

# Journalism and Ethics Mod 10 PowerPoint and Video

Student's Name: \_\_\_\_\_

Take notes from the Mod 10 Journalism and Ethics PowerPoint and Video

1. Define Ethics:

Ethics is a system of moral values, principles of right or good conduct.  
Your staff manual should include basic principles of scholastic press law, such as First Amendment status, libel, copyright and other topics of legal concern.

2. Define the First Amendment:

Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances

3. Define Appropriation:

A person's name or photograph cannot be used for commercial use without written consent. A photo of the homecoming queen on a poster with a bubbled message reading, "You'll be my king if you buy a yearbook today" is illegal without written consent.

4. Define Intrusion:

People in public places have no right to privacy, but restrooms, locker rooms and individuals' homes are considered private. A reporter cannot take pictures in these settings without consent.

5. Define Copyright:

Under this law, the following forms of "art" are protected: Literature, Music, Lyrics, Plays, Choreography, Pictures, Photos, Sculptures, Graphics, Movies, Audiovisual Works, Sound Records. A collage of copyrighted materials (CD covers, photos, magazine covers, etc.) may be photographed to demonstrate current trends.

6. Define False Light:

Information reported, and photographs taken are true, however if they imply something false, then this is false light. A picture of four athletes taking a water break during practice adjacent to the story on athletes breaking the substance abuse policy, implies these four are guilty.

7. Define Libel:

A statement printed as fact that is false and attacks a person's reputation.

8. According to NSPA Code of Ethics, seven key points when making decisions are:

- a. Be responsible.
- b. Be fair.
- c. Be honest.
- d. Be accurate.
- e. Be independent.

- f. Minimize harm.
- g. Be accountable
9. Complete the following sentences:
- a. Copyright law protects the works of authors, including musical, dramatical and literary works. A copyright protects the way in which a creator expresses his or her idea, but not the actual idea or facts behind the idea. Copyright protection is unavailable for:  
names, titles of books and movies, slogans, and short advertising expressions.
- b. Only the creator of a copyrighted work or the owner of a copyright is legally allowed to reproduce, perform, display, distribute copies of or create variations of a work. Any unauthorized use of a copyrighted work is copyright infringement. If you include a piece of copyrighted material in your yearbook without obtaining permission from the copyright owner, you can be sued for copyright infringement
10. Any publication has the right to refuse advertising before a formal contract is signed between the advertiser and the publication. Refusal can be for any number of reasons. Name three of them.
- a. The staff disagrees with the position taken in an advocacy ad.
- b. The staff chooses not to accept ads that concern specific controversial issues, such as abortion or birth control.
- c. The staff feels an ad promotes a product that is harmful to students.