

# *Ethics and Laws in Corporate Communication*

# Importance of Ethics in Corporate Communication

- Creates Customer Loyalty and maximize profit
- Efficient utilization of business resources
- Creates goodwill in the market
- Helps enhance productivity
- Helps promote high standard

# Mass media Laws



# DEFAMATION

- It is the publication of a statement which reflects on a person's reputation and tends to lower him in the estimation of right thinking members of society generally or tends to make them shun or void him.
- Defamation charges require that the publication be false and without the consent of the allegedly defamed person. Injury only to feelings is not defamation there must be loss of reputation as well.
- A class of persons is considered defamed only if the publication refers to all its members particularly if the class is very small or particular members are specially imputed.

- In India, Defamation can be viewed as a civil offence as well as criminal offence and may be defined as the writing, publication and speaking of a false statement which causes injury to reputation and good name for private interest. Sec 499 and 500 of the Indian Penal Code provides an opportunity to the victim to file a criminal case for defamation against the accused.

*A person who brings defamation lawsuit must prove the following-*

- The defendant published the statement*
- The statement is about the plaintiff*
- The statement harmed the reputation of the plaintiff*
- The defendant person did something he should have not done or failed to do something he should have.*

## Following statement can't be considered as defamation-

- Any truth statement made in public.
- Any opinion given by the public in respect of conduct of a public servant in discharge of his functions, his character appears.
- Conduct of any person touching any public questions.
- Publication of any proceedings of courts of justice including any trial of court and judgement.

# Types of defamation

- Libel Defamation –

For an action to be considered as a libel the proof in contention should be proved as defamatory, false, made public, or in writing. The comment that defamatory made should be directly or indirectly referred to the plaintiff. Furthermore, this comment should also draw a reasonable connection between the comment and the person.

- Slander Defamation –

When defamation is done verbally through word of mouth it is said to be slander defamation.



# Damages for defamation

- If a plaintiff succeeds in proving defamation, he or she is entitled to recover what is called compensatory damage, which is the payment of money to compensate the plaintiff for the wrong that has been done.
- This includes not only out of pocket charges ex. Doctor's bills but also personal humiliation, mental anguish and suffering and lost wages and benefits in the defamation caused the plaintiff to lose the employment.
- Punishment to the guilty person for criminal defamation is simple imprisonment which may extend to 2 years or fine or both. It is bailable and non cognizable offence.