Course Code: MACO E 3015

Title: Media Ethics, Public Relation and Advertising

Type: Core

Learning Outcome: By the end of this course unit the students will be able to demonstrate through knowledge of the Practical Understanding of Media Ethics Law and studying the historical Development and current new trends in Mass Media Law and Ethics. Knowledge on both theoretical and practical aspects of propaganda, Public Relation and advertising.

Course content: Identifying the nature of Ethics, studying Media ethics, presscouncil act, intellectual property act, Laws, regulations and acts of Radio, Television, Cinema and Press copy right, Censorship, Human Rights, Media Freedom, Media Culture, knowledge on Theoretical and practical aspects of various propaganda Methods, studying advertising within the aspects of communication, creative, Psychological and social, Advertising, New Advertising firms, New methods, Media and advertising, Advertising researches.

Assessment: End of year exam 100%

Recommended Reading:


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