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Appendix I

Programme
ANNEX I

PROGRAMME
Consultation on the Development of A Curriculum and Textbook for the Teaching of Communication Ethics in South Asia
Colombo, Sri Lanka

Organised by AMIC and WACC
with support from FES-Colombo
March 15-17, 1995

Day 1, Wednesday, 15 March

0900 - 1030 Overview: South Asian Perspectives in Communication Ethics
Keynote address: Dr. Shirani Bandarayanake
Faculty of Law
University of Colombo

1030 - 1100 Tea Break

1100 - 1230 Discussion: South Asian Perspectives in Communication Ethics
Facilitator: Virgilio S. Labrador
Head, Seminars and Institutional Development Programme
AMIC

1230 - 1400 Lunch Break

1400 - 1530 General Discussion: Outline and Contents of the Textbook on Communication Ethics
Facilitator: Virgilio S. Labrador

1530 - 1600 Tea Break

1600 - 1730 Communication Ethics: Social and Cultural Dimensions
Presenter: Prof. Zakariyya Sajid
Press Institute of Pakistan

Day 2, Thursday, 16 March

0900 - 1030 Communication Ethics: Legal and Policy Dimensions
Presenter: Dr. Tawhidul Anwar
Director-General
Press Institute of Bangladesh
1030 - 1100  Tea Break

1100 - 1230  Communication Ethics and Media Practitioners and Institutions
            Presenter: Dr. Leela Rao
            University of Bangalore
            India

1300 - 1400  Lunch Break

1400 - 1530  Communication Ethics and The Role of the State
            Presenter: Victor Gunawardena
            Media Consultant, Sri Lanka

1530 - 1600  Tea Break

1600 - 1730  Communication Ethics in South Asia: Problems, Issues and Solutions
            Presenter: Dr. B.P. Sanjay
            Manonmanian Sundaranar University
            India

Day 3, Friday, 17 March

0900 - 1030  Drafting of a Communication Ethics Curriculum for South Asian Educational Institutions

1030 - 1100  Tea Break

1100 - 1300  Discussion of the Draft Communication Ethics Curriculum for South Asian Educational Institutions

1300 - 1400  Lunch

1400 - 1700  Individual discussions with the editor, Mr. Nalaka Gunawardene and facilitator, Mr. Virgilio S. Labrador
Appendix II

Outline of the Textbook
Annex II

Outline of the Textbook on Communication Ethics from a South Asian Perspective

Title: Ethical Perspectives on Communications in South Asia

I. Overview: Foundations of Communication Ethics
   (Virgilio S. Labrador)
   - Definition of communication ethics and mores
   - Western and Eastern approaches to communication ethics
   - Media situation in South Asia
   - Introduction to social, cultural and political parameters of communication ethics in the context of South Asia

II. Ethical Dilemmas in Communications: Emerging Issues and Trends
    (Dr. B.P. Sanjay)

Five substantive issues:
   - invasion of privacy
   - truth telling
   - exploitation
   - violence
   - democratic participation

- Nature of media ownership: government ownership of media; monopolies; how business considerations of proprietors shape editorial policy and conduct.

- Conflicts of interest: business interests of media vs. their social responsibility

- Content of media: what is covered and what is not covered; how coverage is decided and done; presentation of issues and developments

- Delivery mechanisms of mass media:
  - increasingly sophisticated technologies
  - increasingly transboundary in nature

- Pressures and threats on mass media organisations and practitioners

- Corruption in media: working conditions of journalists; state patronage of journalists

- Portrayal of women in the media; opportunities and constraints for women working in media

- Agenda-setting and gate-keeping roles of the media

Box article: Issues identified by the Press Council of India and the resulting draft code of ethics
III. Social and Cultural Dimensions of Communication Ethics in South Asia
(Prof. Zakariyya Sajid)

- Social stratification on the lines of caste, ethnicity, education and other factors
- Diversity and/or plurality of cultural, ethnic/linguistic and religious groups within and among South Asian countries
- Influence of religion
- Gender issues
- Problems of underdevelopment (poverty, illiteracy, etc.)
- Threats to social integration: drugs, armed conflicts, social unrest, ethnic tensions

Box articles: Islamic journalism; Political correctness: South Asian style

IV. Policy and Legal Dimensions of Communication Ethics in South Asia
(Dr T Anwar)

A Policy aspects

- Media ethics in a broader national framework: the need for cross-sectoral ethics in politics, governance, judiciary, other professions and in public affairs
- Difference between state regulation and control of communications industry
- Information-rich and information-poor societies/countries: implications for communication ethics
- Governments' struggle to cope with rapidly changing electronic media landscape
- Broadcasting models adopted in South Asian countries
- News values: domination by Western news services (even for coverage of South Asian affairs)

B Legal and judicial aspects

- Common heritage: colonial legacy (in legal traditions and approach)
- Legal provisions for freedom of information and freedom of expression in South Asian countries: Are the existing restrictions on these freedoms reasonable and justified? (Emergency powers, national security, morality)
- American influence on communication ethics (concepts of free press, freedom of
- Specific legal interpretations and applications:
  - religious laws
  - laws and regulations pertaining to the electronic media
- Judicial interpretation of communication ethics (and media’s interpretations of judicial conduct and ethics?)
- International covenants on human rights: implications
- Privileges: media enjoys no special privileges; however, there are derived from certain institutions covered by the media

Box article: Redefining role positions of the state, judiciary and the media: Bangladesh example

**V Communication Ethics and the Role of the State**
(Mr V Gunewardena)

- Journalist’s social accountability and media ethics
- Historical evolution of media ethics (principles and codes)
- Concept of moral duty
- Freedom of expression: provisions in international instruments
  - Universal Declaration of Human Rights (UDHR)
  - International Covenant on Civil and Political Rights (ICCPR)
  - International Covenant on Economic, Social and Cultural Rights (ICESCR)
- Permissible restrictions on freedom of expression

Self regulation:
- Press Councils
- Codes of Ethics

- Voluntary Codes of Ethics
- Codes of Ethics for electronic media
- How to enforce a Code of Ethics, and how can its adherence be monitored?
- Need for public interest intervention
- What is the public interest?
- Justification/rationale for state intervention
- Implications of emerging new communication technologies

Box article: Sri Lanka’s Code of Ethics for the print media (1981)
VI Communication Ethics and Media Practitioners and Institutions
(Dr. Leela Rao)
- Mechanisms:
  - Press Councils
  - Journalists organisations
  - Organisations of newspapers proprietors
  - Advertising Standards Councils
  - Press Ombudsmen
  - Code of Ethics
  - Regional and International media organisations

-Pressures:

  - internal factors: poor salaries and working conditions; lack of recognition and appreciation, etc.

  - external factors: officially imposed censorship; consumer/civic groups, etc.

Box article: Statistical analysis of cases adjudicated by the Indian Press Council