Zig Zag Education

2024 specification
first assessment 2025

Course Companion

for T Level in Media, Broadcast and Production

Content Area 6: Professionalism and Ethics

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Contents

Teacher's Introduction

This Course Companion covers **Content Area 6: Professionalism and Ethics** of the Pearson T Level Technical Qualification in Media, Broadcast and Production (Level 3). The aim of this resource is to guide students through the core content, providing them with in-depth information that covers each of the specification points. This resource aims to provide students with the underpinning knowledge and skills that will help them succeed in the core assessment components, specifically the core examination written paper and core skills assessed as part of the Employer Set Project related to content area 6: Professionalism and ethics in:

- Core Skill 5 (CS5) – Working collaboratively with others
- Core Skill 6 (CS6) – Reflective practice

For clarity and ease of use, the content of this Course Companion matches the order of the specification points:

CK6.1	*The principles of professional codes and standards and how they are applied within the creative industries*
CK6.2	*Common ethical dilemmas individuals and organisations may face within the creative industries*

Throughout the resource, there are key features to keep an eye out for:

Key terms list *used to draw students' attention to various keywords throughout the unit.*

Did you know?
Provides further information and additional content to inspire students.

Research tasks
Inspire further research and stretch and challenge higher-ability students.

Case study
Help students to apply the issues identified in the resource to real-world scenarios.

Activity
Activities engage the students' brains and encourage application of knowledge.

Quick questions
Help students recap their knowledge, and will ensure that they have understood what they have read.

Remember!
Always check the exam board website for new information, including changes to the specification and sample assessment material.

General competencies covered:

General English competencies:
- **E2** Present information and ideas
- **E3** Create texts for different purposes and audiences
- **E4** Summarise information/ideas
- **E5** Synthesise information
- **E6** Take part in/leading discussions

General maths competencies:
- **M5** Process data
- **M6** Understand data and risk
- **M10** Optimise work processes

General digital competencies:
- **D1** Use digital technology and media effectively
- **D3** Communicate and collaborate
- **D4** Process and analyse numerical data
- **D5** Be safe and responsible online

Some of the activities can be completed using either computers, mobile phones or tablets to aid students' research, and/or can be completed outside of the classroom as homework.

Given the amount of content that teachers are required to cover in the guided learning hours, we advise that case studies are used for homeworks. You may also wish to set associated tasks with these that students can bring to the next lesson (e.g. summarise the case study into three key takeaways, find a similar case study of your own).

Suggested answers for all activities, research tasks and quick questions can be found at the end of this Course Companion in addition to a glossary of key terms for easy referencing when studying. Answers are indicative only – you can decide whether to hand these out to students or use them to support your teaching.

April 2025

6.1.1 Confidentiality

Learning objectives checklist

- ❑ Understand the principles of confidentiality and how they apply within the creative industries
- ❑ Recognise the benefits and challenges of maintaining confidentiality in professional settings
- ❑ Apply knowledge of confidentiality principles to real-world scenarios in media, broadcast and production
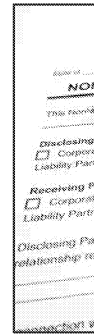
Confidentiality in the creative industries

Professional codes and standards are the backbone of ethical and effective practice within the creative industries. These guidelines serve as a framework for professionals, ensuring that their conduct aligns with accepted ethical principles, maintains the highest standards of quality, and protects the interests of all **stakeholders**, including clients, audiences, and the broader public.

In the creative industries – encompassing fields such as media, broadcasting, film production, advertising, and design – the nature of the work often involves dealing with sensitive information and intellectual property. This could include anything from confidential client briefs and unreleased marketing campaigns to scripts, storylines, and personal data. The collaborative nature of these industries means that many individuals, teams partners may need access to this sensitive information. Therefore, understandir codes and standards is not just about following rules; it's about safeguarding the and partners place in creative professionals.

One of the most significant areas governed by these professional codes is **confid** to the obligation of professionals to protect sensitive information from unauthor the creative industries, where the premature release or leakage of information c including legal action, financial loss, and reputational damage.

Confidentiality in the creative industries

Confidentiality involves several key practices to ensure that sensitive informatior Creative organisations must comply with legal frameworks such as the General [(GDPR) in the UK and EU, which dictate how personal information should be coll Adherence to these regulations is essential to avoid legal penalties and maintain **agreement (NDA)** is a legal contract that binds a party to confidentiality by restr certain information to third parties. NDAs are commonplace in the creative indu and sensitive information during collaborations, ensuring that all parties involver maintain secrecy. **Informed consent** is the process of ensuring that individuals u their personal information will be used. This is particularly important in media p footage involving individuals must be handled with care to protect their privacy

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Confidentia
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Non-disclos
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Examples of NDA usage in the creative industries

Film production

During the production of a film, all cast and crew members are typically required prevent them from sharing plot details, character developments, or any other ser public or the media before the official release. This helps to maintain the elemen protects the film's commercial viability.

Advertising campaigns

When an advertising agency is working on a new campaign for a high-profile brand, NDAs are often used to ensure that details of the campaign – such as slogans, visuals, and strategies – are not leaked to competitors or the public before the official launch. This ensures that the brand's message remains controlled and impactful upon release.

Did you
In 2016, the
Standards /
new guideli
obtain expl
using any p
ads. This mc
effort to en
protect con:
advertising

Product launches

In the technology and gaming industries, NDAs are commonly used when developing new products or software. For example, when designing a new smartphone or video game, creative teams, external consultants, and even focus group participants might be require that could give competitors an unfair advantage or spoil the excitement of the o

Content development in media

In television and broadcasting, NDAs might be used when developing new show: and other creative professionals involved in the process may be required to keep and production details confidential until the network is ready to make an official

Professional codes and standards, especially those related to confidentiality, are integrity and success of projects within the creative industries. By adhering to p obtaining informed consent, creative professionals can protect sensitive informa clients and collaborators, and avoid potentially devastating legal and financial cc not only ensure compliance with legal requirements but also uphold the ethical : to any successful and respected creative work.

Activity

Choose one of the scenarios involving confidentiality in media or production. Dis confidentiality, considering measures such as NDAs, data encryption and restricte

Scenarios:
- A documentary team working on whistle-blowers
- A media company developing a high-profile product launch ad campaign
- A broadcast team covering an exclusive story involving a public figure

Case study

The *News of the World* phone hacking scanda[l]

News of the World, a popular British tabloid owned by Rupert Murdoch's News Co[rporation]
sensationalist journalism and large readership. However, in the early 2000s, the ne[wspaper]
centre of one of the most significant media scandals in UK history when it was reve[aled]
with private investigators hired by the paper, had been illegally hacking into the v[oicemails of]
individuals to obtain private information.

Initial reports of phone hacking emerged in the mid-2000s, focusing on high-profile in[dividuals like]
the royal family, celebrities, and politicians. However, the scandal took a darker turn[when it was revealed]
that the newspaper had also hacked the voicemail of Milly Dowler, a 13-year-old m[urder victim who went]
missing. The revelation that *News of the World* had not only violated the privacy of t[he]
interfered with a police investigation and added to the anguish of a victim's family le[d]

Impact and consequences

The public was shocked and angered by the extent of the hacking, particularly when[it was revealed that the]
paper had targeted ordinary people and victims of crime, not just public figures. Ad[vertisers pulled their]
ads, and readers boycotted the newspaper. Several journalists and editors associat[ed with the paper faced]
criminal charges. Andy Coulson, a former editor of *News of the World* and later the[communications director]
for Prime Minister David Cameron, was convicted of conspiracy to intercept voicema[il.]
Other journalists and private investigators involved also faced legal consequences, t[hough some, like Rebekah]
Brooks, were acquitted. News Corporation was forced to pay out millions of pounds[in settlements to victims of]
phone hacking, including celebrities, politicians, and ordinary citizens whose privacy [had been violated.]

Facing mounting pressure and public backlash, Rupert Murdoch made the decision [to close *News of the*]
World in July 2011. The paper had been in circulation for 168 years, but the scan[dal meant its]
reputation was irreparable. In response to the scandal, the UK government launche[d the Leveson Inquiry, a]
public investigation into the culture, practices, and ethics of the British press. The in[quiry examined not only the]
phone hacking scandal but also broader issues of media regulation, privacy, and t[he relationship between the]
press and the public. The Leveson Inquiry's report, published in 2012, recommende[d the creation of an independent]
regulatory body to oversee the press, with the power to impose fines and demand[corrections. These]
recommendations sparked debate over press freedom versus the need for account[ability and the]
necessity of ethical journalism and the protection of privacy.

Key takeaways

- The phone hacking scandal resulted in significant legal repercussions for those[involved, including]
  convictions for key figures. News Corporation faced substantial financial pen[alties through]
  legal settlements and the loss of advertising revenue due to the scandal.
- The scandal prompted a national and international conversation about media[ethics and the]
  scrutiny of journalistic practices. The Leveson Inquiry's recommendations aime[d to protect]
  privacy in the future and emphasised the importance of responsible journalism[.]
- The scandal severely damaged public trust in the media, particularly in tabloi[d journalism.]
- It highlighted the dangers of prioritising sensationalism and profit over ethica[l considerations and respect]
  for individuals' privacy.
- The closure of *News of the World* marked a significant moment in British medi[a history and demonstrated the]
  potentially catastrophic consequences of unethical journalistic practices. The s[candal serves as a cautionary]
  tale about the importance of adhering to professional codes and standards, [particularly regarding]
  confidentiality and privacy.

This case study serves as a powerful example of how violations of confidentiality c[an lead to legal,]
financial, and reputational consequences, not only for individuals but for entire org[anisations, and]
the broader impact such scandals can have on public trust and the regulatory land[scape.]

Research task

Research a recent case where a breach of confidentiality occurred within the creat[ive industries,]
focusing on the consequences for the individuals and organisations involved. Write[a summary of the]
incident, the impact it had, and the measures taken to address it.

Quick questions

1. What is confidentiality? Suggest two reasons why confidentiality is important in[the creative industries.]
2. Explain the purpose of a non-disclosure agreement (NDA).
3. What does informed consent involve, and why is it necessary?

Discussion

Discuss the challenges of maintaining confidentiality in the digital age, where infor[mation can be easily]
shared and leaked online. How can creative professionals balance the need for ope[nness and collaboration]
with the necessity of protecting sensitive information?

Learning objectives checklist

❑ Recall the key principles of data protection and organisational security within the creative industries

❑ Understand the benefits and challenges of adhering to professional codes and standards related to data management

❑ Apply knowledge of these principles in various contexts within the media, broadcast and production sectors

The importance of data management and protection in tl

In the creative industries, where innovation and creativity are the driving forces, the role of professional codes and standards in data management and protection cannot be overstated. These industries often deal with a vast array of sensitive data, including personal information, intellectual property, and confidential project details. As such, adhering to established codes and standar compliance; it's fundamental to maintaining the ethical and professional integrit

Data protec
guidelines th
and security

Data management and protection are essential components of any creative proj frequently involves collaboration across various teams, sometimes spanning mul jurisdictions. This complex environment necessitates a robust framework for m remains accurate, secure, and available whenever needed. The integrity of data completeness, which is crucial in creative projects where even minor errors can consequences. For example, a corrupted or incomplete file can derail a project

Confidentiality is another critical aspect, especially in industries such as media, b where leaking sensitive information, such as upcoming show scripts or proprieta impacts on a company's reputation and financial standing. Professionals must ir measures to protect this data from unauthorised access, which includes everyth protection to advanced encryption techniques.

Availability ensures that data is accessible when needed, which is vital in fast-pac where delays can lead to missed deadlines and opportunities. For example, duri a film, all team members must have timely access to the necessary files to ensur schedule. Proper data management systems must be in place to facilitate this, v accessibility does not compromise security.

Compliance with data protection principles

One of the foundational elements of professional conduct in data management i **protection principles**. These principles are laid out in laws and regulations such 2018 and the EU's General Data Protection Regulation (GDPR). These laws requi collected and used fairly, stored securely, and not disclosed unlawfully. This me must be meticulous in how they handle data, ensuring that they obtain proper c collecting their data and that they use the data only for the purposes for which i

For example, a production company collecting personal information from cast me is stored securely and only accessed by authorised personnel. They must also ens purposes related to the production and not for unrelated activities, which could b

Organisational security procedures

In addition to complying with legal requirements, creative professionals must also adhere to **organisational security procedures**. These procedures are internal policies and practices designed to protect data from threats such as cyberattacks, unauthorised access, and data breaches. Implementing strong security protocols, such as access controls, ensures that only authorised individuals can access sensitive data. This might involve using multi-factor authentication (MFA), regular password changes, and restricting access to certain data based on an individual's role within the organisation.

For example, a video editing team might have access to raw footage, but only the legal and HR departments would have access to contract details or personal information of the talent involved. Regular audits of these access controls and security measures are necessary to identify potential vulnerabilities and ensure complian

The appropriate sharing and archiving of data

Another critical aspect of data management in the creative industries is the app
of data. In collaborative projects, data often needs to be shared between differe
This sharing must be done securely to prevent unauthorised access or leaks. Usi
channels, secure file transfer protocols (SFTP), and digital rights management (D
to ensure that data is shared safely.

Archiving is equally important, especially for industries that rely on long-term ac
Proper archiving ensures that data is preserved in a secure and organised manne
when needed, without compromising its integrity. For example, a media compa
edited versions, and final cuts of a project, along with associated contracts and c
they can easily reference past work or comply with legal obligations.

Benefits and challenges of adhering to codes and standards

Adhering to these professional codes and standards offers numerous benefits, including legal compliance, enhanced trust with clients, and the protection of intellectual property. When clients and collaborators know that a company follows strict data protection protocols, they are more likely to engage in long-term partnerships, knowing their information is safe.

However, there are challenges as well. Navigating complex legal requirements can be daunting, particularly for smaller companies that may not have dedicated legal or IT teams. Implementing stringe
resource-intensive and may sometimes feel at odds with the need for creative fr
restrictive access controls could slow down the creative process or cause frustra
Balancing these needs requires careful planning and ongoing adjustments to sec

The creative industries are increasingly reliant on data, making effective data ma
essential. Adhering to professional codes and standards in these areas not only
requirements but also helps build a reputation for reliability and trustworthines;
implementing best practices for data use, **storage**, **access**, sharing, and archiving
protect their work, their clients, and their organisations from the risks associatec
This approach ultimately supports the sustainability and success of creative ente
rapidly evolving industry.

Activity

Identify three ways in which data could be improperly handled in a media prod
suggest strategies to mitigate these risks.

Case study

Adobe Data Breach (2013)

In October 2013, Adobe, a leading software company known for its Creative Clou
suffered a major data breach. The breach compromised the accounts of approxim
making it one of the largest security incidents involving a subscription service at the

Hackers gained unauthorised access to Adobe's systems and stole a vast amount of
encrypted passwords, credit card information, and login credentials. In addition to
also accessed and stole the source code for several Adobe products, including Adc
others. The breach had significant repercussions for both Adobe and its users:

❶ User data exposure
The compromised data included usernames, email addresses, encrypted passwords
information. Although the passwords were encrypted, the encryption method was f
easier for hackers to crack the passwords.

❷ Reputational damage
Adobe faced severe criticism for its security practices, particularly the method used
The breach also led to a loss of trust among users, many of whom rely on Adobe's
and professional work.

❸ Financial penalties and lawsuits
Adobe faced multiple lawsuits from affected customers, leading to legal costs and set
breach resulted in the company offering credit monitoring services to affected users a

Lessons learned:
- The breach highlighted the importance of using strong encryption methods for
  passwords. Inadequate encryption can leave user data vulnerable even if it's
- The breach emphasised the need for regular security audits and updates to se
  for companies managing large-scale subscription services.
- Companies must also educate users on creating strong, unique passwords and
  reusing passwords across different services.

Relevance to the creative industries
Adobe's Creative Cloud is a widely used subscription service in the creative industr
professionals for software such as Photoshop, Illustrator, and Premiere Pro. This br
reminder of the importance of data security in subscription services, particularly the
professionals in media, broadcast, and production. Ensuring the security of user do
customers but also maintains the trust and integrity of the service provider in the co

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Research task

Research how a major UK-based media company manages data protection an
What measures do they have in place to ensure compliance with the Data Prote
Present your findings in a short report.

Quick questions

1. Explain the main principle of data protection that creative industry profess
2. Describe a scenario where poor data management could lead to legal issue
3. How can organisations ensure that only authorised personnel have access

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Discussion

Discuss how the balance between creative freedom and strict data manageme
in a fast-paced production environment. What are some strategies to ensure c
stifling innovation?

6.1.3 Work ettiquette

Learning objectives checklist

❑ Recall the principles of professional codes and standards relevant to the creative industries
❑ Understand the benefits and challenges of adhering to these principles within the context of media, broadcast and production
❑ Apply this knowledge to different scenarios and contexts within the creative industries

Work etiquette in the creative industries

Work etiquette refers to the standards of conduct and behaviour expected in a professional environment. It encompasses how individuals present themselves, communicate, and interact with others, as well as following workplace policies and protocols.

In the creative industries, where collaboration and innovation are essential, work etiquette plays a crucial role in ensuring projects run smoothly and safely. Key aspects such as **appropriate dress and personal protective equipment (PPE)** ensure that individuals are prepared for tasks while prioritising safety. **Effective communication** is vital for maintaining clarity and reducing errors, especially in fast-paced environments. **Professional behavi** respectful workplace culture, while **compliance with health and safety protocol** ensures everyone's well-being. Lastly, maintaining a positive **attitude and profe** and commitment, which are crucial for building trust and delivering high-quality

Work etiquette encompasses a range of behaviours, practices, and standards th and professional environment. These are:

Work etique
norms and k
professional

Personal pr
gear and cl
exposure to

Health and
and proced
accidents ar

✎ Appropriate dress and personal protective equipment (PPE)

What does this mean? The way individuals dress in the workplace directly refle professionalism, and respect for safety protocols. Wearing task-appropriate clot ready for their roles and can perform them safely and efficiently. Proper PPE, su harnesses, reduces the risk of injuries when working in hazardous environments PPE requirements can result in accidents, reduced productivity, and a lack of cre shoes on a film set can lead to severe injuries when handling heavy equipment.

Consider this scenario...
On a film set, a lighting technician arrives wearing steel-toed boots, a hard hat, a This attire is not only in line with the studio's dress code but also essential for th hazards of working around heavy equipment and electrical wiring. This professio commitment to safety and preparedness, setting a positive example for other cr

In contrast, consider a camera operator who shows up on set wearing casual, loc toed sandals. This choice of attire is not only unprofessional but also dangerous accidents, such as tripping over cables or dropping heavy equipment on unprote safety protocols reflects poorly on the individual and can lead to delays or even i

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✋ Appropriate communication

What does this mean? Clear and effective communication is critical to any succe
fast-paced or high-stakes environments. Using concise and professional languag
understood, reducing errors and streamlining processes. For example, during a
as 'Camera 1, focus on the main speaker in 3 seconds' are much more effective t
'Get ready'.

Consider this scenario...
During a live broadcast, the director maintains clear and concise communication
headsets. They use technical terms that the team is familiar with, ensuring ever
and responsibilities. For example, the director might say, 'Camera 3, prepare fo
giving the camera operator clear instructions and time to adjust. This level of pr
broadcast runs smoothly and without unnecessary errors.

On the other hand, imagine a scenario where a director on the same live broadc
vague instructions such as 'Get ready' without specifying what action is needed
are addressing. This lack of clarity can lead to confusion, missed cues, and a disj
cases, the director might even use technical jargon that is unfamiliar to newer te
complicating the situation. This approach undermines the effectiveness of the t
broadcast's quality.

What about dealing with internal and external stakeholders?
Effective communication is essential for maintaining clarity, reducing errors, and
relationships with both internal and external stakeholders. Professional and cou
clients, suppliers, and partners reflects positively on the organisation. Respondi
addressing client concerns with empathy helps build trust and strengthen relatio
unprofessional responses can damage both team morale and external partnersh

✋ Appropriate training requirements to meet job specifications

What does this mean? Training equips employees with the skills and knowledge
Providing role-specific training ensures that employees are competent and confi
For example, training a lighting technician on the safe handling of electrical equi
and safety. Lack of adequate training can lead to errors, decreased productivity,
camera operator, for example, may mishandle equipment, resulting in costly rep

Consider this scenario...
A new production assistant is hired for a film set. Before starting, they complete
programme covering equipment handling, set etiquette, and health and safety p
assistant quickly adapts to the fast-paced environment, confidently performs tas
and assisting with props, and avoids accidents by following safety procedures. T
efficiency and safety of the entire production team.

Alternatively, a camera operator is assigned to handle a new high-tech drone ca
training. During filming, they struggle to operate the equipment, accidentally da
misjudging its controls. The incident results in costly repairs, delays in filming, a
The lack of training not only impacts productivity but also undermines the opera
future responsibilities.

✋ Appropriate behaviour in the workplace

What does this mean? Professional behaviour promotes a respectful and harmo
contributing to team morale and overall productivity. Behaviours such as punctu
constructive feedback encourage collaboration and respect among colleagues. /
perspectives and encourages open dialogue creates a positive culture where em
Disrespectful actions, such as interrupting others or dismissing ideas, can breed
teamwork. Over time, such behaviour can lead to a toxic workplace environmer

Consider this scenario…
A production manager in a media company consistently arrives on time for meet
colleagues, and provides constructive feedback. They avoid interrupting others,
ensure that everyone has the opportunity to contribute. This behaviour contribu
environment where team members feel valued and motivated to collaborate eff

In contrast, a sound engineer who frequently arrives late, interrupts colleagues,
creates a toxic work environment. Their behaviour not only disrupts workflow b
reduced morale among the team. Over time, this can result in decreased produc
collaboration, making it difficult to achieve project goals.

✋ Attitudes and compliance with risk management and health and

What does this mean? Following safety regulations is fundamental to protectin
and ensuring smooth operations. Safety briefings and following protocols preve
maintain operational continuity. For example, a production team following guid
equipment ensures that no one is exposed to unnecessary risks. However, ignor
skipping briefings or working without proper equipment, can result in serious ac
A single incident can halt production and damage the organisation's reputation.

Consider this scenario…
Before starting a day of shooting on location, a film crew holds
a safety briefing led by the production manager. They review
the site-specific risks, such as uneven terrain or nearby water
hazards and ensure that everyone understands the necessary
precautions, such as wearing life jackets when working near
water. Following the health and safety protocols helps
prevent accidents and ensures that the shoot can proceed
without incident.

Did you k
Many creativ
such as film-m
undergo spec
health and sa
the UK, medic
location might
risk manager
identify and r

On another set, the crew skips the safety briefing due to time constraints and so
of specific hazards such as exposed electrical wiring or unstable scaffolding. This
protocols leads to a serious accident, where a crew member is injured due to ste
platform. The resulting delays and legal implications could have been avoided if
were followed.

Risk manag
identifying,
threats to ar
and earning

✎ Attitude and professionalism

What does this mean? A positive and professional attitude reflects an individua
their respect for colleagues and clients. Professionals who remain calm under pi
feedback, and demonstrate flexibility inspire trust and confidence. For example,
last-minute client changes with grace reinforces their reliability and strengthens
Expressing frustration or resistance to feedback can erode team cohesion and di
Clients sensing negativity may question the organisation's ability to deliver quali

Consider this scenario…
An editor working on a tight deadline remains calm and focused, even when face
requested by the client. They maintain a positive attitude, communicate any po
promptly, and work diligently to meet the revised deadline. Their professionalis
their reliability and strengthens the client's trust in their abilities.

In a similar situation, another editor reacts poorly to the client's changes, expres
criticising the revisions in front of colleagues. Their negative attitude not only af
also creates a hostile work environment. The client, sensing the editor's relucta
may lose confidence in the team and reconsider future collaborations.

These examples highlight how appropriate work etiquette can lead to a more eff
environment in the creative industries, while inappropriate behaviour can have
By maintaining professionalism, from dress and communication to behaviour an
individuals not only contribute to the success of their projects but also build a st
within their industry.

Activity

Imagine you are on a film set where multiple departments, e.g. lighting, sound ar
together. Describe a scenario where poor communication could lead to a proble
professional codes and standards could prevent this issue.

Case study

The *Rogue One* reshoots and professional etiquette in film

Rogue One: A Star Wars Story, a major blockbuster produced by Lucasfilm and relea
faced significant production challenges that required extensive reshoots. These challe
issues with communication and professional etiquette on set. This case study provides i
clear communication, stakeholder management, and adherence to professional standc

During the production of *Rogue One*, initial test screenings of the film revealed that
not align with the broader *Star Wars* franchise. This feedback led to a decision to
which were managed by a different director than the one who oversaw the originc
Tony Gilroy was brought in to help guide the reshoots.

Several issues arose relating to work etiquette and professional codes:

- There were reported communication breakdowns between the original directc
  Lucasfilm executives. Edwards had a more independent and artistic approacl
  wanted to ensure the film met the expectations of the *Star Wars* brand. This
  not effectively communicated, leading to significant delays and the need for i
- The introduction of a new director for the reshoots led to tensions on set. The c
  changing directions and expectations, which created an environment of uncertc
  communication between the two directors and the production team caused cont
- The shift in directorial leadership during the reshoots created challenges in mc
  production environment. The crew had to adjust to different working styles ar
  strained professional relationships and impacted the workflow.

Impact on the production

The reshoots significantly increased the production budget, adding tens of millions
This was a direct result of the initial miscommunication and the need to bring in a ne
parts of the film. The reshoots led to delays in the post-production schedule, requir
re-edit the film and ensure that it aligned with the intended vision of the franchise.
Rogue One was ultimately successful, receiving critical acclaim and performing wel
However, the process highlighted the importance of maintaining professional stand
communication in large-scale film productions.

Lessons learned

This case study highlights the critical role of professional work etiquette, especially
productions. Key lessons include:

- Ensuring that all stakeholders, from directors to production crew, are aligned
  crucial to avoid costly delays and reshoots.
- Properly managing transitions and changes in leadership can prevent disruptic
- The ability to adapt to new directions and maintain professionalism is essenti
  environment of film production.

Research task

Choose a specific role within the media, broadcast and production industries, e
sound engineer. Research the professional codes and standards related to this
appropriate training requirements and health and safety protocols. Prepare c
findings and how these standards impact daily work activities.

Quick questions

1. Why is appropriate dress important in the workplace, especially in media pr
2. List three examples of how risk management might be applied on a produ
3. Give at least two benefits of using technical terms appropriately when cor
   internal stakeholders.

Discussion

Discuss a scenario where a media production was disrupted due to a lack of adhe
Consider aspects such as appropriate communication, risk management, and h
How could following professional codes and standards have changed the outcc
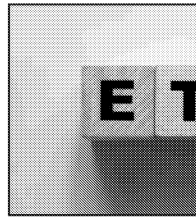
Learning objectives checklist

❑ Understand the principles of professional codes and standards in the creative industries
❑ Identify the benefits and challenges of adhering to these principles
❑ Apply ethical considerations to various contexts within media, broadcast and production

E T

Ethical practices in the creative industries

Ethical practice is foundational to the integrity and success of the creative industries, which encompass media, broadcast, production, and other related fields. In an industry where creativity, innovation, and storytelling are central, the ethical conduct of professionals plays a vital role in ensuring that these activities are carried out in a manner that is responsible, fair, and respectful to all stakeholders.

Professiona
guidelines a
govern prof
specific indu

Professional codes and standards

Professional codes and standards serve as the backbone of ethical practice. The expectations that govern the behaviour and decisions of individuals and organisa They are designed to ensure that professionals operate with integrity, transpare and moral principles. By adhering to these standards, creative professionals can balancing artistic freedom with ethical responsibilities. For example, profession as the fair treatment of collaborators, the accuracy and honesty of content, and harm to audiences and participants. These standards also encourage profession impact of their work on society, promoting practices that support social justice, and cultural sensitivity.

Impact on society, environment, and people

Ethical practice in the creative industries is not just about following rules – it's ak positively impact society, the environment, and the people involved in or affecte This holistic approach ensures that the work produced is not only of high quality well-being of communities and the preservation of the environment. For examp media companies must consider how their work portrays different communities harmful stereotypes, or the influence their content might have on public opinior environmental impact of production activities, such as the sourcing of materials filming operations, must be carefully managed to minimise harm and promote s

Building trust and relationships

Ethical practice is crucial in building and maintaining trust within the creative inc of all professional relationships – between employers and employees, producers audiences. When professionals consistently act with integrity and respect, they are essential for successful collaborations and long-term partnerships. Upholdin the reputation of the creative industry as a whole. A strong reputation for ethic investors, and audiences who value integrity and responsibility. It also helps pro and legal issues that can arise from unethical behaviour, such as exploitation, mi environmental damage.

Ethical practice in media, broadcast and production

In the specific context of media, broadcast and production, ethical practice covers several critical areas that must be addressed at every stage of a project.

➡ **Ethical sourcing of resources and materials**
   The **ethical sourcing** of resources is a key aspect of ethical practice in production. This involves ensuring that all materials used in production – from props and costumes to technology and raw materials – are obtained in a manner that is sustainable, fair, and respectful of workers' rights. For example, sourcing wood for set construction from suppliers who practise sustainable forestry, or ensuring that electronic equipment is produced without exploiting labour, reflects a commitment to ethical standards.

➡ **Protection of vulnerable people**
   The protection of **vulnerable people** is another crucial area of ethical practice. In media production, this often involves working with children, individuals with disabilities, or those from marginalised communities. Ethical practice requires that these individuals are treated with extra care, ensuring that their participation is voluntary, informed, and safe. This includes obtaining proper consent, providing appropriate working conditions, and offering psychological support when necessary.

➡ **Support for talent and contributors in pre- and post-production**
   Talent and contributors play a central role in creative projects, and supportir

   • **Pre-production:** Clear and well-structured contracts should outline role and compensation, ensuring all parties understand and agree to the te agreements establishes trust and creates a solid foundation for collabc may also involve providing talent with access to rehearsals, briefings, o for their roles.
   • **During production:** Ensuring a safe and respectful working environmer maintaining reasonable working hours to prevent burnout, offering nu and providing access to medical support if needed. Mental health resc support groups, can be made available to address stress or emotional c production. Clear channels for communication allow talent and contrit help when required.
   • **Post-production:** After a project is released, talent and contributors m increased public attention, criticism, or stress related to their portrayal production support involves helping talent manage their public image, or a spokesperson if necessary. Ensuring proper recognition through a acknowledgment establishes goodwill and respect. In cases where the public attention, offering counselling or legal support may be necessar these situations.

   Providing this ongoing support demonstrates a commitment to the well-bei fostering positive relationships and ethical standards. It ensures that talent and protected throughout their involvement in the project.

Embedding ethical considerations in decision-making and operations

Ethical principles should be integrated into every stage of production, influencing how decisions are made and how operations are run. This includes:

- **Considering the impact on society and the environment**
  Decisions should factor in how creative work affects people and the planet. For example, will the project promote positive social values? Is the environmental impact minimised through sust
- **Developing and regularly updating ethical guidelines**
  Production teams should have clear ethical guidelines in place. These shoul
  regularly to address emerging challenges and ensure ongoing alignment wit
- **Providing training and resources**
  Staff and teams should be trained to understand and implement ethical prir
  include workshops, case studies, and access to resources that highlight the
  creative process.
- **Integrating ethics into key decisions**
  Whether deciding on a storyline, selecting a location, or choosing collabora⌐
  guide choices. This ensures that the content aligns with values of fairness, i
- **Establishing accountability mechanisms**
  Clear processes should be in place to address ethical concerns. This could ir
  or creating a confidential reporting system for team members to voice conc

Embedding these considerations ensures that ethical practice becomes a core pe
just an afterthought, and helps build a culture of responsibility and respect withi

Corporate social responsibility (CSR)

Corporate social responsibility (CSR) is about ensuring that a company's actions
and the environment. In media and production, CSR might include:

- Reducing the carbon footprint of filming by using renewable energy, recyclin
- Promoting diversity in casting and hiring practices, ensuring that opportunit
  range of individuals
- Supporting local communities by hiring local crew, using local resources, or cc

These practices demonstrate that the company is committed to making a positiv
it produces.

Balancing artistic and commercial goals with ethical responsibilities

Artistic excellence and commercial success are often the goals of creative projec
compromise ethical responsibilities. Professionals must find a balance by:

- Pushing creative boundaries in ways that respect social and cultural values
- Avoiding harmful stereotypes or messages that could negatively influence a
- Ensuring that commercial strategies, such as advertising partnerships, align

This balance ensures that the final product is not only successful but also meanir
contributing positively to society and culture.

Activity

Consider a recent media project you are familiar with, such as the TV series *Big*
Identify one ethical issue that might have arisen during its production.
How could the principles of professional codes and standards have addressed th

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Case study

ITV's commitment to mental health in reality TV pro[...]

ITV, one of the UK's leading television networks, has long been known for its p[...]
including *Love Island* and *The Jeremy Kyle Show*. However, these shows have al[...]
significant controversy, particularly concerning the mental health and well-bein[...]
intense public scrutiny, media exposure, and the high-pressure environment of r[...]
participants, sometimes leading to severe psychological distress.

The issue gained widespread attention following the tragic suicides of two forn[...]
Sophie Gradon and Mike Thalassitis, and a guest on *The Jeremy Kyle Show*. Th[...]
national conversation about the ethical responsibilities of broadcasters in prote[...]
reality TV participants. In response to the growing concerns, ITV undertook a t[...]
policies and practices regarding participant welfare. The network recognised [...]
approach to mental health support and implemented several key measures:

➡ Before participants are selected for shows such as *Love Island*, they are n[...]
comprehensive psychological assessments. These evaluations are conducte[...]
health professionals who assess the individuals' mental health history, resili[...]
with the pressures of reality TV. This step ensures that only those who are [...]
for the experience are chosen, reducing the risk of mental health crises du[...]

➡ ITV has introduced on-site mental health professionals available to partici[...]
process. These professionals provide ongoing support, offering a safe sp[...]
their feelings, cope with stress, and address any emerging mental health c[...]
crucial in helping participants manage the emotional highs and lows of be[...]
dealing with the interpersonal dynamics of reality TV.

➡ Recognising that the end of filming does not mark the end of the participa[...]
committed to providing long-term aftercare. This includes regular check-in[...]
professionals and access to counselling services for as long as the particip[...]
helps participants manage the transition back to everyday life, offering a [...]
media attention and public scrutiny.

➡ In addition to direct support for participants, ITV has also focused on train[...]
recognise signs of mental distress and handle sensitive situations with care.[...]
the importance of ethical decision-making and the duty of care owed to p[...]
well-being of individuals is prioritised throughout the production process.

ITV's actions have been seen as a significant step forward in addressing the et[...]
broadcasters. By embedding mental health support into every stage of the pr[...]
prevent the tragedies of the past from repeating and to set a new standard fc[...]

The case of ITV highlights several important ethical considerations in the creativ[...]

☑ Broadcasters have a responsibility to protect the mental and emotional we[...]
participants. This duty of care extends beyond the duration of the show a[...]
long-term impact on individuals' lives.

☑ Participants must be fully informed of the potential risks involved in reality[...]
consent to these risks with a clear understanding of the support that will be[...]

☑ By investing in mental health support, ITV is not only fulfilling its ethical obl[...]
its corporate reputation. This commitment to social responsibility can help [...]
contribute to the overall well-being of society.

ITV's proactive approach to mental health in reality TV productions serves as a [...]
ethical practices can be integrated into the creative process. The network's cor[...]
comprehensive support to participants reflects a broader industry trend towarc[...]
individuals involved in media productions. As other broadcasters look to these [...]
industry as a whole can move towards more responsible and ethical standards, [...]
entertainment we enjoy does not come at the expense of the well-being of tho[...]

Research task

Choose two different media organisations – one based in the UK and one inter[...]
Research and compare their approaches to ethical practices, particularly focusi[...]
mental health and well-being of participants in their productions.

Guiding questions:
- What specific policies or guidelines does each organisation have in place[...]
- How do these organisations ensure the ethical sourcing of materials and re[...]
- In what ways do they address the protection of vulnerable individuals, suc[...]
  communities, in their content?
- How do they implement corporate social responsibility (CSR) initiatives in [...]

Quick questions

1. Explain how ethical sourcing can impact the reputation of a production cor[...]
   three advantages.
2. Discuss the importance of providing support to contributors pre- and post-[...]
   Provide an example of how this can be implemented.
3. How can embedding ethical considerations in decision-making processes be[...]

Discussion

Discuss the potential challenges of implementing ethical practices in a large-sc[...]
Consider factors such as budget constraints, tight deadlines, and the pressure [...]
How can these challenges be overcome without compromising ethical standar[...]

Learning objectives checklist

❑ Understand the common ethical dilemmas related to compromising on quality within the creative industries

❑ Recognise the impact of these ethical dilemmas on individuals and organisations

❑ Apply this understanding to various contexts within media, broadcast and production
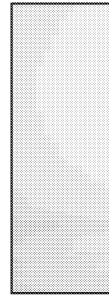
Compromising on quality of a product, content or service i

In the creative industries, maintaining the integrity and quality of a product, content or service is often challenged by various factors. **Ethical dilemmas** arise when individuals or organisations are pressured to **compromise** on quality due to constraints such as time, budget, or client demands. These compromises can significantly impact the final output, affecting the reputation of the individuals or organisations involved and potentially leading to long-term negative consequences. When working within media, broadcast and production, professionals often face situations where they must decide between upholding their **creative vision** and meeting the demands of stakeholders. For example, a production team may

Ethical dile
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moral princi

Compromis
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expense of

Creative vis
goals that d

need to cut corners to meet a tight deadline, or a content creator might be aske
align with a client's commercial interests. These decisions can lead to ethical dil
always clear-cut.

Balancing integrity and external pressures

In the creative industries, professionals often find themselves at the crossroads of
integrity while facing external pressures that can lead to ethical dilemmas. These
broadcasting, film, television, design, advertising, and more, are driven by both art
realities. The challenge lies in balancing these two sometimes conflicting demands
creative industries come from a variety of sources. Clients and stakeholders often
preferences that may not align with the creative vision of the professionals workir
client might request alterations to a design to make it more agreeable for a broade
compromise the originality or integrity of the work. Similarly, a television network
series that is more commercially viable, even if it conflicts with the narrative arc er

Time constraints are another significant external pressure. The pace of work in t
fast, with tight deadlines that leave little room for the meticulous attention to de
work demands. In media and broadcasting, for example, the pressure to meet a
production processes, where compromises on quality become almost inevitable.

Budget constraints also play a crucial role. Creative projects are frequently subje
can restrict the scope of the work. For example, a film director might be forced
complexity of visual effects to stay within budget, potentially compromising the
advertising, agencies might need to balance creativity with cost-effectiveness, w
potential of a campaign.

The ethical dilemma

These external pressures often lead to ethical dilemmas for creative professionals. The core of the dilemma lies in the decision-making process: should they prioritise the integrity of their creative vision, potentially at the expense of client satisfaction, deadlines, or profitability? Or should they make compromises to meet external demands, even if it means diluting the quality or originality of the work?

For example, a graphic designer may face a situation where the client requests a design that is trendy and marketable but lacks the originality and boldness the designer values. The designer must decide whether to push back against the client's request in order to maintain the integrity of the work or to comply with the request to ensure client satisfaction and the project's success. Similarly, in the fi asked by producers to make changes that will make the film more commercially subplot or reducing the film's length to fit more screenings into a day. The direc either compromising the artistic integrity of the film to meet these demands or jeopardising the film's commercial success.

Navigating this tension requires a delicate balance and a strategic approach. On communication. By clearly articulating the value of the creative vision and the p professionals can often persuade clients and stakeholders to support the origina For example, a designer might present multiple versions of a design – one that n another that represents the designer's creative vision – explaining the benefits a Another strategy is to set clear expectations from the outset. By establishing bo importance of quality and integrity early in the project, creative professionals ca significant pressure to compromise later on. This might involve negotiating mor additional resources, or agreeing on creative freedom as part of the project's te

Positives of compromising on quality	Negatives of
❶ Helps meet tight deadlines, crucial for clients, broadcasts, or market launches	❶ Can harm reputa which is hard to r
❷ Reducing project complexity lowers costs, essential when working within budget constraints	❷ Can diminish crea and reduce perso
❸ Meeting client demands, even at the expense of quality, can lead to immediate satisfaction and future work	❸ Short-term cost s satisfaction, lowe term financial los

Creative professionals also need to develop the ability to make tough decisions, away from a project if the compromises required are too great. This is particula reputation and long-term success are closely tied to the quality and originality of a project can be challenging, especially in competitive industries, it can also be n professional's integrity and ensure the sustainability of their career. In the creat between maintaining integrity and responding to external pressures is a constan navigate this complex landscape by balancing their artistic vision with the realiti While compromises are sometimes unavoidable, the ability to manage these eth crucial for sustaining both the quality of the work and the long-term success of t involved. Through clear communication, strategic planning, and a commitment professionals can find ways to uphold the integrity of their work while still meeti

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Activity

'In the creative industries, it is better to meet deadlines than to maintai

Provide an argument supporting this statement and another argument opposing i examples, ethical considerations, and the potential impact on careers and reput

Case study

The BBC's *EastEnders* set revamp controversy

The *EastEnders* set, located at Elstree Studios in Hertfordshire, has been a staple of
show's debut in 1985. By 2018, the set had become outdated, with its original de
evolving landscape of East London or meeting the technical demands of modern te
launched the E20 project, named after the fictional postcode of Walford, with the
The goal was to create a more realistic, larger, and versatile environment that cou
filming and provide a more accurate representation of contemporary East London.

The E20 project was initially budgeted at £59.7 million, with a planned completion
the project progressed, it encountered numerous challenges that caused both costs
control. By 2019, the budget had escalated to £86.7 million, a significant increase
criticism. The delays were attributed to several factors, including the complexity of
that was both weatherproof and capable of withstanding long-term use. Additione
challenges, such as ensuring the set's authenticity while integrating modern filming t
project's difficulties.

In response to these challenges, the BBC faced tough decisions about how to procee
included scaling back the project, cutting corners on construction quality, or realloc
productions. Each of these options carried its own set of risks, particularly concerni
EastEnders production and the potential impact on other BBC programming. The BE
justify the expenditure of public funds on a project that was increasingly viewed as

The escalating costs and delays of the E20 project led to a significant public and m
Critics questioned whether the investment in *EastEnders* was justified, particularly gi
potential for those costs to affect other areas of the BBC's operations. There were
this single project could result in budget cuts to other BBC programmes, potentially
of content produced by the broadcaster. The controversy highlighted the broader
public resources in a way that balances the need for high production values with th
financially cautious. The BBC, funded by the television licence fee paid by UK hou:
only the immediate impact on *EastEnders* but also the long-term implications for its
with the public. The debate raised questions about the prioritisation of resources a
making the right choices in terms of where to invest its funds.

Key lessons:
- **Strategic decision-making** ➡ The need to make difficult decisions that balane
  financial realities
- **Impact on stakeholders** ➡ How decisions in large productions can affect not
  but also other areas of an organisation's output
- **Ethical management of public funds** ➡ The responsibility of publicly funded
  resources effectively while delivering high-quality content

This case study serves as a reminder that ethical dilemmas in the creative industries
trade-offs, where maintaining quality can sometimes conflict with other equally imp
financial stewardship and organisational sustainability.

Research task

Research a recent instance where a creative project in the UK was criticised for cor
Identify the reasons behind the compromise and discuss the impact it had on the inc

Quick questions

1. What are some common reasons individuals or organisations might comprom
   creative industries? Suggest at least three.
2. How can compromising on quality affect the final product or service?
3. What are the potential long-term consequences of consistently compromising o

Discussion

Consider a scenario where a production team is asked to deliver a project in half th
Discuss in groups how they might handle this situation while maintaining the quali
potential ethical dilemmas they might face.

Learning objectives checklist

☐ Understand what constitutes misleading
information in the creative industries
☐ Identify the impact of misleading information on
individuals and organisations
☐ Explore ways to prevent and address
misleading information

Misleading information in the creative industries

In the creative industries, the communication of accurate and
ethical information is fundamental due to the wide-reaching
influence of media, broadcast and production on public opinion
and consumer behaviour. Yet, the pressure to create
compelling narratives, innovative advertising, or standout
content often leads to ethical dilemmas surrounding **misleading
information**. This can take the form of exaggerated claims
about a product's effectiveness, concealing vital details, or
manipulating images and statistics to present false impressions.
For example, an advertisement may digitally enhance a
product's visual appeal, making it seem more effective than it is,
or omit critical information about potential side effects, as seen
in the case of some beauty product ads.

Misleading
incomplete i
deceptive ir

ASA (Adve|
the UK's ind
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Transparen|
about the p|
creative wo|

Deliverable
or services |

The dilemma typically stems from a competitive industry
environment, where standing out from competitors is crucial to
success. Companies may feel pressure to employ aggressive marketing tactics th|
attract attention and boost sales or viewership. These practices can be deliberat|
unintentionally, due to miscommunication or poor management of the content |
regardless of intent, misleading the public erodes trust – a crucial currency in me|

The impact of disseminating misleading information can be profound. For compa|
losses, legal repercussions, and penalties from regulators such as the **Advertising !**
The ASA monitors advertising content across all media in the UK and regularly issu|
ads that are found to mislead consumers. For individuals in the creative process, i|
creators, and production teams, being associated with misleading campaigns can |
reputations. Ethical lapses might lead to career setbacks, especially if they are per|
practices. Therefore, it is the responsibility of both individuals and organisations t|
and clarity when delivering key **deliverables** such as advertising campaigns, TV sho|

Beyond the immediate business impacts, misleading information also affects pul|
professionals. The audience relies on creators to inform, entertain, and educate|
can cause long-term harm to the industry's credibility, potentially leading to incr|
from consumers. Ultimately, the creative industries must balance the need for i|
with the ethical responsibility of providing truthful and reliable information. Thi|
era where audiences are more aware of and sensitive to manipulative marketing|
media literacy and access to information.

Key takeaways:
• Ethical dilemmas arise from the tension between competitive pressure and|
• Misleading information can take many forms, including exaggeration, omiss|
• Both individuals and companies can face consequences such as damaged re|
  loss of consumer trust.
• Regulatory bodies such as the ASA play a crucial role in upholding advertisir|
  consumers from deception.

Ensuring ethical communication is a collective responsibility in the creative industries. By prioritising honesty and transparency, individuals and organisations can build and maintain trust with their audiences, while avoiding the risks associated with misleading information. Misleading information refers to any form of communication that deceives or leads the audience to form a false impression or misunderstanding about a product, service, or content. It can occur in various ways, including:

➔ Exaggerating/overstating the capabilities, benefits, or effectiveness of a product or service. For example, a skincare ad might claim to erase wrinkles when in reality, the product only temporarily masks them.

➔ Leaving out crucial details that would give consumers a full understanding c For example, failing to disclose that a free service comes with hidden costs

➔ Deliberately providing incorrect information, such as claiming that a produc or has undergone rigorous testing when this is not true. In media, this coul or video to create a false impression of quality or performance.

➔ Presenting scientific or consumer data in a misleading way to support claim picking favourable results while ignoring data that does not support the pro skewed portrayal.

➔ Using vague or unclear language that can be easily misinterpreted. This car technically true but designed to imply something more than they actually d up to 80% of users saw improvement without clarifying how significant the

➔ Comparing products in a way that creates a false impression of superiority. product to a competitor's older version or against a low standard to make i

Examples of misleading information in different industries:

• *Advertising*
Claims in advertisements that suggest benefits not supported by evidence c enhance visual appeal beyond reality

• *Media production*
Edited video or photos that mislead the audience about the real experience retouching to make models or locations look unnaturally perfect

• *Content creation*
Articles or reports that omit key facts or skew information to align with a ce public on important issues

In the UK, misleading information in advertising is regulated by the Advertising S ensures that all advertising is legal, decent, honest, and truthful. According to th can harm consumer trust and lead to both legal repercussions and damage to th individual responsible. In general, avoiding misleading information requires trar providing all necessary details so that the audience can make informed decisions

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Activity

Look at three examples of media content (e.g. advertisements, film trailers, and identify any instances where the information provided might be misleading. Thin omission of key details, or overpromising. What are some of the common ways unintentionally mislead their audience?

Case study

Ryanair's misleading advertising in 2008

One of the most well-known cases of misleading information in the UK involved R
In 2008, the Advertising Standards Authority (ASA) ruled against Ryanair for pul
misled consumers about the carbon emissions of air travel compared to rail trave

Ryanair's ad claimed that flying with Ryanair was less harmful to the environment
asserted that Ryanair's aircraft emit half the CO_2 per passenger kilometre than th
– the train. This claim was part of Ryanair's broader marketing strategy to promo
environmentally friendly. However, the ad was widely criticised and led to an inv

The ASA concluded that the information was misleading. They found that the adv
sufficient evidence to back up the claim and that it could give consumers a false i
environmental impact of air travel compared to rail travel. The ASA stated that
overly simplistic and did not take into account other significant factors, such as the
aviation versus rail networks.

As a result, the ASA banned the advertisement, ruling that it breached the CAP Cod
broadcast Advertising) and ordered Ryanair to ensure that future advertisements w

Impact and lessons

This case highlights how misleading information, particularly in advertising, can seve
reputation. Ryanair's claims may have helped it in the short term by drawing atter
term effects included increased public scrutiny and scepticism about the airline's en

It also demonstrates the importance of substantiating claims with credible evidenc
comparisons in advertising are accurate, transparent, and take into account all re
environmental claims (known as greenwashing) are a growing concern, as consum
environmentally conscious. This case serves as a cautionary example of how busi
advertising practices to avoid regulatory penalties, loss of consumer trust, and re

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Research task

Research and identify two more examples where companies or individuals in th
industries were penalised for misleading information. Create a brief presentat
- What misleading information was presented
- How it impacted the company/individual
- What actions were taken to resolve the issue
- What could have been done differently to prevent the situation

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Quick questions

1. Define 'misleading information' and provide an example of how it might ap
   creative industries.
2. How can misleading information impact a company's reputation and finance
3. What role does the Advertising Standards Authority (ASA) play in regulating

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Discussion

Discuss a scenario where a media company is promoting a product launch. The
development and may not have all the features currently being advertised. Wh
of this? How can the company balance generating excitement for the product
with consumers?

Questions for discussion:
- How can companies ensure they are being transparent without jeopardisi
- Should there be consequences for creative professionals who participate i
  content, even if they are just following client instructions?

6.2.3 Inclusion of bias

Learning objectives checklist

☐ Understand the common ethical dilemmas related to bias in the creative industries

☐ Analyse how these dilemmas impact individuals and organisations

☐ Apply knowledge to assess and address bias in various media contexts

Bias in the creative industries

In the creative industries, ethical dilemmas frequently emerge when decisions result in harm to specific groups of people, either intentionally or unintentionally. A prevalent ethical challenge is the inclusion of **bias** within products, content, or services, which can take many forms including gender bias, racial bias, and cultural bias. These biases can lead to negative outcomes such as **stereotyping**, misrepresentation, or exclusion of certain communities.

Influence and responsibility of creative industries

The creative industries – comprising media, broadcast and production – hold significant power in shaping societal perceptions and attitudes. Creators and producers must be acutely aware of the influence their work has on diverse audiences. Whether in advertising, films, journalism, or digital content, biased **representation** can perpetuate harmful stereotypes, marginalise certain groups, or suppress opportunities for under-represented voices. Addressing these issues is crucial to fostering an environment of **diversity**, **inclusion**, and accurate

Bias: a pre prejudice th or opinions.

Stereotypin generalised people.

Representa people are

Diversity: a perspective and produc

Inclusion: e or groups a involved in

Examples of gender bias, racial bias, and cultural bias in the creative ind

● **Gender bias**

Representation in film and TV

PROBLEM	In many films and television shows, female characters are often portrayed in stereotypical roles. For example, women are freque characters who exist primarily to support the male lead, or they
IMPACT	This reinforces harmful gender stereotypes, suggesting that wom valuable than men, and can contribute to gender inequality in so

Representation in advertising

PROBLEM	In advertising, products targeted at women are often marketed women are primarily concerned with beauty, cooking, or childca aimed at men, which often emphasise strength, independence, a
IMPACT	These stereotypes limit how both women and men see themselv society, perpetuating traditional gender roles and excluding thos narrow categories.

❷ **Racial bias**

Stereotyping in media

PROBLEM	Racial bias in media often manifests through the stereotyping of r[ ]For example, black characters are sometimes portrayed predomin[ ]crime or poverty, while Asian characters might be depicted as ove[ ]awkward.
IMPACT	These portrayals reinforce negative stereotypes and contribute t[ ]communities. It limits how people of different races are perceive[ ]attitudes and behaviours negatively.

Lack of diversity in casting

PROBLEM	A lack of diversity in casting, where people of colour are under-re[ ]roles, reflects racial bias. For example, predominantly white cast[ ]in stories set in diverse environments, fail to represent the true c[ ]
IMPACT	This under-representation can make people of colour feel invisib[ ]media. It also perpetuates the notion that their stories are less v[ ]reinforcing systemic inequalities in the industry.

❸ **Cultural bias**

Cultural appropriation in fashion

PROBLEM	Cultural bias is evident in the fashion industry when designers ap[ ]traditional attire from minority cultures without understanding t[ ]credit to the originating culture. For example, a designer may us[ ]headdresses in a fashion show purely for aesthetic reasons.
IMPACT	This can be deeply disrespectful and offensive to the culture bein[ ]and commercialises important cultural symbols. It also perpetua[ ]dominant cultures profit from the cultural expressions of margin[ ]

Misrepresentation in film and media

PROBLEM	Cultural bias also occurs when media representations of non-We[ ]simplified or misrepresented. For example, a film might depict a[ ]purely desert landscape inhabited solely by extremists, ignoring t[ ]the region.
IMPACT	Such portrayals can reinforce harmful stereotypes and lead to a ske[ ]cultures. It can also contribute to xenophobia and discrimination ag[ ]

Consequences of bias

The implications of bias in creative work are extensive. It can tarnish the reputations of both individuals and organisations, leading to a loss of trust among audiences and customers.
This can result in decreased consumer engagement, boycotts, and long-term damage to a brand's image. Additionally, bias can contribute to societal divisions and enable systemic inequalities.

> **Did you** [ ]
> Studies hav[ ]
> and diverse[ ]
> engagemer[ ]
> reflects a v[ ]
> perspective[ ]
> garners mo[ ]
> from viewe[ ]

Ethical decision-making

To mitigate these risks, ethical decision-making is essential in the creative industries. This involves:

★ Ensuring that creative teams are *diverse and inclusive*, which can help preve[ ]wider range of perspectives.

★ Being *culturally aware and sensitive* to the contexts in which products and c[ ]avoiding cultural appropriation or insensitive portrayals.

★ Engaging with diverse communities and experts to seek *feedback* on creativ[ ]resonate positively and inclusively with all intended audiences.

★ Continuously *educating teams* on the importance of diversity, equity, and in[ ]

By integrating these practices, the creative industries can better navigate ethical d[ ]of bias, and create work that is fair, inclusive, and reflective of the diverse world w[ ]helps in maintaining a positive reputation but also contributes to a more equitable[ ]

Case study

H&M and the 'Coolest Monkey in the Jungle' hoodie c

In January 2018, H&M, a global fashion retailer, faced significant backlash af
advertisement featuring a young black boy wearing a hoodie with the slogan '
Jungle'. The advertisement was widely criticised for being racially insensitive c
stereotypes. The use of the term monkey in relation to a black child was partic
history of racist depictions of black people.

The ethical dilemma

The primary ethical dilemma in this case revolved around racial bias and cultural s
questions about the lack of diversity and awareness within H&M's creative team, a
allowed such an image to be approved and published. The situation highlighted th
the cultural and historical context of marketing materials, especially in a global an

Impact on the brand

The backlash was swift and severe, with widespread criticism on social media, c
statements from celebrities and public figures condemning the advertisement. I
multiple apologies and pulled the image from all platforms. The company also
internal practices to prevent similar issues in the future. However, the damage
was significant, particularly among black communities and their allies. The incic
discussions about the lack of diversity in the fashion industry and the need for n

Lessons learned

The H&M controversy is a stark reminder of the importance of cultural awaren€
creation. It demonstrates how a lack of diversity in decision-making roles can k
significant harm. In response to the controversy, H&M pledged to increase dive
and involve more perspectives in the creative process.

This case study serves as a real and powerful example of how racial bias can r
industries, often unintentionally, but with serious consequences. It highlights the
and commitment to inclusivity in all aspects of content creation and marketing.

Research task

Research a recent UK advertising campaign. Identify whether the campaign in
representation or whether it may have unintentionally included bias. What cha
improve its inclusiveness?

Quick questions

1. Define bias and explain how it can impact a media production company.
2. How can stereotypes in media products affect the audience's perception c
   Give an example.
3. What steps can individuals and organisations take to reduce bias in conter

Discussion

Discuss a film or TV show you've watched recently. Were there any examples c
or misrepresentation? What could the creators have done to make the produc
and representative?

Learning objectives checklist

- ☐ Identify and explain common ethical dilemmas in the creative industries, with a focus on unethical market research
- ☐ Understand the impact of unethical market research on individuals and organisations
- ☐ Apply knowledge of ethical dilemmas to real-world scenarios within the creative industries

Unethical market research in the creative industries

Ethical dilemmas in **market research** arise when the drive to gain valuable insights conflicts with the obligation to conduct research in a manner that respects participants' rights and maintains the integrity of the data. In the creative industries – encompassing media, broadcasting and production – these dilemmas are particularly prevalent due to the industry's reliance on understanding audience behaviour, preferences and trends. However, when market research is conducted unethically, for example, **manipulating data**, the consequences can be severe, affecting not just the individuals involved but also the broader organisation and its relationship with its

Market researc
gathering, anal
information abc

Data manipula
data to produc

Exploitation: ta
someone, often

Impact of unethical market research

①	**Loss of trust**	Trust is the foundation of any relationship between audience. When unethical practices are uncovered without informed consent or manipulating research of trust. This erosion of trust can be particularly da industries, where audience loyalty and engagement
②	**Legal repercussions**	Unethical market research often involves violations protection regulations, such as the UK's Data Protec Data Protection Regulation (GDPR) in the EU. Orgar these regulations can face significant legal penalties Legal battles not only drain financial resources but a further harming the organisation's reputation.
③	**Reputational damage**	Beyond legal consequences, the public disclosure of can cause lasting damage to an organisation's reput industries, where brand image and public perceptio lead to a decline in audience size, loss of sponsorshi
④	**Exploitation of vulnerable groups**	Unethical market research can also result in the exp populations, such as children, the elderly, or those information about their rights. Targeting these grou understanding is not only unethical but can also lea scrutiny from advocacy groups.
⑤	**Data integrity and business decisions**	When market research is conducted unethically, the is often compromised. Misleading or manipulated decisions, such as misguided product launches or in which can have long-term negative impacts on the

Consequences for individuals

For individuals working within organisations that engage in unethical market research, the consequences can be significant:

➔ Professionals found to be complicit in unethical practices may suffer long-term career damage. This could include loss of job opportunities, tarnishing of their professional reputation, and difficulties in securing future employment in the industry.

➔ Individuals involved in unethical research practices may also face personal legal consequences, especially if their actions violate data protection laws or result in harm to participants.

➔ Working in an environment that promotes or tolerates unethical practices can lead to significant moral and ethical stress for individuals, affecting their job satisfaction and overall well-being.

Strategies to avoid unethical market research

To prevent the pitfalls of unethical market research, organisations and individua adopt and adhere to strong ethical standards. Here are some strategies to ensu

✚ Ensure that all participants in market research are fully informed about the their data will be used, and any potential risks involved. Participants shoulc any data is collected. This transparency helps build trust and ensures comp

✚ Organisations should establish clear guidelines that align with industry stan ethical norms. Regular training on these guidelines should be provided to a research to ensure they understand and adhere to best practices.

✚ Implementing regular audits of market research practices can help identify before it leads to significant consequences. Oversight mechanisms, such as party reviews, can provide additional layers of accountability.

✚ Ensure that all data collected is reported accurately and without manipulati of the data should be truthful and reflective of the actual findings. Misrepre desired outcome undermines the credibility of the research and can lead to

✚ Respect for participants' privacy is paramount. Personal data should be har confidentiality must be maintained at all times. Organisations should imple measures to safeguard participant information.

✚ Encourage the use of ethical decision-making frameworks within the organi ambiguous situations. These frameworks can help professionals navigate cc considering the potential impact on all stakeholders involved.

✚ Involve a diverse group of stakeholders in the planning and execution of ma ethical consultants, legal advisors, and representatives from the target audi ensures that different perspectives are considered, reducing the likelihood

Understanding and addressing ethical dilemmas in market research is crucial for creative industries. By adhering to ethical standards, organisations can avoid the unethical practices, such as loss of trust, legal repercussions, and reputational da commitment to ethical research practices safeguards their professional reputati trustworthy and transparent industry. Through transparency, informed consent guidelines, professionals in the creative industries can conduct market research organisations but also respects and protects the rights of their audience.

Activity

You are part of a team conducting market research for a new media product ai During the research, you notice that the data collected from younger teens has they are not the target audience and have not given explicit consent for their c ethical issues in this scenario? How should you address the inclusion of data fr the potential consequences if this issue is not resolved?

Case study

Facebook and the Emotional Contagion stud

In 2014, Facebook conducted a controversial psychological study on nearly 70
their knowledge or explicit consent. The study, known as the Emotional Contag
determine whether the emotional content of users' News Feeds could influence t
By manipulating the algorithms that determined which posts appeared on users
increased the number of positive or negative posts users saw and then analyse
see if they were similarly positive or negative.

Key issues
The most significant ethical issue with this study was that users were unaware th
experiment. They did not give informed consent for their data to be used in th
standards in research. The study involved deliberately manipulating users' emc
raised concerns about the psychological impact on participants. This manipulat
participants' knowledge, which many critics found to be ethically problematic.
agree to certain terms and conditions, the way in which their data was used in
many would consider acceptable. The lack of transparency about how persone
further compounded the ethical issues. When the details of the study became p
backlash. Users felt violated and manipulated, leading to a broader conversa
use and manipulation by large tech companies. This incident contributed to grc
privacy and data use on social media platforms.

Learning points
- Ethical research, particularly in market research, must always prioritise inf
  should be fully aware of how their data will be used and should agree to
- Even if users consent to general data use such as through terms and condit
  consider the ethical implications of specific uses of that data, particularly \
  psychological manipulation.
- Transparency with users is critical to maintaining trust. Once trust is broken,
  during this study, it can have long-term repercussions for a company's reput

Impact on the creative industries
The Facebook Emotional Contagion study serves as a powerful example of the e
arise when market research is conducted without proper regard for participants'
It highlights the need for ethical standards in data collection and research, partic
heavily on user data, such as media and digital marketing. By ensuring that rese
and transparent, companies can avoid the pitfalls of public backlash and mainta

Research task

Investigate another case where unethical market research practices led to pu
Identify the key ethical issues involved and discuss how they could have been

Quick questions

1. Briefly explain a key ethical principle that should guide market research in
2. How can unethical market research impact the relationship between a me
3. Describe a scenario where informed consent is critical in market research.
   ensure that consent is properly obtained?

Discussion

Discuss the following question: How can media companies balance the need fc
data with the ethical obligation to protect individual privacy? Consider recent (
protection laws and the role of digital technologies in your discussion.

Learning objectives checklist

- ☐ Identify and recall common ethical dilemmas, particularly plagiarism, faced in the creative industries
- ☐ Understand the impact of plagiarism on individuals and organisations within these sectors
- ☐ Apply knowledge of plagiarism to different scenarios, demonstrating ethical decision-making in creative contexts

Plagiarism of others' works in the creative industries

The creative industries, which include sectors such as media, broadcasting, production, design, and the arts, are built on a foundation of innovation and originality. These industries thrive when creators are able to develop unique ideas, tell compelling stories, and produce ground-breaking content.

However, alongside the pursuit of creativity, these sectors also face significant ethical challenges, with **plagiarism** being one of the most pressing issues.

Plagiarism:
someone els
proper cred

Intellectual
such as inve
and symbol:
in commerce

Plagiarism refers to the act of using someone else's work, ideas, or creative expr
proper credit. This can involve copying or closely imitating another's content, cc
without permission or acknowledgment. In the creative industries, where the va
paramount, plagiarism is not only unethical but can also lead to severe conseque
and organisations.

The impact of plagiarism

⮕ *Legal repercussions*

Plagiarism can lead to serious legal consequences, especially when it involv
Copyright law protects the rights of creators by ensuring they have control
and distributed. When someone plagiarises, they infringe on these rights, v
fines, and even injunctions preventing the further use of the plagiarised ma
plagiarism can be costly, time-consuming, and damaging to the reputation

⮕ *Damage to reputation*

In the creative industries, reputation is everything. An accusation of plagiar
individual's or organisation's reputation, leading to a loss of trust among pe
For artists, writers, film-makers, and other creatives, being associated with
opportunities, collaborations, and credibility within the industry. For organ
clients, a decline in business, and long-term damage to the brand's image.

⮕ *Stifling of creativity*

One of the less obvious but equally damaging consequences of plagiarism is
When plagiarism becomes common practice, it discourages original thinkinç
become reluctant to share their ideas or take risks, fearing that their work r
without credit. This stifling effect can lead to a homogenisation of content,
for safety, ultimately reducing the richness and diversity of creative output:

The digital dilemma

The arrival of digital media has revolutionised the way creative works are produced, distributed and consumed. The Internet provides unprecedented access to a vast array of content, from music and films to articles, artworks, and designs. While this has democratised creativity, making it easier for creators to share their work with a global audience, it has also blurred the lines between inspiration and plagiarism. In the digital age, copying and sharing content can happen at the click of a button, often without proper **attribution**. The ease of access to other people's work has led to a culture where borrowing or mimicking ideas is sometimes seen as acceptable or even inevitable. However, this ease of access also makes it more challenging to discern original content from derivative works, and it increases the risk of unintentional plagiarism.

Did you k
Plagiarism is
also a legal c
protects creat
these rights cc
including fine:

Attribution:
credit to the
work or an i

Copyright: c
creator of o
its use and c

Navigating ethical challenges

For professionals in the creative industries, understanding and navigating the etl plagiarism is crucial. This requires a deep awareness of what constitutes plagiari practices. Here are some key strategies to avoid plagiarism and foster a culture

- Always strive to create original content. While inspiration is a natural part c important to ensure that your work is distinct and not a mere imitation of e only helps avoid plagiarism but also adds unique value to your work.
- When you do use someone else's work, whether it's a direct quote, a desigr credit. Attribution not only respects the original creator's rights but also en showing that you are diligent about ethical standards.
- Familiarise yourself with **copyright** laws and regulations that apply to your ir responsibilities can help you navigate potential legal pitfalls and protect you
- When incorporating existing content into your projects, make sure it is eith public domain. There are many resources that offer creative commons or r use legally and ethically.
- Continuous education about the ethics of plagiarism and intellectual proper informed and educating your peers and collaborators, you can help foster a work and creativity.

Plagiarism poses significant ethical challenges within the creative industries, whe intellectual property is central to success. As digital media continues to evolve, sc plagiarism, making it more important than ever for creatives to be vigilant and et By prioritising originality, giving proper attribution, and respecting intellectual prc creative industries can navigate these challenges and contribute to a vibrant and

Activity

Imagine you are producing a documentary. You find a video clip online that per What steps should you take before including this clip in your production?

Case study

The Oasis 'Shakermaker' case: plagiarism and legal consequences

In the 1990s, Oasis emerged as one of the most influential and popular bands in th
distinctive blend of rock and Britpop. However, their rise to fame was not without c
notable legal challenges they faced involved their 1994 song 'Shakermaker', a tr
Definitely Maybe.

The plagiarism accusation
'Shakermaker' was released as a single in June 1994 and quickly drew attention n
but also for its striking resemblance to the 1971 Coca-Cola jingle 'I'd Like to Teach
Perfect Harmony)'. The jingle, which was performed by The New Seekers, had be
deeply ingrained in popular culture. The similarities between the melody of 'Shake
jingle were undeniable, leading to accusations of plagiarism.

Legal action and settlement
The copyright holders of the Coca-Cola jingle, recognising the similarities, pursued
The case did not go to trial, as Oasis and their management chose to settle the ma
agreed to pay a substantial amount in damages to the jingle's copyright owners.
the settlement was not publicly disclosed, it was significant enough to highlight the
copyright infringement in the music industry.

The band's response
Oasis, known for their rebellious image, did not shy away from acknowledging the
'Shakermaker'. In fact, Noel Gallagher, the band's primary songwriter, often joke
the resulting legal action in interviews. Gallagher admitted that the melody was ir
reflecting his casual approach to the issue of musical inspiration versus plagiarism.

The broader implications
This case study serves as a cautionary tale for musicians and other creatives. It hig
inspiration and plagiarism. While artists often draw on existing works for inspiration
ethical obligation to ensure that such influences do not cross into the realm of copyi
Oasis, the 'Shakermaker' case was a relatively minor setback in their career, but it
severe consequences. In the broader context of the creative industries, plagiarism
damage to an artist's reputation, significant financial penalties, and even the poter
expression if legal boundaries are not respected.

Lessons learned
This case study emphasises the importance of understanding and respecting intellec
and creators must be aware of the legal frameworks that protect original works an
content that, while inspired by others, remains distinct and original. In addition, this
the potential financial and legal repercussions of plagiarism, serving as a reminder
inspiration to copying can have serious consequences. It is a lesson in the importan
attribution, and the need for awareness of the boundaries that protect creative wo

Research task

Research a recent case where a media production company was accused of pl
case, focusing on the outcomes and what lessons can be learned about the impo
work. How could the situation have been avoided?

Quick questions

1. What is plagiarism, and why is it considered unethical in the creative indus
2. How does plagiarism differ from copyright infringement?
3. Why is attribution important when using someone else's work?

Discussion

Discuss a piece of media you enjoy such as a film, TV show, or music video and
be accused of plagiarism. What ethical considerations would you need to addr
of that media?

6.1.1 Confidentiality

Activity

Scenario 1: A documentary team working on whistle-blowers

Maintaining confidentiality in a documentary team focused on whistle-blowers is critical whistle-blowers' safety and reputation. Key strategies include:

1. **Non-disclosure agreements (NDAs):**
   o Every team member, contractor, or external partner involved in the project m they do not disclose sensitive information about the whistle-blowers or the pr include specific clauses about safeguarding the identity and testimony of the v

2. **Anonymisation and pseudonyms:**
   o To protect whistle-blowers' identities, their real names, personal details, and i anonymised in all working documents, scripts, and recordings. Pseudonyms a used where necessary.

3. **Data encryption:**
   o All digital communication and data storage (such as interviews, footage, and c prevent unauthorised access or hacking. Strong encryption methods should b communications, such as using end-to-end encrypted messaging platforms.

4. **Restricted access and compartmentalisation:**
   o Access to whistle-blower information should be strictly limited to only the ess those who absolutely need to know the whistle-blower's identity or testimony (editing, production, legal) should only have access to the specific data they re Additionally, compartmentalising footage or data reduces the risk of a full dat

5. **Secure communication channels:**
   o Communication between the team and whistle-blowers should be conducted prevent eavesdropping or interception.

6. **Physical security:**
   o Use secure locations for interviews and editing. Ensure that any physical copie securely, such as in locked filing cabinets or safes, and avoid leaving sensitive in

Scenario 2: A media company developing a high-profile product launch ad campaign

When working on a high-profile product launch ad campaign, maintaining confidentiality advantage, prevent leaks, and ensure the launch creates maximum impact. Key strategie

1. **Non-disclosure agreements (NDAs):**
   o Every individual involved in the project, including employees, contractors, age sign an NDA. The NDAs should cover all aspects of the campaign, from concep ensuring no details of the product, campaign strategy, or creative content are

2. **Data encryption:**
   o All campaign assets, including design files, product images, scripts, and video f encrypted digital storage. This ensures that even if the files are accessed with secure. Data encryption should extend to all internal communications and file sensitive information with external collaborators.

3. **Restricted access and role-based permissions:**
   o Limit access to critical campaign details to only the individuals or teams who a based permissions to ensure that each department or team can only access th their specific tasks. For example, the marketing team may not need access to design team may not require marketing budgets or strategic plans.

4. **Internal and external communication controls:**
   o Use secure, encrypted communication tools for all internal and external comm Avoid sharing sensitive information via unsecured channels such as email or u such as Slack or Microsoft Teams should have end-to-end encryption enabled, password-protected and have restricted access.

5. **Compartmentalisation of project information:**
   o Divide the project into different components and only share the minimum am each team's function. For example, the creative team may work on visuals wi details, while the product development team works independently from mark This reduces the risk of significant leaks if one area is compromised.

6. **Embargoes and controlled previews:**
   o For any external partners or agencies involved in the campaign (such as media should be established that legally prevent them from sharing any details abou launch date. If sneak previews are necessary for building excitement, they sho with limited access, and under strict NDA agreements.

7. **Secured physical and digital workspaces:**
   - For teams working on the campaign in physical office spaces, ensure secure w
     access to certain rooms or computers. For remote teams, secure digital work:
     multi-factor authentication (MFA) for logging into company systems. Shared o
     and sensitive materials should not be left in public or unsecured areas.
8. **Monitoring and auditing of access:**
   - Keep track of who is accessing the campaign materials through digital access I:
     performed to ensure that only authorised personnel are interacting with the f
     and providing a clear trail if any leaks occur.
9. **Legal consultation and compliance:**
   - Consult legal teams to ensure that all confidentiality measures meet industry:
     particularly when working with external agencies or freelancers. Review NDA
     regularly to keep them up to date with any changes in the scope of the projec

Scenario 3: A broadcast team covering an exclusive story involving a public figure
When working on an exclusive story about a public figure, confidentiality is key to maint:
leaks, and protecting the public figure's rights. Strategies include:
1. **Non-disclosure agreements (NDAs):**
   - All team members, including freelancers, should sign NDAs to prevent them fr
     competitors, the public, or other media outlets. These NDAs should specifical
     interviews, or information until the broadcast.
2. **Restricted access to information:**
   - Only essential personnel, such as key editors, producers, and journalists, shou
     such as interviews, raw footage, or scripts. Implement role-based access cont
     story different departments can view. For example, an assistant editor may o
     and not the full narrative context.
3. **Data encryption:**
   - All media, drafts, and communication related to the story should be stored in
     Files shared between team members should be sent via secure platforms that
     prevent unauthorised access.
4. **Embargoes:**
   - Place embargoes on the release of any information until the agreed-upon publ
     that even if a third party accidentally obtains the story, they are legally bound r
5. **Careful handling of interview footage and documents:**
   - The footage and documents related to the story should be stored in secure env
     Access to sensitive documents should be monitored, with logs tracking who ac
6. **Legal consultation:**
   - Given the sensitive nature of stories involving public figures, it is critical to cor
     information can be revealed without risking defamation claims or breaching tl
     Additionally, clear legal guidelines can prevent accidentally disclosing privilege

Research task
A notable breach of confidentiality occurred in 2022 when sensitive information about tl
video game, *GTA VI*, was leaked. Hackers accessed and shared unfinished gameplay fool
attention. The leak impacted the developer, Rockstar Games, by causing a loss of contro
rollout of their product. To address the breach, the company reinforced its cybersecurit
against the perpetrators. The incident highlighted the importance of securing intellectu:
reputation and financial losses.

Quick questions
1. Confidentiality refers to keeping sensitive information private. In the creative indu:
   intellectual property, prevent leaks, and maintain competitive advantage.
2. Non-disclosure agreements legally bind individuals to confidentiality, ensuring that
   or company plans is not disclosed to unauthorised parties.
3. Informed consent involves providing participants with all necessary information ab
   they agree to participate with full knowledge of the risks and benefits. It's essentia
   protecting individuals' rights.

Discussion
In the digital age, maintaining confidentiality is challenging due to the ease of sharing inf
balance openness in collaboration with protecting sensitive data include:
1. Digital rights management (DRM): Apply DRM to prevent unauthorised copying or s
2. Cloud security: Use secure cloud platforms with robust encryption and multi-factor
3. Training: Regularly train employees on data protection and cybersecurity best prac'

6.1.2 Data management and protection

Activity
Three potential ways data could be mishandled:
1. **Accidental leaks via email:** Sending sensitive information to unauthorised recipient
   - ○ **Strategy:** Implement encryption and double verification before sending email
2. **Unsecured storage of files:** Leaving files on shared or public drives.
   - ○ **Strategy:** Use secure, password-protected storage with limited access.
3. **Improper disposal of sensitive information:** Failing to securely delete files.
   - ○ **Strategy:** Use data-wiping software and ensure proper data disposal protocol

Research task
BBC's data protection measures: the BBC complies with the Data Protection Act 2018 thr
1. Data privacy policies: the BBC has clear guidelines on how personal data is collected
   ensuring transparency.
2. Access control systems: only authorised personnel can access sensitive data, using
3. Data retention and deletion policies: the company enforces strict data retention sch
   data longer than necessary.

Quick questions
1. Principles of data protection:
   - Lawfulness, fairness, and transparency
   - Data minimisation: only collect data necessary for a specific purpose
   - Accuracy: ensure that data is up-to-date and correct
2. Scenario: A production company accidentally leaks participants' personal data duri
   legal consequences under GDPR.
3. Implement role-based access control (RBAC) systems and regularly audit who has a

Discussion
Balancing creativity with strict data management requires:
1. Clear data policies: establish policies that protect data while allowing flexible creati
2. Technology integration: use tools that ensure data security without disrupting work
3. Regular training: ensure that staff are aware of both the creative needs and the leg

6.1.3 Work etiquette

Activity
A poor communication scenario could involve the lighting team changing the set-up with
leading to audio problems. Professional codes and standards, such as regular production
responsibilities, can prevent such issues by ensuring that all departments are aligned bef

Research task
Camera operators follow codes and standards such as:
1. Training requirements: formal training in camera operation, including handling equ
   shot composition
2. Health and safety protocols: ensuring safe handling of camera rigs, using harnesses
   paths to avoid accidents. These standards help ensure safe working environments

Quick questions
1. Appropriate dress ensures safety and practicality in media production, such as wearin
2. • Conducting regular safety checks
   • Clear communication regarding potential hazards
   • Ensuring equipment is well-maintained
3. Using proper technical language ensures clear and efficient communication, especi
   or equipment adjustments.

Discussion
A production could be disrupted if safety protocols are ignored, leading to accidents or inju
punctual communication, proper risk assessments, and adherence to health and safety reg

6.1.4 Ethical practice

Activity

In reality TV shows like *Big Brother*, one big ethical problem is how contestants might be
that makes them look bad, even if it's not true. This can happen because producers edit
dramatic, which might cause people to judge or bully the contestants. This could harm t
because they're under a lot of stress, always being watched, and sometimes get hate fro

Here's how the problem could be fixed using professional rules:
1. **Treat people with respect**: Producers should make sure contestants are shown fair
2. **Explain everything clearly**: Contestants should know exactly what they're signing u
3. **Support mental health**: Producers should provide help, such as counselling, to kee|
4. **Be fair and truthful**: The show should avoid twisting events to make contestants lo|

By following these rules, the show could still be fun to watch without being unfair or har

Research task

Both the BBC and Netflix have established policies and guidelines to safeguard the ment
participants in their productions. Here's a comparative overview of their approaches:

1. **Safeguarding participant welfare**
   The BBC emphasises its duty of care towards contributors, especially those who ma
   issues or the nature of the programme. They provide detailed guidance to product
   supported appropriately. The BBC offers comprehensive mental health guidelines
   and contributors, recognising the impact of work-related factors on mental health.

   Netflix provides access to counselling and mental health support for its employees
   six sessions with qualified counsellors for short-term issues. The company offers va
   mental health, such as mindfulness and meditation resources, and wellness days of

2. **Ethical sourcing of materials and resources**
   The BBC follows strict editorial guidelines that encompass ethical considerations in
   productions. Netflix's inclusion reports highlight efforts to promote diversity and ir
   can be linked to ethical sourcing practices.

3. **Protection of vulnerable individuals**
   The BBC has faced scrutiny regarding the treatment of participants in some of its sh
   Come Dancing professional Kristina Rihanoff revealed she nearly quit the show due
   highlighting the need for enhanced support and well-being measures for all involve

   Netflix has been criticised for content that may negatively impact vulnerable audien
   faced backlash for its portrayal of suicide, with concerns about its potential influenc
   Netflix added viewer advisories and edited certain scenes to address these concern

4. **Corporate social responsibility (CSR) initiatives**
   The BBC's CSR efforts include promoting mental health awareness through its prog
   resources for audiences.

   Netflix has made efforts to promote inclusion and diversity within its workforce and
   reports detail initiatives to support under-represented communities and foster an i

Quick questions
1. Ensuring ethical sourcing can improve public trust, maintain a good reputation, and
2. Offering mental health support, debriefing sessions, and follow-ups with participan
   throughout the process.
3. Incorporating ethical decision-making leads to better long-term outcomes and fost

Discussion

Balancing tight deadlines, budget constraints, and commercial pressures with ethical sta
1. Early planning: Incorporate ethical considerations from the start to avoid later conf
2. Flexible budgets: Allocate resources to prioritise participant welfare and data secur
3. Stakeholder buy-in: Ensure that stakeholders understand the long-term benefits of

6.2.1 Compromising on quality

Activity
Meeting deadlines
For: In fast-paced industries, missing deadlines can lead to missed market opportunities
as Marvel often prioritise deadlines to ensure timely releases, even if quality is comprom
Against: Consistently compromising on quality can damage a company's reputation, as s
video games such as *Cyberpunk 2077*, where unfinished releases led to loss of trust and

Research task
The release of *Cyberpunk 2077* in 2020 was heavily criticised for its poor quality at launc
holiday deadline, leading to technical issues and consumer dissatisfaction. The develope
refunds, severely damaging their reputation.

Quick questions
1. Tight deadlines, budget cuts, and client pressure often lead to reduced quality.
2. Lower quality can result in negative reviews, poor user experience, and long-term f
3. Consistently compromising on quality leads to loss of trust, legal issues, and damag

Discussion
When asked to deliver a project in half the time, a production team may face ethical dile
reducing quality. Prioritising key aspects of the project and communicating honestly wit
are crucial. However, reducing the scope of the project rather than compromising on qu
long-term consequences.

6.2.2 Misleading information

Activity
Example 1: **Advertisement for a skincare product**
Potential misleading practices
- **[Exaggeration]** Claims such as *erase wrinkles instantly* or *look 10 years younger ove*
  about the product's effectiveness.
- **[Omission of key details]** Failing to disclose that the visible results shown in before
  professional lighting, make-up, or digital editing.
- **[Overpromising]** Suggesting guaranteed results without mentioning that individual

Common pitfalls
Content creators might focus too much on creating an enticing narrative and fail to men
They may also omit disclaimers about the importance of consistent usage or external va

Example 2: **Film trailer for a comedy**
Potential misleading practices
- **[Exaggeration]** Including all the funniest moments in the trailer might give the impr
  consistently humorous, leaving audiences disappointed when those moments are s
- **[Omission]** Trailers may omit critical details about the tone or genre. For example,
  elements, viewers might feel misled if they expected pure comedy.
- **[Selective framing]** Highlighting scenes that suggest a particular storyline or relatio
  secondary in the full film.

Common pitfalls
In an attempt to maximise ticket sales, marketers might overemphasise certain appealin
deceived once they watch the full film.

Example 3: **Promotional website for a holiday package**
Potential misleading practices
- **[Exaggeration]** Using heavily edited or stock photos of accommodation or locations
  what customers will experience.
- **[Omission]** Failing to mention additional costs such as resort fees, taxes, or non-inc
  affect the total cost.
- **[Overpromising]** Promoting all-inclusive packages but failing to clarify that certain a
  restrictions or require extra payment.

Common pitfalls
In trying to attract bookings, content creators may inadvertently omit or downplay critic
dissatisfaction and trust issues.

Common ways content creators unintentionally mislead audiences
➜ **Overuse of hyperbolic language, e.g.** words such as *always*, *never*, or *guaranteed* c
   unrealistic expectations.
➜ **Omitting context or details** such as not providing complete information about tern
   audiences with an incomplete understanding.
➜ **Selective representation** highlighting the best aspects of a product or experience v
   create an unbalanced perspective.
➜ **Use of ambiguous visuals** relying on idealised imagery or staging that doesn't matc
   lead to unrealistic expectations.
➜ **Fine print and disclaimers** buried or written in overly complex language, they may

Research task
Case 1: Eurostar's £39 train tickets
What happened?
- **Claim:** Eurostar ran ads saying you could buy train tickets to Paris, Brussels or Lille s
- **Reality:** Only a very small number of tickets were available at that price, and most

Impact on Eurostar:
- The Advertising Standards Authority (ASA) ruled that Eurostar's ad was misleading.
- Eurostar had to stop running the advert, and their reputation suffered as customer

What could have been done differently?
- Eurostar could have explained that only a limited number of £39 tickets were availa
- They could have clearly stated how and where customers could find these tickets.

Case 2: Virgin Atlantic's sustainable fuel claim
What happened?
- **Claim:** Virgin Atlantic advertised a flight powered by 100% sustainable aviation fuel
- **Reality:** Although the fuel was more sustainable than traditional options, it still cau

Impact on Virgin Atlantic:
- The ASA banned the ad for misleading people into thinking the flight had no enviro
- Virgin Atlantic faced criticism for greenwashing (making something seem more eco

What could have been done differently?
- Virgin Atlantic could have explained what sustainable fuel actually means.
- They should have been clear about the ongoing environmental impact, even with ir

Quick questions
1. Presenting false, exaggerated, or incomplete information. Example: an ad overpro
2. Misleading claims damage credibility, erode trust, and can result in legal and financ
3. The Advertising Standards Authority (ASA) regulates advertisements to ensure they
   or offensive.

Discussion
Promoting a product that is still in development can create excitement and anticipation,
risks. Advertising features that may not make it into the final product can mislead consu
result in legal consequences.
- Overpromising features can make consumers feel deceived if those features don't i
- Being too cautious or vague might not generate enough excitement for the product
- Use phrases such as *planned features* or *in development* make it clear the product i
- Communicate openly about development progress, including any changes or delay:
- Highlight core features that are certain to be included, avoiding speculation about a

Creative professionals, such as designers or marketers, play a role in crafting the messag
misleading content, they share some ethical responsibility. However, they may be const
company culture, complicating their ability to push back against potentially deceptive pr

6.2.3 Inclusion of bias

Activity

Example: advertisement for a sports drink

Gender stereotypes

The advertisement focuses almost exclusively on male athletes performing high-intensit|
weightlifting, while female athletes are shown in less intense activities, like yoga or light|
stereotype that men are more suited for strength and endurance sports, while women e|

Cultural representation

The majority of athletes featured are of a similar ethnic background, with only minimal r|
ethnicities. This could imply a narrow perception of what an athlete looks like.

Body image bias

All the athletes shown have lean, muscular, and stereotypically fit bodies, excluding athl|
also engage in sports and use similar products.

Suggestions for greater inclusivity:

- Feature an equal mix of male and female athletes participating in a variety of sport|
  across all genders, e.g. highlight women playing traditionally male-dominated sport|
  men in yoga or dance-based exercises to break gendered stereotypes about fitness|
- Include athletes from different ethnic and cultural backgrounds to reflect a more gl|
- Highlight sports popular in different regions or communities, such as cricket.
- Showcase athletes of varying body types, emphasising the idea that fitness and ath|
  feature a strong weightlifter with a larger frame or a dancer with a different physiq|
- Use voice-overs or storytelling that emphasises inclusivity, such as focusing on pers|
  rather than superficial traits like appearance or gender.

Research task

One notable example is when *Boots No7*, a UK beauty brand, faced criticism in 2019 for |
foundation range and promotional campaigns. This was seen as an exclusion of darker s|
conversation about the beauty industry's need for inclusive representation of all skin tor|

Many consumers and advocacy groups have highlighted the need for greater representa|
beauty advertising, arguing that campaigns should feature models of various skin tones, |
Improving this representation not only broadens the appeal of the brand but also ensure|
wider audience, promoting inclusivity and equity.

To improve diversity in such campaigns, beauty brands are encouraged to cast models fr|
groups, use inclusive messaging, and develop products that cater to all skin tones. This a|
and fosters a positive, inclusive brand image.

Quick questions

1. An unfair preference or prejudice. In media, it can skew representation and perpet|
2. Media stereotypes can shape societal views, often negatively impacting perception|
3. Media creators can ensure diversity in casting, consult with diverse teams, and criti|
   unintentional bias.

Discussion

One prominent example is the Netflix show *Emily in Paris,* which was criticised for its pre|
portraying French people in a stereotypical light. Another example is *Friends,* which, eve|
early 2000s, has been criticised retrospectively for its lack of racial diversity in New York|

Critics and viewers have increasingly called for more inclusive casting practices to ensure|
cultural groups are represented authentically in media. In response to such criticism, m|
employing cultural consultants to ensure more accurate and respectful portrayals of diff|

To avoid these issues, TV series creators could cast actors from diverse backgrounds and|
can help ensure that characters and storylines are portrayed authentically and without r|
This approach not only increases inclusivity but also enhances the show's credibility and|

6.2.4 Unethical market research

Activity

Including data from younger teens without their consent raises significant ethical concer[n] data immediately, ensuring that it follows proper procedures for informed consent. Fail[ure] legal consequences and damage to the company's reputation.

Research task

The Cambridge Analytica scandal is a well-known example of unethical market research [where] Facebook users was collected without proper consent and used for political advertising. informed consent. The scandal led to public outcry, legal actions, and greater awareness

Quick questions

1. Integrity, honesty, respect for privacy, and ensuring informed consent.
2. It erodes trust and leads to legal consequences and damaged public relations.
3. A scenario requiring consent might involve collecting personal information for audi[ence] disclosure of the purpose, risks, and how data will be used, followed by obtaining e[xplicit]

Discussion

To balance the need for detailed audience data with protecting individual privacy, media protection laws, such as GDPR. This includes anonymising data, seeking explicit consent, how data is used. Advances in digital technologies make it easier to collect data ethicall[y] secure data management.

6.2.5 Plagiarism

Activity

Before using a video clip found online in a documentary, the following steps should be ta[ken]
1. **Determine copyright ownership:** Verify who owns the rights to the video.
2. **Obtain permission:** Contact the rights holder to request permission to use the clip.
3. **Provide attribution:** Properly credit the original creator if permission is granted.

Research task

One well-known case involved Robin Thicke and Pharrell Williams, who were sued for th[e] allegedly plagiarising elements from Marvin Gaye's song 'Got to Give It Up'. The case res[ulted] ruled in favour of Marvin Gaye's estate, awarding millions in damages. This case highligh[ts] clear attribution, and respect for the original creator's rights in creative work.

Quick questions

1. Copying someone else's work and presenting it as your own. It is unethical because rights and intellectual property.
2. Plagiarism is using someone's work without acknowledgment, while copyright infri[ngement] legal permission, even with acknowledgment.
3. Proper attribution respects the original creator's rights and maintains transparency

Discussion

Several high-profile films have been accused of plagiarising story elements from lesser-k[nown] example involved *The Shape of Water* (2017), directed by Guillermo del Toro, which was from a 1969 play called *Let Me Hear You Whisper*. Although the lawsuit did not lead to a raised questions about originality and the ethical responsibility of giving credit where ins

In another case, *The Lion King* (1994) was accused of taking story elements from the 196[?] *Lion*. While no legal action was successful in that instance, it remains a topic of debate a[bout] creative works.

As a producer, conducting thorough research into the originality of your content and giv[ing] drawn from another work is an effective way to avoid legal issues and maintain ethical st[andards] helps protect against accusations of plagiarism but also fosters respect for other creator[s]

Glossary

Access and permissions: controls that determine who can access certain data and

Appropriate use: ensuring data is used in a way that is ethical and legal.

ASA (Advertising Standards Authority): the UK's independent advertising regula media stick to legal, honest, and truthful guidelines.

Attribution: giving appropriate credit to the original creator of a work or an idea

Bias: a preconceived notion or prejudice that influences decisions or opinions.

Compromise: the act of making concessions or adjustments, often at the expense

Confidentiality: the practice of keeping information private and secure, only shari

Copyright: a legal right that grants the creator of original work exclusive rights to

Corporate social responsibility (CSR): a business model that helps a company be stakeholders, and the public.

Creative vision: the unique perspective and goals that drive a creative project.

Data manipulation: the unethical alteration of data to produce misleading results.

Data protection principles: guidelines that ensure the privacy and security of pers

Deliverables: the final outcomes, products, or services provided to a client or audi

Diversity: a variety of different people, perspectives, and backgrounds in content

Ethical dilemma: a situation where a difficult choice must be made between two or

Ethical sourcing: procuring materials and resources in a manner that is responsible,

Ethics: moral principles that govern behaviour and decision-making.

Exploitation: taking unfair advantage of someone, often for personal gain.

Health and safety protocols: regulations and procedures intended to prevent accid

Inclusion: ensuring that diverse individuals or groups are fairly represented and i

Informed consent: the process of getting permission from individuals before using ensuring they understand how it will be used.

Intellectual property: creations of the mind, such as inventions, literary and artistic images used in commerce.

Market research: the process of gathering, analysing, and interpreting information

Misleading information: false or incomplete information that gives a deceptive in

Non-disclosure agreement (NDA): a legal contract that outlines confidential infor and restricts its disclosure.

Organisational security procedures: rules and protocols that protect an organisatic

Personal protective equipment (PPE): gear and clothing worn to minimise exposui

Plagiarism: the act of using someone else's work without giving proper credit.

Professional codes and standards: guidelines and expectations that govern professic

Representation: how different groups of people are portrayed in media and cont

Risk management: the process of identifying, assessing, and controlling threats to an

Sharing and archiving: the methods used to share data safely and store it for futi

Stakeholders: individuals or groups with an interest in the outcome of a project.

Stereotyping: oversimplified and generalised beliefs about a group of people.

Storage and processing: how data is stored securely and processed correctly.

Talent/contributors support: assistance provided to creative professionals and pa ensuring their well-being and fair treatment.

Transparency: being open and honest about the processes and intentions behind

Vulnerable people: individuals who may be at greater risk of harm or exploitatio marginalised groups.

Work etiquette: the expected norms and behaviours in a professional environment.