

Legal and Ethical Constraints

Heat Magazine

Legal Constraints

When it comes to publishing a magazine, there are many legal constraints which the company must abide by and take into account, especially magazines that focus people and gossip. The reason being is that it is very easy to represent a person or group of people in the wrong way within the magazine and what the editors write, with that said, there are rules and legal constraints that are set out on what magazines can publish and what they can't publish. The people who decide upon what can and cannot be published is a company called 'Press Complaints Commission' (PCC) and also 'Advertisement Standards Agency' (ASA) who are both based in the UK and are the regulating bodies for publishing and advertising.

The ASA regulating body, Advertisement Standards Agency play a less significant role than the PCC but still have the same impact on the publishing on the magazine. The ASA is self explanatory as they control what can be advertised on the magazines and what cannot be advertised. They also control marketing campaigns and deal with complaints involving those subjects. For example if someone complained about a certain advertisement on Heat Magazine then they would have to complain and raise the issue with the ASA.

The second but most important regulating body is PCC, Press Complaints Commission. This regulating body monitors what the magazine companies actually publish in their magazine and as they have such a high role, they can decide what can be published and what can't be. In order for them to do this they have set up an editor's code, a code in which all magazine editors are held liable to abide by. This code has regulations that the articles must be **accurate** and not distort images or information. Secondly is that they have a fair **opportunity** to reply to inaccuracies when called for. They most importantly had to entitle **privacy** of people's life and home and personal life etc. Likewise to ASA, if there is a complaint with such issues mentioned then people would have to complain and raise the issue with PCC.

Privacy

Privacy plays a major part and is a big legal constraint that Heat Magazine has to deal with before they can publish the magazine. Heat Magazine is largely filled with gossip of celebrities and who's dating who, revolutionary weight loss plans, all these issues and every other issue to do with the celebrities are a very personal and sometime private information that sometimes they don't want to share. There are many laws under the Human Rights Act 1998 which prohibit bodies from defamation, trespassing, nuisance, surveillance and harassment and if breached are able to take legal action which includes suing the company for damages to get compensation.

Ethical

Ethical constraint plays another vital part in the stage upon publishing a magazine issue. These are restraints that can be considered outside of the law, but can be punishable by law if needed. For example defamation of character, this means that if somebody says something untrue about you and is entirely false that could damage your reputation then they are legally liable and could face charges by the high court. Another is if it is a fair comment, the law states that if the statement was 'a view that a reasonable person would have' then they are indeed allowed to publish the statement. Another ethical issue within Heat Magazine is the use of images. Heat Magazine is a very visually lead magazine and uses images to its advantage to capture readers attention and the images take up the majority of the reading space in the articles. As the majority of the magazine are images and photos of celebrities, they would have to be very careful on what photos are took, especially common photos of celebrities on the beach where they are half dressed etc.

Saw

Legal Constraints

Before a game can be released, it has to go through various checks and there are many legal constraints the games must abide by to be suitable for sale. A regulating body called 'Pan European Game Information' (PEGI) must verify the game before release to make sure it is suitable for its target audience and has the correct age rating. PEGI has many rights as they are the regulating body, there are able to raise the age rating of the games if they believe it is incorrect and of course they must give a reason for doing so. PEGI can also have the ability to remove games if they are considered 'too extreme' or 'not suitable' for the gaming audience. PEGI has many ratings in which the game publishing can make games for. The ratings for games can vary from: 3+, 7+, 12+, 16+ and 18+. For example a 3+ game would be that the game would be suitable from the age of 3 and higher, thus meaning the game is extremely friendly and easy to play, games such as 'Crash Bandicoot' are rated at 3+.

The regulating body rated the Saw game to 18+, which meant anyone over the age of 18 can play the Saw game as it would be suitable for that age and high and no one under that age can play the game due to its violence and blood and gore. The game was so bad that the regulating bodies thought the game was 'too extreme' for any age, this of course created a lot of controversy whether the game should be banned or not.

Ethical

Ethical constraints also play a major part just before a game can be released. the issues are very similar to the magazine regulating bodies. The games have to be carefully no matter what the genre as everything in the game can be easily manipulated into real life. As the graphics in games are getting more photorealistic it makes it ever more easier to replicate what's happening in the game into real life. Free roaming games such as Grand Theft Auto, allows the player to roam freely anywhere on the 'map' they like and they can cause destruction, kill, steal etc what ever they like and of course, as the game makes it so easy for the character to do such things and get

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away with them, what's stopping someone in real life from doing that?. As it can be easily done in real life, a few cases over the years have seen people commit murder and offences due to games. An iconic game that was banned was Manhunt due to the games controversy the character killing people and being a 'hitman', the game was banned in a few countries, therefore the gaming company had to stop the creation and ban the game altogether.