

University of Arkansas - Fort Smith
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General Syllabus

MCOM 4743 Entertainment Law

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 1203 Introduction to Media Communication

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Focuses on laws and regulations governing the media industry. Explores the interrelationship of the diverse media jobs, the impact of legal and regulatory agencies, and ethical problems faced by professionals in the entertainment industry.

B. Additional Information - None

II. Student Learning Outcomes

A. Subject Matter

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

1. Explain existing legal principles inherent in radio, television, motion pictures, and federal regulation of copyrights and trademarks.
2. Analyze legal policies.
3. Identify legal doctrines that shape media and entertainment.
4. Synthesize critical perspectives on communication law case studies.
5. Analyze ethical practices in public relations, advertising, web design, games, TV, film, radio, music, print, and new media.
6. Apply ethical frameworks to situations that arise in the context of mass media.
7. Examine the guidelines, norms, and suggestions that govern the media professions.
8. Reflect upon personal beliefs, instincts, and biases regarding ethical conduct in the media.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Communication Skills (written and oral)

Students will communicate effectively with a variety of audiences in any setting

through oral presentation supported by presentation software.

Analytical Skills

Critical Thinking Skills: Students will draw conclusions and/or solve problems.

Ethical Decision Making

Students will recognize and analyze ethical dilemmas through case studies.

III. Major Course Topics

- A. Systems of justice
- B. First Amendment
- C. Censorship and sedition
- D. Libel/Slander
- E. Privacy
- F. Obscenity and indecency
- G. Freedom of access
- H. Broadcast regulation
- I. Telecommunications
- J. Intellectual property
- K. Ethical practices in public relations, advertising, web design, games, TV, film, radio, music, print, and new media