

<b>Module Title:</b>	Fundamentals of Media and PR Law 1
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">3 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	<p>The learning outcomes will be achieved through the following teaching methodologies:</p> <ul style="list-style-type: none"> <li>• Lectures - communication of knowledge and ideas from the lecturer to the student.</li> <li>• In class problem solving exercises - will enable the students to discuss the material critically and thoroughly by teasing out difficult points; solving problems; debating controversial topics, particularly in the field of emerging on-line and internet media advances in an intimate and supportive environment.</li> <li>• Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills.</li> <li>• E-Learning – It is envisaged that the module will be supported with on-line learning materials.</li> <li>• Self-Directed Independent Learning – the emphasis on independent learning will develop a strong and autonomous work and learning practices.</li> </ul>
<b>Module Aim:</b>	<p>The aim of this module is to guide the learner through a course of study, which should enable him/her gain knowledge of the principal theories of law which impact on the field of traditional and digital media and PR practice and to assist the student to develop the ethical and analytical skills required to apply their legal knowledge to various scenarios.</p>
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Analyse, discuss and evaluate from a critical and ethical perspective the fundamental rights of privacy and freedom of expression (including restrictions of these rights) as they impact upon the field of media (both traditional and emerging) and public relations.
LO2	Demonstrate an ability to analyse the role of the media and ethical reporting in the administration of justice in our courts, and identify the circumstances that give rise to contempt of court in an era of digital commentary and communication.
LO3	Display understanding of the relevance of Data Protection and Freedom of Information legislation and Copyright to the field of Media and PR and be able to apply it ethically in their practice.
LO4	Illustrate an understanding of the constituent elements of the right to a good name, defamation and the available defences to defamation actions in line with emerging media developments such as Twitter etc. and be able to apply it to avoid/solve problems.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

**Module Content & Assessment**

**Indicative Content**

**Fundamental right to Freedom of Expression**

• Art. 40.6 of the Constitution/ Art 10 ECHR • An outline of the role of the media set out in Art. 40.6/Art 10 • Curtailment of Freedom of Expression: • Public order/morality • Anti-discrimination legislation, • Prohibition of Incitement to Hatred, • Child Trafficking and Pornography Act 1998 • Censorship of print/broadcasting/digital formats • Reform-Office of internet safety/Internet safety Commissioner

**Media and the Courts**

• Court reporting/Rules against disclosure of vulnerable victims/parties in court cases • Restrictions on reporting • Contempt of court/interfering with the administration of justice and right to fair trial/reform

**Fundamental right to Privacy**

• Art. 40.3 of the Constitution /Art 8 ECHR • Privacy in Ireland as it affects journalists, bloggers, social media users-common law precedent • Civil action for damages for breach of privacy • Public interest as a defence to breach of privacy • Legislation concerning criminal aspects of breach of privacy: • Harassment, Harmful Communications and Related Offences Act 2020 • Non-Fatal Offences Against the Person Act 1997

**Data Protection & Freedom of Information**

• GDPR 2016, Data Protection Act 2018, ePrivacy Regs 2011, Communications (Retention of Data) Act 2011 • Protection of privacy of individuals with regard to personal data, • Journalistic exemption • Rights of data subjects, duties of data controllers/processors • Functions and powers of the Data Protection Commissioner • Freedom of Information Act 2014 • Information held by Public Bodies, • Right of any member of the public to access records • procedures for requesting information, form of access, • grounds for refusal of access, exempt records, • Function and powers of Information Commissioner

**Defamation**

• Defamation Act 2009 • Elements of a cause of action, publication (Twitter, facebook etc.) • Defences

**Intellectual Property rights**

Copyright law(literary, music, film), Performance rights • Copyright and Related Rights Act 2000 • Copyright and Other Intellectual Property Law Provisions Act 2019 • Directive (EU) 2019/790 on copyright and related rights in the Digital Single Market (DSM Directive)

Assessment Breakdown	%
Continuous Assessment	100.00%

**Continuous Assessment**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Assessment concerning problem scenario(s) relating to the module material	1,2,3,4	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

**SETU Carlow Campus reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
Total Hours		125.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	<a href="#">Bachelor of Arts (Honours) in Content Creation and Social Media</a>	3	Mandatory
CW_BHCPR_B	<a href="#">Bachelor of Arts (Honours) Public Relations and Media</a>	3	Mandatory
CW_BHCPR_D	<a href="#">Bachelor of Arts in Public Relations and Media</a>	3	Mandatory