminar project 50%, A written exam 50%	
LANGUAGE OF INSTRUCTION	English	