

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

ISO 26000AVS — Social Responsibility in Media Industry

ISO Certification Programme



LAPT — London Academy of Professional Training

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Reference IIT-AVS-26000AVS • ISO IT & Related Technologies

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	IIT-AVS-26000AVS
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Ethical Media Practices

5 chapters · 30 classes85 marks

• 1 Understanding Ethical Principles in Media — 6 classes

› 1.1 Explore Core Ethical Principles in Media

› 1.2 Analyze Case Studies of Ethical Dilemmas in Media

› 1.3 Discuss the Importance of Transparency in Media Practices

› 1.4 Evaluate the Role of Fairness and Impartiality in Media Reporting

› 1.5 Apply Ethical Decision-Making Models to Media Scenarios

› 1.6 Create a Personal Code of Ethics for Media Professionals

• 2 The Role of Social Responsibility in Media — 6 classes

› 2.1 Define Social Responsibility in Media Context

› 2.2 Discuss Key Principles of Ethical Media Practices

› 2.3 Analyze Case Studies of Social Responsibility in Media

› 2.4 Identify Stakeholders Impacted by Media Practices

› 2.5 Evaluate Media's Role in Promoting Social Justice

› 2.6 Create a Social Responsibility Action Plan for Media Projects

• 3 Identifying Ethical Dilemmas in Media Production — 6 classes

› 3.1 Analyze Case Studies of Ethical Dilemmas in Media Production

› 3.2 Identify Key Ethical Principles Relevant to Media Practices

› 3.3 Evaluate the Impact of Audience Perceptions on Ethical Decision-Making

› 3.4 Discuss the Role of Regulations and Guidelines in Media Ethics

› 3.5 Explore Strategies for Resolving Ethical Dilemmas in Media Projects

› 3.6 Create Action Plans for Upholding Ethical Standards in Media Production

• 4 Implementing ISO 26000 in Media Practices — 6 classes

› 4.1 Understand ISO 26000 Principles in Media Context

› 4.2 Identify Key Stakeholders in Media Social Responsibility

› 4.3 Assess Current Media Practices Against ISO 26000 Standards

› 4.4 Develop an Action Plan for Integrating Social Responsibility

› 4.5 Monitor and Evaluate Implementation of ISO 26000 in Media

› 4.6 Communicate the Impact of Ethical Practices to Stakeholders

• 5 Evaluating and Reporting on Ethical Media Practices — 6 classes

› 5.1 Analyze Ethical Frameworks in Media Reporting

› 5.2 Identify Key Indicators of Ethical Media Practices

› 5.3 Evaluate Case Studies on Media Ethics

› 5.4 Assess the Impact of Non-Ethical Practices on Society

› 5.5 Develop a Reporting Template for Ethical Evaluation

› 5.6 Present Findings on Ethical Media Practices to Stakeholders

• 1 Understanding Impact Assessment in the Media Context — 6

classes

- › 1.1 Define Impact Assessment in Media Context
- › 1.2 Identify Key Stakeholders in Media Impact Assessment
- › 1.3 Explore Different Types of Impact Assessments in Media
- › 1.4 Analyze Tools and Metrics for Measuring Media Impact
- › 1.5 Evaluate Case Studies of Media Impact Assessments
- › 1.6 Develop a Basic Impact Assessment Framework for Media Projects

• 2 Frameworks for Evaluating Media Impact — 6 classes

- › 2.1 Identify Key Frameworks for Media Impact Evaluation
- › 2.2 Analyze the Components of Social Responsibility in Media
- › 2.3 Evaluate Quantitative Metrics for Measuring Media Impact
- › 2.4 Assess Qualitative Methods in Media Impact Studies
- › 2.5 Apply Frameworks to Real-World Media Scenarios
- › 2.6 Discuss Best Practices for Continuous Improvement in Media Evaluation

• 3 Stakeholder Engagement in Impact Assessment — 6 classes

- › 3.1 Define Stakeholder Engagement in Impact Assessment
- › 3.2 Identify Key Stakeholders in the Media Industry
- › 3.3 Analyze Stakeholder Perspectives and Interests
- › 3.4 Develop Strategies for Effective Stakeholder Communication
- › 3.5 Assess the Impact of Stakeholder Engagement on Assessments
- › 3.6 Create an Action Plan for Ongoing Stakeholder Involvement

• 4 Quantitative and Qualitative Analysis Techniques in Media Evaluation — 6 classes

- › 4.1 Define Key Metrics for Media Evaluation
- › 4.2 Distinguish Between Quantitative and Qualitative Data
- › 4.3 Apply Quantitative Analysis Techniques in Case Studies
- › 4.4 Utilize Qualitative Analysis Methods for In-depth Insights
- › 4.5 Compare the Effectiveness of Quantitative vs Qualitative Approaches
- › 4.6 Design a Comprehensive Media Evaluation Plan

• 5 Reporting and Communicating Impact: Best Practices — 6 classes

- › 5.1 Identify Key Indicators for Measuring Impact
- › 5.2 Analyze Different Reporting Frameworks in Media
- › 5.3 Develop Effective Communication Strategies for Impact Reporting
- › 5.4 Utilize Visual Aids to Enhance Impact Reports
- › 5.5 Engage Stakeholders Through Impact Presentation Techniques
- › 5.6 Evaluate Case Studies of Successful Impact Reporting

• 1 Understanding Leadership Theories in the Media Industry — 6

classes

- › 1.1 Analyze Key Leadership Theories in Media
- › 1.2 Compare Leadership Styles: Transformational vs. Transactional
- › 1.3 Explore the Role of Emotional Intelligence in Media Leadership
- › 1.4 Discuss Ethical Leadership Practices in the Media Industry
- › 1.5 Evaluate the Impact of Collective Leadership on Team Dynamics
- › 1.6 Apply Leadership Theories to Case Studies in Media Organizations

• 2 Building Effective Teams in Audio-Visual Projects**• 3 Fostering Communication and Collaboration in Leadership****• 4 Ethical Leadership and Social Responsibility in Media****• 5 Evaluating Leadership Impact and Team Performance**

• 1 Understanding Social Responsibility in the Media Industry — 6 classes

- › 1.1 Define Social Responsibility in the Media Industry
- › 1.2 Identify Key Principles of ISO 26000
- › 1.3 Analyze the Role of Ethical Considerations in Media
- › 1.4 Evaluate Case Studies of Socially Responsible Media Practices
- › 1.5 Develop Strategies for Implementing Social Responsibility in Media Projects
- › 1.6 Create a Plan for Promoting Social Responsibility in Media Organizations

• 2 Key Principles of ISO 26000 and Their Application — 6 classes

- › 2.1 Explore the Concept of Social Responsibility in the Media Industry
- › 2.2 Identify Key Principles of ISO 26000 Relevant to Media
- › 2.3 Examine Stakeholder Engagement in Media Practices
- › 2.4 Analyze Ethical Decision-Making Frameworks in Media
- › 2.5 Assess Case Studies of ISO 26000 Application in Media
- › 2.6 Develop a Social Responsibility Action Plan for Media Projects

• 3 Stakeholder Engagement and Impact Assessment — 6 classes

- › 3.1 Identify Stakeholders in the Media Industry
- › 3.2 Analyze Stakeholder Needs and Expectations
- › 3.3 Explore Effective Communication Strategies for Stakeholders
- › 3.4 Conduct Impact Assessments for Media Projects
- › 3.5 Evaluate Outcomes of Stakeholder Engagement
- › 3.6 Develop Action Plans for Ongoing Stakeholder Collaboration

• 4 Sustainable Practices in Audio-Visual Production — 6 classes

- › 4.1 Identify Key Sustainable Practices in Audio-Visual Production
- › 4.2 Analyze the Environmental Impact of Media Production
- › 4.3 Explore Ethical Sourcing of Materials in Filmmaking
- › 4.4 Evaluate the Role of Renewable Energy in Production Studios
- › 4.5 Develop a Sustainable Production Plan for a Media Project
- › 4.6 Advocate for Social Responsibility in Industry Practices

• 5 Leadership Strategies for Promoting Social Responsibility — 6 classes

- › 5.1 Define Key Principles of Social Responsibility in Media
- › 5.2 Identify Leadership Roles in Promoting Ethical Practices
- › 5.3 Analyze Case Studies of Successful Social Responsibility Initiatives
- › 5.4 Develop Strategies for Integrating Social Responsibility into Media Projects
- › 5.5 Create a Community Engagement Plan to Foster Awareness
- › 5.6 Evaluate the Impact of Leadership Strategies on Social Responsibility Outcomes

• 1 Understanding Sustainability in Media: Concepts and Frameworks — 6 classes

- › 1.1 Define Key Concepts of Sustainability in Media
- › 1.2 Explore the Importance of Social Responsibility in Media
- › 1.3 Analyze Frameworks for Sustainability in Media Practices
- › 1.4 Evaluate Case Studies of Sustainability in Media Enterprises
- › 1.5 Identify Challenges to Implementing Sustainable Practices in Media
- › 1.6 Develop a Strategic Plan for Enhancing Sustainability in Media

• 2 Evaluating Environmental Impact of Media Production — 6 classes

- › 2.1 Identify Key Environmental Impacts in Media Production
- › 2.2 Analyze Carbon Footprints of Various Media Projects
- › 2.3 Evaluate Waste Management Practices in Production Settings
- › 2.4 Assess the Use of Sustainable Materials in Media Products
- › 2.5 Compare Renewable Energy Options for Media Production
- › 2.6 Develop an Action Plan for Reducing Environmental Impact in Media

• 3 Social Responsibility and Ethical Storytelling — 6 classes

- › 3.1 Define Social Responsibility in Media Industries
- › 3.2 Identify Ethical Storytelling Practices
- › 3.3 Analyze Case Studies of Responsible Media Narratives
- › 3.4 Evaluate the Impact of Media on Social Issues
- › 3.5 Develop Guidelines for Ethical Media Production
- › 3.6 Create a Responsible Media Campaign Proposal

• 4 Implementing Sustainable Practices in Media Organizations — 6 classes

- › 4.1 Assess Current Practices for Sustainability in Media Organizations
- › 4.2 Identify Key Sustainability Goals Relevant to Media Industry
- › 4.3 Develop Strategies for Reducing Carbon Footprint in Media Operations
- › 4.4 Implement Waste Reduction Techniques in Media Production
- › 4.5 Engage Stakeholders in Sustainable Media Practices
- › 4.6 Evaluate the Impact of Sustainability Initiatives in Media Organizations

• 5 Measuring Impact: Tools and Standards for Sustainable Media — 6 classes

- › 5.1 Analyze Standards for Measuring Sustainable Media Impact
- › 5.2 Identify Key Metrics in Media Sustainability Assessment
- › 5.3 Evaluate Tools for Measuring Social Responsibility in Media
- › 5.4 Compare International Metrics for Sustainable Media Practices
- › 5.5 Develop a Framework for Tracking Media Sustainability Initiatives
- › 5.6 Implement a Case Study Analysis of Sustainable Media Impact Measurement