



ORIGINAL COURSE IMPLEMENTATION DATE: January 2011
 REVISED COURSE IMPLEMENTATION DATE: January 2027
 COURSE TO BE REVIEWED (six years after UEC approval): June 2032
 Course outline form version: 29/08/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MACS 369		Number of Credits: 4 Course credit policy (105)													
Course Full Title: Media Law and Ethics Course Short Title: Media Law & Ethics															
Faculty: Faculty of Social Sciences		Department/School: School of Culture, Media & Society													
Calendar Description: Explores key issues in media ethics such as fairness, respect, and truthfulness. Also explores key issues in media law such as copyright, defamation, and privacy. Note: Students with credit for JRNL 369 cannot take this course for further credit.															
Prerequisites (or NONE):		45 university-level credits including 3 credits of CMNS, JRNL, or MACS.													
Corequisites (if applicable, or NONE):		None.													
Pre/corequisites (if applicable, or NONE):		None.													
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: JRNL 369 Cross-listed with: Equivalent course(s): JRNL 369 <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>45</td> </tr> <tr> <td>Tutorials/workshops</td> <td>15</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>60</td> </tr> </table>		Lecture/seminar	45	Tutorials/workshops	15							Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	45														
Tutorials/workshops	15														
Total hours	60														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: No		Transfer Credit (See bctransferguide.ca) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: October 30, 2025; March 2026													
Faculty Council approval		Date of meeting: December 5, 2025													
Undergraduate Education Committee (UEC) approval		Date of meeting: June 19, 2026													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Explain the basic structure and functioning of the legal system as it applies to journalism and the media in Canada.
2. Identify legal and ethical issues as they pertain to the media in Canada, including misrepresentation and discrimination based on socially constructed difference.
3. Explain how to represent Indigenous people ethically and how greater inclusivity is needed for Indigenous professionals in the media.
4. Evaluate different perspectives towards a legal or ethical issue related to journalism and the media.
5. Analyze the legal and ethical challenges that media professionals face in their everyday responsibilities.
6. Describe the legal and moral courses of action in various professional situations.
7. Assess whether decisions taken by real-life media professionals are based on sound ethical and legal values.
8. Apply principles of ethical decision-making to media-related issues.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Final exam:	25%	Assignments:	50%	Midterm exam	25%
	%		%		%

Details:

Assignments include two assignments (20% each) and participation (10%).

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, in-class discussions, group discussions, student-led activities, videos, music and practice tests.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Book	Jobb, Dean	Media Law in Canada, 4th ed.	2023
2. Book	Tawfik, Myra	For the Encouragement of Learning: The Origins of Canadian Copyright Law	2023
3. Book	Walters, Heather	Communication Ethics: Promoting Truth, Responsibility, and Civil Discourse in a Polarized Age	2024
4. Article	Young, Mary Lynn, and Candis Callison	"When Gender, Colonialism, and Technology Matter in a Journalism Startup," Journalism 22(1).	2017
5.			

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

None.

Course Content and Topics

- Freedom and respect for freedom in the media
- Libel and slander: principles of defamation law
- Online communication and the law
- Taking advantage of laws on freedom of information
- Reporting on the criminal courts
- Contempt of court: what it is and how to avoid it
- Publication bans: when to respect them, when to contest them
- When and why to protect confidential sources
- Copyright law and copyright infringement
- Avoiding conflict-of-interest situations
- Privacy from a legal standpoint
- Sex, violence and coarse language: how far is too far?
- Codes of conduct, press councils and ombudspersons
- Media ethics and Indigeneity