

MEDIA LAW (ME2076), 7,5 hp

ABOUT THE COURSE

The Value of Attending this Course

- Learn the principles of media law and how to make best use of them
- Discover the role of law as a business tool
- Be shown how to use legal instruments in media projects
- Be able to work more effectively in media projects
- Understand the importance of legal risk management

The course will deliver a comprehensive and practical introduction to European and international media law, illustrated by case-studies.

Course Facilitation

This course is facilitated by Sanna Wolk, Assoc. Professor, Faculty of Law at Uppsala University. Feel free to email any and all correspondence to sanna.wolk@jur.uu.se.

Content of the Course

The course has as the main objective enabling students to appreciate and handle legal problems occurring in a media environment. Media law is a collective term that refers to several legal areas such as contract law, competition law, intellectual property law, marketing law, freedom of information and rights of access.

Legal principles regulating media law can be found in legal literature, legal statutes and legal cases, both international and European. In addition, some are national areas with just some broad shared rules. Swedish laws will be used as a basis.

The industrial relevance of the course is achieved by continuously discussing and analysing how companies in the media sector can take advantage of media law systems on solutions accruing in media production.

This course is divided into a number of different components. During each component different media law perspectives will be covered in depth. The different lectures and seminars includes presentations of different legal topics related to e-commerce; contract law; company law; intellectual property law, in particular copyright and trademarks law; advertising and marketing law; privacy & legal processing of personal data; openness & secrecy; private international law; and presentations of different legal topics from a legal risk management perspective.

Learning Outcomes

After completion of the course the students should be able to:

- define and explain legal issues at the media market and the kind of assets in media production that can be protected by intellectual property rights and the different legal assessments that are made within the intellectual property system, the marketing laws, data protection and electronic commerce.
- identify, analyse and solve legal related media problems.

Course Disposition

The teaching will take place in the form of lectures and seminars. The students are also required to conduct self-studies and individual writing. All teaching is conducted in English.

Teachers

Assoc. Professor Sanna Wolk, Uppsala University
Doctoral candidate, LLM, Lydia Lundstedt, Stockholm University
Doctoral candidate, LLM, Kacper Szkalej, Uppsala University
Dr Stojan Arnerstål, Uppsala University

Recommended Course Literature

(other law books that covers the topics of the course can be used)

- Edwards, Lilian and Waelde, Charlotte (eds.): Law and the Internet, 3rd ed., Hart Publishing, Oxford 2009
- Lessig, Lawrence: Code version 2.0, Basic Books, New York 2006 at <http://codev2.cc>
- Murray, Andrew, Information Technology Law. The Law and Society, 2nd ed., OUP, Oxford 2013
- Torremans, Paul, Holyoak and Torremans Intellectual Property Law, 7th ed., OUP, Oxford 2013

Examination

- TEN1 - Examination, 5 credits, grade scale: A, B, C, D, E, FX, F
- ÖVN1 - Exercises, 2,5 credits, grade scale: P, F

Requirements for Final Grade

Written exam in two parts (report and questionnaire). Participation in two seminars. A 7-gradescale and the grade is determined by the result on the exam, as described below.

Examination Instructions

Examination part one: Attending and participating in one (1) of the seminar.

Examination part two: A written questionnaire, covering media law. You will need to reach 70% to receive a passing grade.

Examination part three: Each group shall write and orally present a report analysing a topic from a legal perspective. The report shall be based on scientific sources. The report shall contain a clear and logical line of reasoning. Observe that reports that limit the topic to a specific subject tend to be better because of the focus of the discussion. The report shall contain at least 15 pages, but not more than 25.

A discussion about the substance and formal requirements of the reports will be held on 20 April, during which you will also be divided into groups for the examination. A reasonable size of one group is 2-3 students.

The deadline for submission of the report is 20 May by 5 pm. The report is submitted via email to sanna.wolk@jur.uu.se.

The oral exam takes places on 25 May.

The following components of the report are assessed:

- Contents and structure of the report (do the topic, questions and discussion hang together? Is the discussion qualitative? etc.)
- Relevancy and use of sources (Are the sources academic? How are they used? Are own observations offered in the discussion? etc.)
- Layout and formalities (does it look aesthetically good? Is proper language used? etc.)
- Overall impression

During the oral presentation of the report, the groups are free to choose how they will present the report, i.e. using PowerPoint or other means. Please note that the oral presentation gives students a good chance to revise the written report where they feel it was submitted incomplete. This will carry value during marking.

SCHEDULE

Date(s)	Begin	End	Type	Location	Staff	Description
24 March	13:00	15:00	FRLS	D3	Wolk	Introduction to Media Law
25 March	13:00	17:00	FRLS	V3	Szkalej	- Contract Law - Companies in the Law

Date(s)	Begin	End	Type	Location	Staff	Description
30 March	13:00	17:00	FRLS	V3	Lundstedt	E-commerce
01 April	13:00	17:00	FRLS	V3	Wolk	Copyright

Date(s)	Begin	End	Type	Location	Staff	Description
13 April	13:00	17:00	FRLS	E2	Szkalej	Openness & Secrecy

Date(s)	Begin	End	Type	Location	Staff	Description
20 April	13:00	16:00	SEM	Q33	Wolk	a. Seminar 1 – IPR b. pro-examination seminar

Date(s)	Begin	End	Type	Location	Staff	Description
27 April	13:00	17:00	FRLS	E2	Arnerstål	Marketing Law and Unfair Competition

Date(s)	Begin	End	Type	Location	Staff	Description
04 May	13:00	17:00	FRLS	V3	Szkalej	Privacy & Legal Processing of Personal Data

Date(s)	Begin	End	Type	Location	Staff	Description
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11 May 2014	13:00	16:00	SEM N	L52	Wolk	Seminar 2 – Marketing Law
13 May 2014	10:00	12:00	FRLS	E2	Arberst ål	Trademark

Date(s)	Begin	End	Type	Location	Staff	Description
18 May	13:00	15:00	OVNG	V3	Wolk	Summary

Date(s)	Begin	End	Type	Location	Staff	Description
25 MAY	08:00	18:00	FRLS	L52	Wolk	Examination