
the feasibility of a civil liability of mass media with an emphasis on deception

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Abstract Talk civil liability arising the mass media requires an understanding of the principles and various sources. The right to freedom of expression and information in conflict with the right to freedom of privacy and confidentiality is almost limitless. Necessary for economic activities such as advertising, lack of injury suffered by others and if the entry is bound to compensate its operating losses. The responsibility for the mass media in the modern theory of advertising is to blame for the departure normal behavior and lack of responsibility is not going to eliminate it. Responsibility consists of three pillars of the pillars of fault, damage and causal link and, more importantly mass media advertising fault instances of defamation, invasion of privacy, publicity is harmful and violate trademarks, if any of these occur at the fault of the media other conditions (Log losses causal relationship) will be the responsibility of the mass media. requiring correction or apology, accountability, collect harmful effects and so on. Reference to investigate claims of civil liability of public or private media according to the media type is determined.

Keywords : Keywords:Mass Media,Civile Responsibility, Elements of civil liability, Deception

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