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MSc Mass Communication
Fall 2016

- 1 Always question sources' motives before promising
 - Anonymity
 - Truthfulness
 - Objectivity
 - Harmlessness

- 2 In England, when does Human Rights Act enforced?
 - 1998
 - 1988
 - 1987
 - 2001

- 3 The will best resist the pressure of authorities regarding news publishing.
 - Layman
 - Editor
 - Owner of Newspaperr
 - All of the given above

- 4 Which one of the following is the primary source of ethics?
 - Religion
 - Peer group
 - School
 - Culture

- 5 Human Beings are Rational because;
 - Humans are endowed with intellect which enables them to reason
 - Humans are involved in stereotyping
 - Human Beings have Feelings
 - Human are morally weak

- 6 Which one of the following rights falls under the right approach?
 - The Right to the Truth
 - The Right of Privacy
 - The Right Not Be Injured
 - All of the given above

- 7 Ethics is a branch of which of the following?
 - Sociology
 - Philosophy
 - Law
 - Psychology



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- 8 Greatest Happiness Principle is;
 - Humans are endowed with intellect which enables them to reason
 - ✓ What is right is what maximizes happiness for the greatest number of people
 - What is right is what minimizes happiness for the greatest number of people
 - Humans are endowed with intellect which enables them to be happy

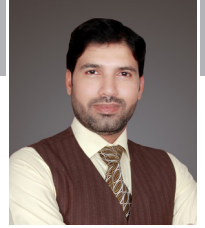
- 9 Who formulated the Formula of Universal Law?
 - Plato
 - Aristotle
 - Okunna
 - ✓ Kant

- 10 The first Asian Islamic Conference Organized by the Mecca-based World Muslims League in _____
 - Lahore
 - Islamabad
 - ✓ Karachi
 - Peshawar

- 11 Which one of the following is the contemporary source of the law?
 - The Constitution
 - Common law
 - Administrative law
 - ✓ All of the given above

- 12 is unauthorized use of someone's name, photo or words to endorse or sell a product or service.
 - ✓ Trespass
 - Secret surveillance
 - False light
 - Appropriation

- 13 According to a good action is not good because it produces result, but rather because it is a moral action done from a sense of duty to the moral law.
 - ✓ Kant
 - Plato
 - Aristotle
 - Okunna



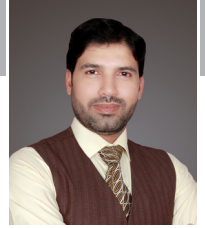
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- 14 It is important that a media person should be an entity with only the interest of the public at heart.
- Dependent
 - Natural
 - Independent
 - Truthful
- 15 Who raised the point of logical problem with Divine Command Theory?
- Sir Isaac Newton
 - Plato
 - Einstein's theory of relativity
 - Raymond Baumhart
- 16 said "Ethics is not an exact science like Mathematics or Logic."
- Plato
 - Cicero
 - Aristotle
 - John Rawl
- 17 OIC stands for:
- Organization of Islamic Conferenc
 - Organization of Islamic Countries
 - Organization of International Conferences
 - Organ of Islamic Country
- 18 Journalists are professional people trying to work within a code of ethics.
- True
 - Objective
 - Professional
 - Islamic
- 19 Who had displaced the Aristotelian physics that had dominated science for many centuries?
- Sir Isaac Newton
 - Einstein's theory of relativity
 - Raymond Baumhart
 - Okunna
- 20 Respect Anonymity means:
- Disolose your source
 - Give your source a token of appreciation
 - Never disclose your source
 - Publish your source's name at the top of the news



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- 21 In which of the following year The Utilitarian Approach was conceived?
- 19th century
 - 12th century
 - 18th century
 - 15th century
- 22 Who said this "equals should be treated equally and unequal's unequally"?
- Raymond Baumhart
 - Aristotle
 - Scott
 - John Rawls
- 23 is to prepare individuals and society as a whole to accept Islamic principles and act upon them.
- Humanity
 - Social Responsibility
 - Justice
 - Law
- 24 Surveillance is;
- Phone-tapping
 - Bagging
 - Stalking
 - All of the given above
- 25 In Constitution of Pakistan, article 19 states;
- Disclose your source
 - Every citizen shall have the right to freedom of speech and expression
 - Give your source a token of appreciation
 - Publish your source's name at the top of the news
- 26 Which one of the following is not an internal pressure? (Verify Please)
- Editorial Decisions
 - Employer
 - Personal conviction
 - Authority
- 27 Which was the founder of modern Ethics, an Egoistic Naturalist?
- Hobbes
 - Aristotle
 - Plato
 - Cicero



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- 28 Kant based his theory on of morality:
- The Existence of God
 - The freedom of will
 - The immortality of the Soul
 - All of the given above
- 29 gives benefits to some people without a justifiable reason
- Humanity
 - Utilitarian Approach
 - Favortism
 - Fairness Approach
- 30 means being loyal and faithful to one's spouse, friend, business partner, associate, comrade, or beliefs.
- Justice
 - Favortism
 - Fidelity
 - Integrity
- 31 S.P Scott said "Comment is free but facts are"
- Sacred
 - Rare
 - True
 - Objective
- 32 Which one of the following article of constitution protects the fundamental rights?
- Article 20
 - Article 21
 - Article 21a
 - Article 19
- 33 Who said ethical theories are combination of different elements'
- Okunna
 - John Rawls
 - Scott
 - Raymond Baumhart
- 34 It is bad to the news that does not suit your own views.
- Publish
 - Censor
 - Edit
 - Write



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- 35 defined as preventing "intrusions into one's physical space or solitude.
- Physical Privacy
 - Soild Privacy
 - Privacy
 - Law
- 36 The ----- identifies certain values as being essential to ethical life.
- Institute of ethical hacking
 - Institute of ethical leadership
 - Institute of ethics and emerging technologies
 - Josephson Institute for the Advancement of Ethics
- 37 A few years ago, which of the following sociologist asked business people about Ethics?
- Raymond Baumhart
 - John Rawls
 - Scott
 - John Straut Mills
- 38 An act is _____(morally required to do it) if and only if it has a higher utility than any other available alternative.
- Morally obligatory
 - Morally wrong
 - Morally optional
 - Morally Corrupt
- 39 Which one of the following law deviates from ethics
- Pre-civil war slavery laws
 - Custom laws
 - Right to education
 - Freedom of expression
- 40 The English philosopher of the Enlightenment,, I among the most influential contributors to freedom thinking in Western democracies.
- John Rawls
 - Plato
 - John Locke
 - Aristotle
- 41 When was the first Asian Islamic Conference organized?
- 1978
 - 1960
 - 1965
 - 1988



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- 1 Who filled the slot of prime minister after Liaqat Ali Khan?
 - Moulana Zafar Ali Khan
 - Ghulam Muhammad
 - Muhammad All Jinnah
 - Muhammad Ali Bogra

- 2 The approved in 1993, Resolution 1003 is on the Ethics of Journalism.
 - European Council
 - British Council
 - American Council
 - Charter of democracy

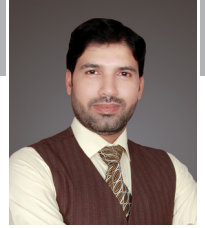
- 3 When does the Neo-Nazi group place a recruitment message on Warner Cable Channel?
 - 1987
 - 1988
 - 1986
 - 2000

- 4 NECP stands for
 - Newspaper Editors Council of Punjab
 - News Agency Editors Council of Pakistan
 - Newspaper Editors Committee of Pakistan
 - Newspaper Editors Council of Pakistan

- 5 The identifies certain values as being essential to ethical life.
 - Josephson Institute for the Advancement of Ethics
 - Constitution of Pakistan
 - Public Information Act
 - European Council

- 6 When the first Press Commission of Pakistan was set up?
 - 1954
 - 1965
 - 1974
 - 1984

- 7 and standards comprise principles of ethics and of good practice.
 - Media Ethics
 - Morality
 - Law
 - Privacy



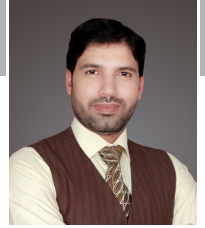
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- 8 In which year Motion Picture Code formulated?
- 1930
 - 1931
 - 1987
 - 1923
- 9 (UDHR) stands for:
- Universal Declaration of healthy Rights
 - United Declaration of Human Rights
 - Universal Definition of Human Rights
 - Universal Declaration of Human Rights
- 10 Who imposed pre-censorship on the media on October 17, 1979?
- Muhammad Ali Jinnah
 - Muhammad Ali Bogra
 - General Muhammad Zia-ul-Haq
 - Ghulam Muhammad
- 11 PEMRA is the abbreviation of:
- Pakistan Electronic Media Regulatory Authority
 - Pakistan E-Management Regularity Authority
 - Pakistan Electronic Media Regulatory Agency
 - Pakistan E-networked Media Regulatory Authority
- 12 Which one of the following is the main aim and objective of Newspaper Editors Council of Pakistan (NECP)?
- Safeguarding the freedom of the press
 - Safeguarding the freedom of the Electronic Media
 - Safeguarding the freedom of the E-Media
 - Safeguarding the Media laws
- 13 In 1992, 90 per cent of the UK press was controlled by _____.
- Conrad Black
 - Central bank
 - World Bank
 - IMF
- 14 When Purposeful deception started bothering critics?
- 1830
 - 1831
 - 1834
 - 1835



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- 15 Who has the power to issue policy directives to PEMRA?
- Federal Government
 - Punjab Government
 - Sindh Government
 - Military Government
- 16 In which year PFUJ was established?
- 1990
 - 1890
 - 1950
 - 1916
- 17 Who Published Canon of journalism in 1923?
- Pakistan Federal Union of Journalists
 - All Pakistan Newspapers Employees Confederation
 - South Asian Free Media Association
 - American Society of Newspaper Editors (ASNE)
- 18 On _____ President Ghulam Ishaq Khan dissolved the assemblies using article 58(B) of the Constitution of Pakistan.
- April 20, 1990
 - April 19, 1993
 - December 18, 1993
 - April 18, 1993
- 19 How many clauses are part of the Ethical Code of Practice?
- 17
 - 16
 - 18
 - 15
- 20 Who backed the Indonesian invasion of East Timor in 1975?
- United States
 - United Arab Emirates
 - Pakistan
 - United Kindom
- 21 Who appoints the Chairperson and members of PEMRA?
- Manager PEMRA
 - Advisor to PM
 - Chief Minister
 - President



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- 22 _____believed investigative reporters were unethical when uncovering corruption.
- Theodore Roosevelt
 - Pervaiz Musharaf
 - Abraham Lincoln
 - Aristotle
- 23 When the popular left-Catholic government that had been established there by the Freitilin party?
- in 1974
 - in 1964
 - in 1994
 - in 1998
- 24 laws still exist in some states to protect public figures from injury to their reputations.
- Criminal defamation Laws
 - Human Rights Laws
 - Women Rights Laws
 - Media Protection Laws
- 25 Who initiated a major policy shift by deciding to co-opt the private sector in broadcast media operations?
- Benazir Bhutto
 - Gen. Parvaiz Musharaf
 - Yahya Khan
 - Gen. Ayub Khan
- 26 Which one is not a filter of Chomsky Model?
- Size and ownership of organization
 - Advertising
 - Sourcing
 - Marketing



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Discuss the Media Code of Ethics?

Media has laws and ethics as huge masses of all ages watch it, and the content might not be suitable for them. Therefore, code of ethics is set to follow and provide healthy content to the viewers. Ethics are set of guidelines to distinguish between good and bad, right and wrong. They are also to ensure that no one takes advantage of his position or profession in an unethical way.

The common codes of media ethics are:

- 1) Responsibility
- 2) Freedom of Press
- 3) Independence
- 4) Sincerity, Truthfulness and Accuracy
- 5) Impartiality
- 6) Fair play
- 7) Decency.

Unfortunately, ethics of media are being violated by media itself. When Sarfaraz Shah was murdered and Rangers personnel gunned down Karachi citizen in Shaheed Benazir Bhutto Park, footage of the whole scenario was broadcast on nearly every news channel again and again. It was presented as a film without any concern of media ethics.

In the race of popularity and intension to break news first, media does not manage to deliver the quality of information to the audience with facts and figures and with social or moral responsibility. This, however, results into anarchy and the false perception of public towards certain social issues.

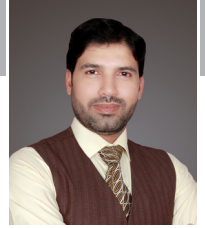
It is often observed that media exaggerate the government's negative points. Positive moves are not highlighted or sometimes even positive initiatives are turned into negative, which also creates hopelessness among people.

People use media with a hope to acquire accurate information and to divert their attentions in order to get relaxed, but unfortunately today's media present news into dramatized form just to gain more viewership and hefty advertisement, which in turn increases the tension among the masses. On the other hand, movies and dramas also present such characters and stunts, which make children to imitate it, and can be dangerous for them.

It is the responsibility of media to respect the privacy, not to create rifts in the social structure, avoid the sensationalism, not to play with the emotions of the public and stay away from plagiarism, slander and libel.

The information and content provided by media must be fair and there must be no personal favors or media benefits in favoring someone. Some of the basic issues that are being questioned are as follows:

1. Graphic Depiction of gory details in the aftermath of suicide bombing.
2. Lack of Investigative reporting
3. Monopolization of the national debate on key issues by a few intellectuals
4. Partisan role in coverage
5. No established Code of Conduct.



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What do you know about child Freedom of Expression as described in Article 13?

We rarely talk about children's freedom of expression. It is very important that they express their feelings and opinions. Below are their rights under Article 13.

Article 13 (Freedom of Expression):

Children have the right to express themselves freely. It includes seeking, receiving and sharing information in any mode. It could be verbally, in writing or through drawing. They also have restrictions make sure that their freedom of expression does not harm them or others and must respect others rights and freedom.

What is breaking news? (3 Marks - Lesson 2)

Breaking news means events that are unexpected and happening at the time. Broadcaster feel that this must be inform people urgently. It requires stopping routine transmission and to be done wisely. Excess of breaking news will annoyed people and they will not pay attention to breaking news. News channels should focus on regional news in their local languages to inform people about worth things related to them.

What do you understand about standards of good media?

Freedom of Press is very vital for a democratic society. Media primary responsibility is to gather and distribute news and opinions to people to inform them on the issues so they can give their decision on that issues. The standards of Good Media Practice also known as Ethical Code of Practice are mentioned in Press Council of Pakistan Ordinance 2002. It is the duty of the Press Council to implement those 17 clauses of Ethical Code and create awareness in media industry. Below are the following principles:

- Reporting must be accurate, balanced and fair.
- News/events investigation to be done with honesty and transparency.
- News/events investigation to be done with honesty and transparency.
- Terrorism and violence must not be glorified.
- Avoid publishing or broadcasting material promotes discrimination on the basis of race, religion, nationality, gender, cast or ethnicity.
- Defamation material must be avoided.
- Avoid yellow journalism and disseminating news based on rumors.
- Avoid publishing or broadcast any material which is against the sovereignty of Pakistan and have negative effects on its foreign policy as explained in Article 19.
- Respect the right of privacy and confidentiality must be secured.
- Avoid distorting or misrepresenting facts especially in medical issues or court cases.
- Must take extra care in court cases. Accused not to be presented as a culprit.
- Identities and details of children and women to be kept secret in the case of sexual offenses or involved in horrible crimes.
- Avoid receiving privileges or financial benefits which can affect professional performance or create wrong impression.
- Must take appropriate action on complaints related to news, article, cartoon or publishing of indecent photographs on printed as well as electronic media.



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Thinking Ethically: A Framework for Moral Decision Making

Ethics prevails in all levels of life like acting as an individual, or being a responsible employee of a company or fulfilling duties as a member of society. Ethics provides us guidelines that help us to decide how we act in different situations of “right” and “wrong”. Basically it is making choices and give us reasons why we select that choice.

Two factors are considered when dealing with moral issues:

Get the facts: It is the first step to get the facts. Sometimes not getting facts leads to controversies.

What to do? It is the second step. Facts does not tell us what to do? If you want to resolve ethical issue you need appeals to values.

Explain five different approaches to deal with moral issues?

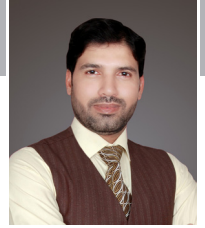
Dealing with moral issues are sometimes confusing. It does not always lead to everyone to the same conclusion. Conservatives and liberals choice will be different where right and wrong is not clearly visible. Five different approaches to values are developed by Philosophers to deal with moral issues.

1. **The Utilitarian Approach:** It is based on principle that the action which gives more benefits to the majority of the people over harm. Even though if the benefits comes from lie, or excessive use of force. It is also called Utilitarianism
2. **The Rights Approach:** It is based on individual’s right to choose whatever best for himself. Because their decision will be based on the level of their dignity and ability to decide the “right” and “wrong” and they must be respected. Following are the important point to mention: The Right to The Truth, The Right of Privacy, The Right Not Be Injured and The Right to fulfillment of promises.
3. **The Fairness or Justice Approach (Social Justice Approach):** It says “ equals should be treated equally and unequals unequally” and not be subject of discrimination. Favoritism and discrimination both are wrong.
4. **The Common Good Approach:** It says the individuals own good is linked to the benefit of the whole society. Social policies, institutions and environment are equally beneficial to everyone like affordable health care, better education and good public safety and affordable legal system.
5. **The Virtue Approach:** It says that there are ideals (goodness) to which a person get desire to achieve that ideals. Virtues are attitudes that help us to pursue our ideals like honesty, courage, generosity, integrity and self-control.

Do you think that the application of five different approaches (rule) can help people to create an exemplary ethical society? If so than justify your answer.

We solve ethical problems when gather all facts and consider the following:

- what is the best possible solution, its affects in terms of benefits or harms and who are affectees; (Utilitarian)
- what moral rights each of the affected party has and how to respect their rights (Rights)
- what solution to the problem treat everyone the same and does not show favoritism or discrimination (Fairness/Social Justice)
- what method promotes common good (Common Good)
- what actions develops moral ideals (Virtues)



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General Code of Ethics for Mass Media (Rules for Media Practitioners)

Every organization has some code of ethics to follow. The media industry also formulated code of ethics to achieve higher professional standard in journalism. Ethics are set of guidelines that provide healthy contents and distinguish between right and wrong, good and bad. The American Society of Newspaper Editors (ASNE) set certain code of ethics for its members. They are:

Responsibility and Objectivity

The primary purpose of gathering and disseminating news and opinions is to inform people so they can decide their welfare on time. There objectivity is to educate people and keep difference between news and opinions. To achieve this journalist must avoid conflict of interest and do fair and balanced reporting.

Seeking Truth and Accuracy

Journalist must report the news in truthful manner. Accuracy must be the top priority with confirmation from more than single source. Story with doubts or having speculations must not be published because later prove untruthful will lead to serious consequences. In the age of "Breaking News" it must be exercised.

Never plagiarize

News story must be from human angle while examining their culture, values. Stereotyping on the basis of race, religion, culture, ethnicity, social status or gender must be avoided. Official and unofficial sources can be treated at the same level and avoid doing advocacy.

Freedom of Press

Press freedom belongs to the people and must be defended against any threat. Journalist must be alert and vigilant who exploit press for their personal gains.

Independence and Naturality

Journalist must show proper behaviour. Representing impropriety in character or dealing may raise questions on credibility. They should not accept anything that will compromise their independency. News must be without bias and do not advocate a particular point of view.

Respect anonymity

If source request anonymity, its journalist responsibility to keep him anonymous because in some cases their life will come in danger. Source can be persuaded that revealing his identity will make news more credible. At the end the source decision will be honoured.

Avoid misrepresentation

Before publishing news story, please verify the message. There are possibilities of wrong interpretation of messages and it get offended. That could make the interviewee unhappy.

No single side story

Always get both sides versions. Writing news story without knowing the other side version could negatively affect the outcome and story will be less credible.

Accountability

When media has freedom in the name of people, it is also accountable for inaccuracies and lies. Reporting must be accurate and events confirmed by two or more sources be reported as facts. When find errors, promptly publish corrections.



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Explain Ethical Egoism?

It is the idea that people have moral obligations only to themselves and they should pursue their own interests exclusively. He has no duty to help others who are in need unless it is related to his own needs because ethical egoism command actions, it is totally different from psychological egoism. It is also called "The morality of self-interest".

3 arguments in favor of Ethical Egoism

- First argument is: Every one is unique and pursue his own interest and needs. The desired and needs of others are not perfectly know by us so we are not in a position to pursue them.
- Some times to help others, we do intervene into others life and people dislike this because this is none of our business.
- Helping other through charity or other means we are degrading them and dmamaging their self respect. Because charity says that the person is not cometenet to look after himself.

3 Arguments against Ethical Egoism:

- It does not provide solution for conflict of interest. In that situation it would be impossible for both to pursue their own interests and it will intensify conflict between them.
- It is not consistant because everyone should act in his own interest. Suppose a Sales person wants to sell something in full price but people do not want to pay full price. If people pay less price its in their best interest not in the interest of sales person.
- This theory is unacceptable because it advocates that we split people in two groups, ourselves and the rest of the people. We consider interest of first group (myself) more important than other's interest. Is there any criteria which makes ourself superior than others? It means this teory advocates that we treat people differently but there is no difference between us and them.

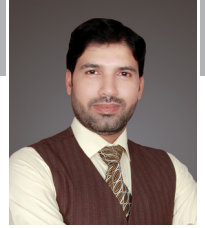
Our morality requires acceptance of others need which is not in Ethical Egoism and this is the reason it fails as moral theory.

Explain establishes idea of Press Council of Pakistan?

In 1954 the Press Commission of Pakistan was made. It has 13 members and it was headed by retired judge of the High Court. 9 members out of 13 were the editors of All Pakistan Newspapers Society and Council of Pakistan Newspapers. Due to the differences among the members, It was a failure. It reconstituted in 1958 but due to Marshal Law it also did not become functional.

Press Council of Pakistan idea was discussed many times. It became reality in 26th October 2002 when the ordinance was issued. It is an self governing, independent body to ensure and monitor ethical standards for print media, newspapers, news agencies.

It's vision is a free and independent press which is also accountable. It's Mission is mantaning of professional and ethical standards by the press and to protect the constitutional rights of citizens.



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Do you think that there should be some codes of ethics for unlimited information on social media?

Social Media is an online communication channels allowing community input, content creation and sharing. Social media is a platform which gives every member of the society a platform to speak. It includes many social sites including Twitter, Facebook, Google+, LinkedIn, Youtube, Instagram and other websites and blogs which allows to participate and post your commnets.

If you are an online content creator, or blogger or general participant of social media there is a huge responsibility on your shoulders. Be fair and reveals fact with honesty and respectful to your community. Below are the code of ethics:

1. **It is your right to voice your opinion.** Freedom of Speech, Information, Publication and Expression are basic elements of a democracy. As a Content Creator it is your obligation to use and protect these rights at all times.
2. **Be critical of everything, even your self.** As a Content Creator you are part of the creation of free knowledge creation and discussion. It is your obligation to shed critical light on what goes on in society as well as how Content Creators, including your self, are presenting these events.
3. **Use your power to protect.** As a Content Creator you can shine a light on injustices and neglect perpetrated on individuals and groups. Use this power wisely.
4. **Tell the truth at all times.** With great power comes great responsibility. Words and images are powerful weapons that should be used with the utmost care. When publishing content, present the facts as they are, even if you disagree with them.
5. **Present your opinion as your opinion.** Your opinion and interpretation of events is important and should be shared but must never be confused with hard facts or data. Never present opinion, interpretation or conjecture as fact.
6. **State your allegiances to stay independent.** To preserve your own trustworthiness and integrity as a Content Creator, always state any relation, financial, personal, political or otherwise, to the subject or topic you are presenting. In simple terms; if you have a political affiliation that colours your judgment, say so; if you are employed by or received money from the subject you are covering, say so; if you were given gifts or preferential treatment in return for a positive review or commentary, say so. By stating these facts of allegiance your opinions gain informational value that would otherwise be lost in suspicion of bias.
7. **Reveal your sources unless doing so can harm your sources.** Always reveal your sources to ensure transparency unless doing so may put the source in harms way. In ensuring transparency you lend credibility to your own content as well as provide others to further pursue the facts of the matter.
8. **Be critical of your sources and seek independent verification.** Even if you are ethical and unbiased there is no guarantee your sources are. Before presenting information as fact, always check your source's credibility and seek independent verification of these facts. If none can be found, state so clearly.



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9. **Always give credit where credit is due.** Give proper attribution when using, quoting or basing your content on the work of others. In other words present quotes as quotes, link to original articles, give photo and illustration credit to the original creator etc.
10. **Always preserve the intended meaning of a given statement.** When quoting or paraphrasing a statement always ensure that the intended meaning is communicated. Never edit or change a statement in such a way that the intended meaning is changed.
11. **Give your opponent a chance to respond.** The very foundation of an open discussion is to give either side an opportunity to voice their opinion. Always provide an opportunity for your opponent to present their point of view.
12. **Admit and correct your mistakes immediately.** When an inaccuracy or error in your content is discovered by you or someone else, correct it immediately and announce that you have done so to ensure that those who base their opinions and other content creation on the incorrect information have a chance to make corrections as well. It is your duty to uphold the truth and present fact even if that means admitting you were wrong.

Dicuss the features which differentiate laws and ethics?

Law and Ethics Compared and Contrasted

Law and ethics have the same objective which is to protect the rights of individual and promote harmony among people. Difference bewteen law and ethics are followed:

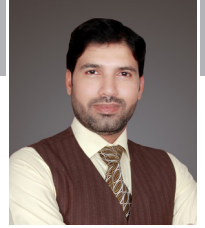
1. Law is imposed by the society and ethics is self imposed and self enforced.
2. Law has date of effectiveness and expiry while ethics has no effective date and it is contious.
3. Law has formal institutions like legislature assemblies and departments to enforce law like police, judiciary etc. Ethics does not have formal institution except persons moral sense of right and wrong.
4. Ethics stops a person to commit immoral action and law only provide solution once the action has taken place.

We consider good man because he follow ethical rules of the society. The bad man is bad because he violates society ethical rules. Each society has set different parameters for being good and bad. Human becomes animal if does not follow ethical rules.

Describe privacy ethics and morality

Privacy is a fundamental right, and the protection of human dignity. In another words it is called right to be let alone, or freedom from interference. To have control on your personal information is called Information Privacy. Ethics does not stop for investigative journalism but it encourages. Ethics plays a postive role of press in a democratic society.

Information is vital in democratic society. It does not maens only facts but opinions, criticism, discussion and debates are part of it. Its press responsibility to inform people with the information that is related to their welfare. Press main emphasis to promote positivity by discouraging discrimination and combating political and corporate corruption. Power without accountability is dangerous to democracy. Invetigating the use of power is never breach of privacy.



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Organizational Ethics

An organization is formed when a group of people from different backgrounds work together on a common place to achieve goals and objectives. Employees are the assets of an organization and they must follow some rules and ethics as per the nature of the organization. It is also called code of conduct. Code of conduct are different for profit making organizations or public serving entities.

Be Honest: Employees should be honest and do not indulge in destruction or manipulate data to get desired result. It is unethical and unprofessional to tamper data. Honesty always brings things in favoure, so be honest.

Protecting Infomation: Company's secret's or vital information must not be passed to any external parties. Always keep companies policies, guidelines and official matters confidential.

Transparency: Always keep transparency in financial transactions and all types of business. Hiding information or cheating your associates or business partners will damage your credibility.

Promoting Equality: Always promote equality and do not discriminate any employee on the basis of sex, age, family or religion. Respect must be given to female employees. Criteria of judgement must be the performance.

Fair Treatment: No employee to be exploited. They must be paid on time. If they work extra time or on weekends, they must be compensated. Their bonus and incentives to be paid on time.

Employees Safety: Safety measures to be in placed in order to protect employees. They should not exposed to hazardous conditions

HR Obligations: Employees must be treated as per HR rules in terms of probation period, resignation or termination.

Discuss freedom of expression with examples

Article 19 of the Constitution of Islamic Republic of Pakistan protects the fundament rights of individual and media. Every citizen has the right of speech and expression including media. This expression should not against the teachings of Islam, dangerous to Defense and security, or damaging International Relations. There is a boundary line drawn and restrictions imposed by the State so no one could use the freedom of expression in a wrong way. Article 19A allows right of access to information in public affairs subject to the restrictions imposed by law.

- Panama Leaks is an issue where print and electronic media is using their freedom of expression. Current Affaris programs as well as column written in English and Urdu newspapers are examples of it.
- Pakistani news channels and print media houses were giving coverages to the speaches of all the political parties and rallies.



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Artical 33 will follow in pakistan or not have pakistani people have the right to openly express their ideas and thoughts discuss in your view?

Article 33 is the Public Information Act in Republic of Croatia. It says any private information in the form of personal written letters, notes, photogrpahs, videos or voice recording of a person can not be published without the consent of the person.

The Artical 33 will not be applicable in Pakistan because the authorities are not able to control the flow of information and keep the writ of law in Pakistan. People of Pakistan having unlimiting powers to openly express their ideas and thoughts. Social media is full of this. Unfortunately the right of freedom of expression is negativley used for threatening, impersonation, solicitation and blackmailing and humilating others.

How limitations are important in mass media? What are its benefits?

Expressing our thoughts and opinions are very important for individuals in democratic society. Becasue it creates diversity in ideas and help to reach better solutions for our problems. Freedom of expression is coverd in Article 19 of the United Nation’s Universal Declaration of Human Rights. It is a basic human right and be available to all the members of society.

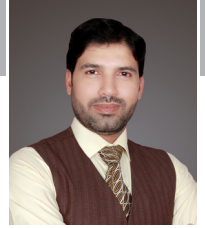
Many countries and organizations put restrictions on the freedom of expression Sometimes it is used to control the voice of opposition parties. It also affect the editors and news media house because of their views influenced by other parties or organizations. Sometimes they manuplate the information to harm the interest of govt or important instituions.

Freedom can not be a license to do anything and the media can be “free-for-all”. Freedom must be with the responsibility. The limitations on freedom of press are beneficial to stop hatered, intolerance, humilating others, indecency. It help you to control the contents in publishing or broadcasting material which promotes discrimination on the basis of race, religion, nationality, gender, cast or ethnicity. It is also beneficial in solving conflicts in society and stoping ideas agaisnt the ideology of the society.

What is New World Information & Communication Order?

The New World Information and Communication is a phrase that was invented while debating over how media represents the currently evolving world in UNESCO during the 1970s and ‘80s. This phrase was used a lot by a panel of UNESCO called the MacBride Commission. Seán MacBride was the chair of this committee. This committee had to come up solutions to have the media represent everything in a fairer and just manner globally. This commission created a report called “Many Voices, One World” and this report gave the basic outlines of the points of the NWICO. This order went out of the New International Economic Order of 1974. From 1976-78 they were called the shorter NWIO or the New International Information Order.

NWICO starts discussion by collaborating with UNESCO from 1970s. Concerns began to rise when the Non-Aligned Nations began to meet up first is Algiers, then Tunis and lastly New Delhi. The new plan for the order was formed by the information minister of Tinsia, Mustapha Masmoudi. The minister then submitted his official working pages number 31 to the MacBride Commission. All of these works and proposals were called the Mass Media Declaration, the commission then had 16 body members



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studying communication issues. Many issues were brought up and discussed as part of these discussions including the long and unbalanced, unequal influence of media on the vast majority. Other problems also included military and business, commercial uses. Satellites and computer techs were supposed to balance the issues. Developed countries for example the US and UK opposed NWICO going as far as resigning and abandoning UNESCO in protest.

What are the effects of non ethical behavior of journalist?

The following cases shall be considered to be in breach of ethical behavior:

- The confidentiality of the source of information is not respected or disclosed without obtaining his permission.
- Publishing news information without verifying its contents and sources.
- Publishing Inaccurate direct quotations or edited version.
- Not publishing apologies or correction against inaccuracy in the news or misleading statements.
- Accepting favours in financial matters or social affairs and provide undeserved publicity in return
- Modifying editorials or compromising in news for the sake of advertisements
- Revealing peoples identities and data which is directly affecting their personal lives to create sensations in news stories.
- Usage of hidden cameras, microphones or using false identities.
- News stories having one side to perspective and not allowing other side to express their views.
- Presenting opinions as facts.

Name five different approaches to deal with moral issues?

1. **The Utilitarian Approach:** It is based on principle that the action which gives more benefits to the majority of the people over harm. is morally correct. Even though if the benefits comes from lie, or excessive use of force. It is also called Utilitarianism
2. **The Rights Approach:** It is based on individual's right to choose whatever best for himself. Because their decision will be based on the level of their dignity and ability to decide the "right" and "wrong". Following are the important point to mention:
 - The Right to The Truth: Truth to be told and informed because it affect our choices.
 - The Right of Privacy: It is based on respect for human dignity and the right to choose for ourself as long as it does not violate the rights of others.
 - The Right Not Be Injured: We have the right not to be harmed or injured
 - The Right to What Is Agreed: We have the right to fulfill the promise we made freely.
3. **The Fairness or Justice Approach (Social Justice Approach):** It is based on the teachings they says " equals should be treated equally and unequals unequally". Do not favour someone because it give benefits to the people or do not discriminate because it stop them receiving what they deserve. Favoritism and discrimination both are wrong.
4. **The Common Good Approach:** In this theory the individuals own good is linked to the benefit of the whole society. Social policies, institutions and environment are equally beneficial to everyone like affordable health care, better education and good public safety and affordable legal system.



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Press council’s works for press freedom and implementation of their rules. Discuss the state of Press Council of Pakistan in fulfilling these roles. or Functions of the Press Council?

Press council of Pakistan was established in October 2002 It is self governing, Independent body to ensure and monitor ethical standards for print media, newspaper, news agencies. Its vision is a free and independent press which is also accountable. It’s mission is maintaining of professional and ethical standards by the press and to protect the constitutional rights of citizens. Main functions or role played by Press council are:

- 1 Monitor any development that is going to restrict the flow of information on public interest and protect the rights of freedom of press.
- 2 It is the body to receive complaints about the violations of ethical code of practicing by newspapers, editors, journalist etc.
- 3 Also responsible to receive complaints by newspaers, editors and journalist against government, political parties or individuals intefering in the matters of press.
- 4 Revising ethical code of conducts and make amendments as required.
- 5 Established Enquiry Commission to look into the complaints.
- 6 Manage the funds and properties of the Press Council.
- 7 Collection of fees and managing the funds.

Highlight the roles of journalists in politics at the time of independence in subcontinent? (3 MARKS)

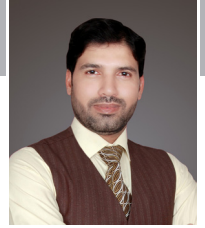
At the time of indepence the editors were also the owners of the newspapers. They were fully involved in politics. Sir Syed Ahmad Khan was the owner and editor of the many newspapers. Daily Zamindar and Daily Comrade was owned and edited by Moulana Zafar Ali Khan. Moulana Mohammed Ali Johar, Hasrat Mohani and many more were involved in press and played an important role in getting independence from british rulers.

Power of pen was used to create awareness among people on political issues. Politics was their passion and slogan and it was part of their life also. Journalist was so much involved in politics that in 1937 the number of English Dailies which were 32 increased to 51. The nubmer of weeklies were also same and increased to 258 at the time of partitioning. It shows how positively press has palyed the role in politics to get independence.

Describe how General Yahya Khan managed the media crisis during his time?

When General Yahya Khan took control of the government on 24th MArch 1969, the social and political situation of the country was dangerous and insecure. People think one military person left and another took over so there will not be any change on the restrictions of media.

General Yahya Khan did to impose new law to control the media but instead lifted all bans and restrictions imposed by earlier government. He gave free hand to media to decide its future. He put an end to the press advice and pre-censorship. Press was given full freedom. Electronic media was still under govt control becasue its main role was to entertain people not to educate and inform people on social and political issues.



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Why should people lead ethical lives? Discuss any 3 reasons. (Marks 3)

Moral values means behaviour which is acceptable to the society. Ethics means rules which help us to decide good and bad. People who live ethical lives are good people.

Following are the 10 reasons why people should live ethical (moral) lives:

- 1 Allah is our creator and expects from us to live moral lives.
- 2 Our society and family also expects us to live moral lives.
- 3 Our families also expect good from us.
- 4 To create harmony with others.
- 5 Have inner piece in ourselves (consciences).
- 6 To live longer only possible if we have ethical lives.
- 7 To be healthy
- 8 Be more productive
- 9 Set good examples for the next generation
- 10 To be respected and serve our society in a better way.

Explain the two formulations of categorical imperative presented in Kantianism?

He was the advocate of deontological ethics. According to him, that good man is one who acts on right things with sense of duty not because it is right. A good action is not good because it gives results but it is a moral action done with the sense of duty.

Kant divide the ethical theory into five models.

The Categorical Imperative: It is the main model that the moral actions must be done out of duty to the moral law.

The Formula of Universal Law: This category says that principles and reasons behind an action must be universal.

The Formula of Humanity: It means that the motivation behind every action must be good for humanity. This is the same basis is, he gave to the categorical imperative.

The Formula of Autonomy: It expresses the idea that a person is bound to the categorical imperative by his will not because of outside influence.

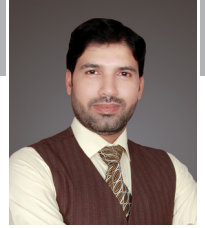
The Kingdom of Ends: It suggests that a moral person should act as if their rule of conduct will set the laws in a 'Kingdom of Ends'. It has been suggested that Kant's influences included his parents' Pietism, his teacher Martin Knutzen,

Press Council's work for press freedom and implementation of their rules. Discuss the state of Press Council of Pakistan in fulfilling these roles.



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- 15 Who has the power to issue policy directives to PEMRA?
- Federal Government
 - Punjab Government
 - Sindh Government
 - Military Government
- 16 In which year PFUJ was established?
- 1990
 - 1890
 - 1950
 - 1916
- 17 Who Published Canon of journalism in 1923?
- Pakistan Federal Union of Journalists
 - All Pakistan Newspapers Employees Confederation
 - South Asian Free Media Association
 - American Society of Newspaper Editors (ASNE)
- 18 On _____ President Ghulam Ishaq Khan dissolved the assemblies using article 58(B) of the Constitution of Pakistan.
- April 20, 1990
 - April 19, 1993
 - December 18, 1993
 - April 18, 1993
- 19 How many clauses are part of the Ethical Code of Practice?
- 17
 - 16
 - 18
 - 15
- 20 Who backed the Indonesian invasion of East Timor in 1975?
- United States
 - United Arab Emirates
 - Pakistan
 - United Kindom
- 21 Who appoints the Chairperson and members of PEMRA?
- Manager PEMRA
 - Advisor to PM
 - Chief Minister
 - President



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- 22 _____believed investigative reporters were unethical when uncovering corruption.
- Theodore Roosevelt
 - Pervaiz Musharaf
 - Abraham Lincoln
 - Aristotle
- 23 When the popular left-Catholic government that had been established there by the Freitilin party?
- in 1974
 - in 1964
 - in 1994
 - in 1998
- 24 laws still exist in some states to protect public figures from injury to their reputations.
- Criminal defamation Laws
 - Human Rights Laws
 - Women Rights Laws
 - Media Protection Laws
- 25 Who initiated a major policy shift by deciding to co-opt the private sector in broadcast media operations?
- Benazir Bhutto
 - Gen. Parvaiz Musharaf
 - Yahya Khan
 - Gen. Ayub Khan
- 26 Which one is not a filter of Chomsky Model?
- Size and ownership of organization
 - Advertising
 - Sourcing
 - Marketing



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- 1 Utilitarianism was conceived in the 19th century by;
 - Immanuel Kant
 - Greek philosophers
 - Plato and Cicero
 - Jeremy Bentham and John Stuart Mill

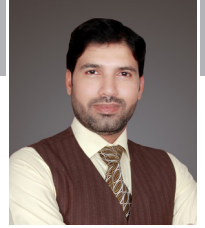
- 2 Which of the following is NOT true about ethics?
 - Ethics is a branch of philosophy that deals with moral component of human life.
 - Ethics reflects a society's notions about the rightness or wrongness of an act and the distinctions between virtue and vice.
 - Ethics is often thought of as a set of principles or a code of moral conduct.
 - Ethics is a rule of conduct or procedure established by custom, agreement, or authority.

- 3 Imran Khan believes that these Processions or "Dharnas" (sit-ins) can bring change in Pakistani corrupt system. On the contrary Government insists this is not the right way to get things done but parliament is. This whole scenario falls under;
 - Divine Command theory
 - Ethical egoism
 - Subjective relativism
 - Divine Command theory

- 4 Which one of the following theory presented the idea of self-obligation in ethics?
 - Kantianism
 - Cultural relativism
 - Ethical Egoism
 - Subjective Relativism

- 5 Which one of the following theory states religion as the first source of Ethics?
 - Divine Command Theory
 - Cultural Relativism
 - Subjective Relativism
 - Act Utilitarian

- 6 Who was appointed as a Chairman, Press Council of Pakistan by the President of Pakistan, on the advice of the Prime Minister, on 7th September, 2011?
 - Mohammad Shafqat Khan Abbasi
 - Mohammad Shafiq khan
 - Justice Ijaz Chaudhry
 - Sardar Ijaz Chaudhry



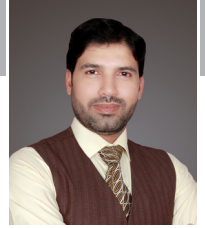
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- 7 IINA stands for
- International Islamic News Agency
 - International Iraq News Agency
 - Ireland International News Agency
 - International Iranian News Agency
- 8 Which one of the following issue is included in law formation, in constitution of every country?
- Privacy
 - Ethics
 - Morality
 - Brotherhood
- 9 Keeping in mind the current working of our news channel, who should be responsible for formation of ethics for Mass Media?
- Media and State
 - Channel's owner
 - Third Party country
 - Conglomerate ownership
- 10 Envelope journalism means;
- Incentives to reporter
 - Objectivity of Reporter
 - True reporting
 - Exaggerated reporting
- 11 PPL stands for:
- Publishing Papers Limited
 - Progressive Pakistan Limited
 - Progressive Papers Limited
 - Progressive Publishing Limited
- 12 Advertisement is a
- Paid activity
 - Non-Paid activity
 - Publicity activity
 - Social activity
- 13 For whom PEMRA has defined codes of ethics?
- Broadcasters and cable operators
 - For broadcasters and editors
 - For journalists and editors
 - For reporters and cable operators



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- 14 Suppose Ali is a social worker he believes that if he can do some good for him then definitely that will be also good for the society in the long run this statement of Ali falls under
- ✓ Enlightened self-interest
 - Utilitarian Principle
 - Machiavellian ethics
 - Situational ethics
- 15 Identify the most suitable option from the following closely relating to the concept of freedom of press.
- Free to publish news and ideas without government control
 - Free to do elections without government control
 - Free to ask questions from the general public
 - ✓ Freedom in regard to the rights to information
- 16 Who among the following presented the Harm Principle?
- Marx and Engel
 - ✓ J. S. Mills
 - Joel Feinberg
 - Chomsky
- 17 According to which of the following theory "people may not be intelligent enough to understand the power of bad speech so the government should control".
- ✓ Authoritarian Control Theory
 - Pluralistic theory
 - Ad hoc Balancing Theory
 - Agenda Setting Theory
- 18 Which one of the following particular form of expression is banned in some countries?
- ✓ Hate speech
 - Public service awareness speech
 - Persuasive speech
 - Political speech
- 19 Which one of the following plays vital role to promote freedom of expression in a society?
- Parliament
 - Judiciary
 - ✓ Media
 - State



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20 Which one of the following is a hurdle in the implementation of the code of ethics?

- Political instability
- Military regimes
- Political leaders
- Media Unions

21 Which one of following is the best example of Ethical dilemma regarding journalism?

- State owned channels are not giving enough coverage to opposition parties.
- Pakistani Channels are getting popular day by day.
- Pakistanis watched more news channels then entertainment channels
- In Pakistan entertainment channels are more popular than news channels

22 In which of the following country Public figures have fewer privacy rights?

- US
- Russia
- Croatia
- India



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What is Ethics?

Ethics refers to well based standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues.

What is Morality?

A system of rules for guiding human conduct, and principles for evaluating those rules.

What are some of the most famous ethical theories?

Following are some of the most famous ethical theories:

1. Subjective Relativism
2. Cultural Relativism
3. Divine Command Theory
4. Ethical Egoism
5. Kantianism
6. Act Utilitarianism
7. Rule Utilitarianism
8. Social Contract Theory

What are the sources of Ethics?

1. Societal Ethics
2. Occupational Ethics
3. Individual Ethics
4. Organizational Ethics

What kind of internal pressures a journalist have to face?

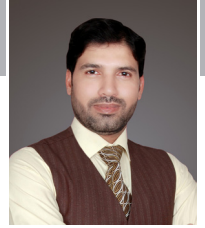
Journalists have to face these internal pressures thorough out their career. .i.e. Employer, Advertiser, family, Organizational policies, Editorial decisions and Traditions etc.

What kind of external pressures a journalist have to face?

Journalists have to face these internal pressures thorough out their career Authority, threats, Bribes, Gifts and Freebies

Define Gonzo Journalism?

Gonzo journalism is a form of new media in which reporter or narrator is the protagonist. It is an actual and factual representation of personal experiences of a journalist. Gonzo journalism is a new media writing style concerns with "telling it like it is". Gonzo journalism includes punchy style, roughness, sarcasm and untraditional reporting. It strictly prohibits the traditional edited news/product printed by newspapers. Gonzo journalist depicts an event in its original form without editing or embellishment. This word was first coined by Hunter S. Thompson in 1970.



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What is Aristotle Golden Mean?

Moral behavior is the mean between two extremes - at one end is excess, at the other deficiency. Find a moderate position between those two extremes, and you will be acting morally.

What is Privacy?

Privacy is the ability of an individual or group to seclude them or information about themselves and thereby reveal them selectively.

Define Libel.

A published false statement that is damaging to a person's reputation; a written defamation.

What is Press Council of Pakistan?

The Press Council of Pakistan implements the Ethical Code of Practice, as set out in the Schedule to this Ordinance and to perform such other functions as are assigned to it under this Ordinance or the rules and regulations made thereunder.

What is Purpose of Press Council of Pakistan?

The Press Council of Pakistan is an autonomous and independent apex body which issue and monitor good standards of media practice.

What is the responsibly of media?

Media responsibility is a term for the belief that mass media have a basic responsibility to help strengthen and support democratic processes.

What are Ethical concerns?

Ethical issues involve right and wrong or what is considered good, and what is considered evil in a society.

What is Accountability culture?

The best kind of culture is a Culture of Accountability where people demonstrate high levels of ownership to think and act in the manner necessary to achieve organizational results.

What are Ethical violations?

Disobeying the principles of conduct that are considered correct, esp. those of a given profession or group.

What is meant by the Court of law?

Supreme, high court and district courts

What is public interest?

The welfare of the public as compared to the welfare of a private individual or company. All of society has a stake in this interest and the government recognises the promotion of and protection of the general public.



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What are Public spaces?

A public space is a social space that is generally open and accessible to people. Roads (including the pavement), public squares, parks and beaches etc.

What is Private space?

A public space is a social space that is generally open and accessible to people. Roads, public squares, parks and beaches are typically considered public space. Government buildings which are open to the public, such as public libraries are public space.

What Literary or artistic work includes?

The expression "literary and artistic works" shall include every production in the literary, scientific and artistic domain, whatever may be the mode or form of its expression, such as books, pamphlets and other writings; lectures, addresses, sermons and other works of the same nature; dramatic or dramatico-musical works; choreographic works and entertainments in dumb show; musical compositions with or without words; cinematographic works to which are assimilated works expressed by a process analogous to cinematography; works of drawing, painting, architecture, sculpture, engraving and lithography; photographic works to which are assimilated works expressed by a process analogous to photography; works of applied art; illustrations, maps, plans, sketches and three-dimensional works relative to geography, topography, architecture or science.

What is Publish work?

A published work is one that has been previously produced in an edition of any kind (for example, in a magazine, book, collection, anthology, floppy disk, or CD-Rom) or has been previously displayed on a website and made available to the public. The number of copies available makes no difference to published status. The important criterion is availability to the public (whether free or at cost). An item on a limited access intranet, therefore, would not be regarded as published, but an item in a blog would.

Honor of court?

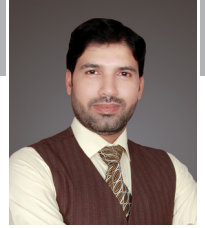
A court of honor (or court of honor) is a semi-official or unofficial tribunal constituted to determine various questions of social protocol, breaches of etiquette, and other allegations of breaches of honor, or entitlement to various honors.

Contempt of court?

Contempt of court, often referred to simply as "contempt," is the offense of being disobedient to or disrespectful of a court of law and its officers in the form of behavior that opposes or defies the authority, justice, and dignity of the court. It manifests itself in willful disregard of or disrespect for the authority of a court of law, which is often behavior that is illegal because it does not obey or respect the rules of a law court.

What is civil contempt?

A failure to follow a court order that benefits someone else.



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What is criminal court?

Criminal justice is the system of practices and institutions of governments directed at upholding social control, deterring and mitigating crime, or sanctioning those who violate laws with criminal penalties and rehabilitation efforts. Those accused of crime have protections against abuse of investigatory and prosecution powers, though the effectiveness of these rights have varied.

Through which act PTA was formed?

PTA was formed under the Pakistan Telecommunication Reorganization Act, 1996

Who are the members of PTA?

“The Authority” consists of three members; one Profile of them is a professional telecommunication engineer and the other a financial expert, to be appointed by Federal Government for a period of four years. Among the three members, the Federal Government appoints one member to be the Chairman who is also the administrative head of the Authority.

What is the function of PTA?

Authority promotes high quality, efficient, cost effective and competitive telecommunication services ensuring rapid modernization of telecommunication systems and telecommunication services throughout Pakistan.

What is the aim of PTA?

Promoting modernization of telecommunication systems and services, issuing regulations for licensing of different basic and value added telecom services are also the functions of this division.

What are the achievements of PTA?

- 1 Pakistan was awarded with the prestigious ‘Spectrum for Mobile Broadband Award’ at the Mobile World Congress 2015 held in Barcelona, Spain.
- 2 Pakistan won a seat on the ITU Council at the 19th ITU Plenipotentiary Conference held in Busan, South Korea which decided 12 members of the Radio Regulations Board (RRB) and 48 members of the ITU Council through an election.
- 3 Chairman PTA, Dr. Syed Ismail Shah, elected as Vice President of General Assembly of Asia Pacific Telecommunity (APT) for three years.
- 4 PTA has deregulated the international telephony rates following the revised ICH Policy issued by the Ministry of IT.
- 5 4G LTE services were rolled out by CMPak Ltd and Warid in the major cities of Pakistan.
- 6 PTA launched a web portal named “Smart-Pakistan” (www.smartpakistan.pk) which provides one stop repository and directory of mobile applications focusing on different thematic areas such as m-Education, m-Health, m-Government, etc.



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Why Libel is serious than Slander?

Libel is much more serious than slander (a spoken falsehood), because it is more permanent and can have long-lasting effects.

Who can sue for libel?

Living people and Small groups

What is Mass Communication?

It is a public communication that takes place through the use of mass media. (OR) Such act of communication in which information is made available without restricting who may be the receiver. It was born from communication.

The instruments include electronic (for example, radio, television, tape, and film) and print (for example, newspaper, magazine, book, pamphlet, brochure, directmail campaign). The restricted opportunity for feedback is the most serious barrier to effective mass communication. The "mass media," as they are often called, have grown to include the print media of books, newspapers and magazines, the electronic media of television, radio, and audio/video recording, and the new media of computers and computer networks. While these media differ in many ways, they all share the characteristics by which scholars define mass communication.

What is Law?

A law is basically a body of principles or rules which are the basis of a society and are abide by the society. No system in a society can exist without a law. Human life needs a proper rule of conduct or principle at every step. It is also important for a successful society. If it will not happen then there will be anarchy and disturbance in a society and it will not exist for long. Law is:

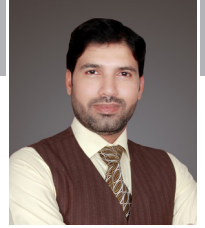
1. A rule of conduct or procedure established by custom, agreement, or authority.
2. A code of principles based on morality, conscience, or nature.
3. A body of rules of conduct of binding legal force and effect, prescribed, recognized, and enforced by controlling authority.

What is Ethics?

Ethics is a branch of philosophy that deals with moral component of human life. It is related to human nature. It reflects our behavior. It plays an important role in building up our nature and behavior. As a society is made by people and their behavior and ethics plays an important role in organizing our behaviors so it is an important part of a society. Ethics are involved in a society to a great extent. Even they are much involved in human life therefore the more a person is having or following ethics in his life, the more his life become decent, disciplined and organized. Hence it is an important component of human life. Ethics can also be defined as It reflects a society's notions about the rightness or wrongness of an act and the distinctions between virtue and vice.

What is freedom of speech or freedom of expression?

Freedom of speech is the concept of being able to speak freely without censorship. It is often regarded as an integral concept in modern liberal democracies. The right



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MSc Mass Communication
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to freedom of speech is guaranteed under international law through numerous human rights instruments, notably under Article 19 of the Universal Declaration of Human Rights and Article 10 of the European Convention on Human Rights, although implementation remains lacking in many countries. The synonymous term freedom of expression is sometimes preferred, since the right is not confined to verbal speech but is understood to protect any act of seeking, receiving and imparting information or ideas, regardless of the medium used. In practice, the right to freedom of speech is not absolute in any country, although the degree of freedom varies greatly. Industrialized countries also have varying approaches to balance freedom with order. For instance, the United States First Amendment theoretically grants absolute freedom, placing the burden upon the state to demonstrate when (if) a limitation of this freedom is necessary. In almost all liberal democracies, it is generally recognized that restrictions should be the exception and free expression the rule; nevertheless, compliance with this principle is often lacking

What is Copyright?

Copyright is a legal concept enacted by most national governments that gives the creator of original work exclusive rights to it, usually for a limited period of time. At its most general, it is literally “the right to copy”, but also gives the copyright holder the right to be credited for the work, to determine who (if anyone) can perform it or adapt it to other forms, to benefit financially from the work, and other related rights. It is one form of intellectual property (distinct from patents, trademarks, and trade secrets), and applies to any particular expression of an idea or information, which is substantial and self-contained in a fixed form. The symbol for copyright is “©”. (The letter C inside parentheses – “(c)” – although a common practice has never been legally recognized as a symbol for copyright.)

What is Contempt of court?

Contempt of court is any act that is meant to embarrass, hinder or obstruct a court in the administration of justice. It is the willful failure to obey a court order, or disrespectful or unacceptable behavior in the presence of the court.

What is PEMRA?

The Pakistan Electronic Media Regulatory Authority (PEMRA) is a regulatory body established by Pakistan on 1 March 2002. Its purpose is to facilitate and regulate private electronic media. It has mandate to improve the standards of information, education and entertainment and to enlarge the choice available to people of Pakistan including news, current affairs, religious knowledge, art and culture and science and technology.