

Module Title:	Media Law and the Digital Environment 2
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	<p>The learning outcomes detailed above will be achieved through the following teaching methodologies:</p> <ul style="list-style-type: none"> • Lectures - communication of knowledge and ideas from the lecturer to the student. • Tutorials - will enable the students to discuss the material critically and thoroughly by teasing out difficult points; solving problems; debating controversial topics etc. in an intimate and supportive environment • Problem Solving Exercises – students will work as part of a team and will work together to resolve various contract scenarios. • Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. • E-Learning – It is envisaged that the module will be supported with on-line learning materials. • Self-Directed Independent Learning – the emphasis on independent learning will develop a strong and autonomous work and learning practices.
Module Aim:	<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 practical laws which impact on working in the field of traditional and digital media in the courts, publishing, broadcasting, and sales and marketing and to assist the student to develop the analytical skills required to apply their legal knowledge in various media contexts</p>
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate an ability to analyse the role of the media 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.
LO2	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
LO3	Identify and distinguish between the various types of intellectual property in the context of both traditional media and digital media and display understanding of the laws that apply to online sales and marketing.
LO4	Explore and research the personal, social, cultural, legal and ethical concerns in relation to the ownership, control and regulation of the media and be able to explain same.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<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

Media and the Courts (Open Justice)

Court reporting • Exclusion of the Media from Court • Reporting Restrictions/Rules against disclosure of vulnerable victims/parties in court cases • Contempt of Court o Procedure • interfering with the administration of justice and right to fair trial /reform in a digital era

Defamation

• Defamation Act 2009 • Balancing Reputation with Freedom of Expression • Elements of a cause of action, publication (Twitter, facebook etc.). • defences, • Injunctions • reform

Regulation of Broadcasting and the Press in Ireland

Analysis of who/what are 'organs of the media' (as per Art 40.6 of Constitution)/ journalists-eg bloggers Etc• The Broadcasting Authority of Ireland and regulation of broadcasting content and conduct• The Press Council and Ombudsman and regulation of print and online media• The Codes of Practice • Protection of journalistic sources • Regulation of online journalism and reform

Media ownership

• Competition o Mergers o • media plurality

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)

Media and E-commerce

European Union (Consumer Information, Cancellation and Other Rights) Regulations 2013 (the "2013 Regulations")-regarding online sales, consumer rights to cancel, rights to info, rights to repair/replace/refund when buy online • Rules regarding advertising: Consumer Protection Act 2007 and EU Regulations on misleading advertising, Advertising Standards Authority of Ireland Code, CCPC

Assessment Breakdown	%
End of Module Formal Examination	100.00%

No Continuous Assessment

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	n/a	1,2,3,4	100.00	End-of-Semester

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

Module Workload

Workload: Full Time		
<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_BBLAW_B	Bachelor of Business (Honours) in Business with Law	6	Group Elective 1
CW_BBLAW_B	Bachelor of Business (Honours) in Business with Law	8	Group Elective 1
CW_HHLAW_B OLD	Honours Bachelor of Laws Degree - LLB	4	Elective