

Values & Spirituality

Curriculum:

- Unit – I** Introduction and Meaning of Spiritual, Definition, Concept & Classification of Values, Moral and Spirituality
- Unit – II** Ethics and Religion, Personal, Professional, Commercial and Societal Values.
- Unit – III** Understanding Spirituality, Understanding Media Values, Need of Ethics And Code for Media Persons, Confronting Pressures Rules and Powers.
- Unit – IV** Challenges for Value Adoption, Religions, Spirituality & Secularism, Awareness and Strategies for Value Based Media

Reference Books :

1. Claude-Jean Bertrand: Freedom, Regulation and Ethics -Market, State and Media Accountability System.
2. Dr. G. R. Madan & V. P. Gupta: The Dimensions of Value; Radha Publications.
3. Kiran Prasad: Communication and Values.
4. Kiran Prasad: A Theory of Media Ethics: Foundation and Key Issues.