

**CORE COURSE – IX - MEDIA EFFECTS AND ETHICS**

**Unit 1**

The effects and influence of visual media, long term and short-term effects.

**Unit 2**

Various theories of media effects.

**Unit 3**

Laws that control Visual media and its contents.

**Unit 4**

Visual media and social responsibility and need for media ethics.

**Unit 5**

Code of conduct for various visual media.

**References**

1. Durga Doss Basu, Press Laws, Central Law Book Agency, Delhi, 2000.
2. Baskar Rao N., G.N.S. Ragavan, Social Effects of Mass Media in India, Gyan Publishing House, New Delhi, 1996.
3. Ray Eldon, Hiebert Carol, Impact of Mass Media, Longman, New York, 1988.
4. Kiran R.N., Philosophies of Communication and Media Ethics, B.R. Publishing Corporation, New Delhi, 2000