

DEREE COLLEGE SYLLABUS FOR: CN 3412 MEDIA ETHICS

(Updated: Fall 2020)

US CREDITS: 3/0/3
UK LEVEL: 5
UK CREDITS: 15**PREREQUISITES:**

WP 1010 Introduction to Academic Writing
WP 1111 Integrated Academic Writing and Ethics
WP 1212 Academic Writing and Research
CN 2301 Foundations of Contemporary Media

CATALOG DESCRIPTION:

Philosophical and practical approaches to understand ethical dilemmas in the media. Analysis of the competing professional, private, employment and social frameworks established in the course. Comparison of ethical standards and practices in different areas in the field of communication.

RATIONALE:

Students need to understand how the media determine not only what is right or wrong but also how media professionals can make ethical decisions when confronted with critical dilemmas on a daily basis. Students also need to know how professional choices are judged not just on content but on character and integrity as their decisions can have a significant effect on other people's lives.

LEARNING OUTCOMES:

1. Demonstrate knowledge and understanding of major ethical theories and key concepts relevant to the field of communication.
2. Demonstrate awareness of the diversity of approaches to understanding media ethics in both historical and contemporary contexts, and of the uses and practical implications of those approaches.
3. Demonstrate knowledge and understanding of the ethical concepts, competencies, dilemmas and professional roles related to journalism, photojournalism, cyber-information, advertising, filmmaking, television production and public relations as distinct yet interrelated areas of professional practice.
4. Demonstrate knowledge of the ethical frameworks that affect critical decision-making in media and cultural production and consumption.
5. Analyze and apply a range of diverse arguments, methods and positions related to media ethics theory and practice in a chosen communication field.

METHOD OF TEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Classes consist of lectures, class quizzes, discussions, case studies of ethical dilemmas, debates, presentations, and screenings.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, go over lecture material and provide feedback on the progress of the case study essay and presentation.
- Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.

<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="667 184 1409 300"> <tr> <td>First assessment: essay (1,800-2,000 words)</td> <td>40</td> </tr> <tr> <td>Second assessment: portfolio (oral presentation)</td> <td>10</td> </tr> <tr> <td>Third assessment: final examination (2 hours)</td> <td>50</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="667 331 1409 363"> <tr> <td>Case studies debates/discussions</td> <td>0</td> </tr> </table> <p>The formative assessment (case studies/discussions) aims to familiarize the students with ethical dilemmas and decision-making processes. The first assessment (1 individual case study essay) tests Learning Outcomes 1 and 5. The second assessment (oral presentation) tests Learning Outcome 5. The third assessment (final exam) tests Learning Outcomes 1, 2, 3 and 4.</p> <p>Students are required to resit failed assessments in this module.</p>	First assessment: essay (1,800-2,000 words)	40	Second assessment: portfolio (oral presentation)	10	Third assessment: final examination (2 hours)	50	Case studies debates/discussions	0
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Second assessment: portfolio (oral presentation)	10								
Third assessment: final examination (2 hours)	50								
Case studies debates/discussions	0								
<p>INDICATIVE READING:</p>	<p>REQUIRED READING: Patterson, Philip and Lee Wilkins. <i>Media Ethics: Issues and Cases</i>. McGraw – Hill, latest edition.</p> <p>RECOMMENDED READING: Christians, Clifford <i>et al.</i> <i>Media Ethics: Cases and Moral Reasoning</i>. Longman, 2008. Frost, Chris. <i>Media Ethics and Self-Regulation</i>. Pearson, 2000. Gordon, A. David. <i>Controversies in Media Ethics</i>. Longman, 2011. Leslie, Larry. <i>Mass Communication Ethics: Decision Making in Postmodern Culture</i>. Houghton Mifflin Company, 2003.</p>								
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>								
<p>COMMUNICATION REQUIREMENTS:</p>	<p>All presentations using good English (oral and written)</p>								
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word, PowerPoint.</p>								
<p>WWW RESOURCES:</p>	<p>www.mediaethics.com www.poynter.org www.mediaethicsjournal.com www.cjr.org</p>								
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Philosophical approaches and decision-making models <ol style="list-style-type: none"> 1.1. Bok’s model 1.2. Aristotle’s golden Mean 1.3. Kant’s Categorical imperative 1.4. Utilitarianism 								

	<ul style="list-style-type: none">1.5. Pluralistic theory of value1.6. Communitarianism 2. Ethical dimensions of art and entertainment<ul style="list-style-type: none">2.1. Traditional vs. popular culture2.2. Representations of reality2.3. Aesthetics and ethics 3. Ethics in Cyberspace<ul style="list-style-type: none">3.1. Cookies3.2. Ownership of information3.3. Sources3.4. Fragmentation of political culture3.5. Online journalism3.6. Online privacy, accuracy, immediacy, reliability, & accessibility 4. The ethics of photo and video journalism<ul style="list-style-type: none">4.1. Staging photographs4.2. Electronic manipulation4.3. Selective editing4.4. Eyewash 5. Issues of privacy<ul style="list-style-type: none">5.1. Discretion5.2. Circles of Intimacy5.3. Right to know – Need to know – Want to know 6. Public Relations Ethics<ul style="list-style-type: none">6.1. Continuum of truth 7. Loyalty<ul style="list-style-type: none">7.1. The Potter Box7.2. Layers of conflicting loyalties 8. Journalism ethics<ul style="list-style-type: none">8.1. Truth telling8.2. Ethical news values8.3. Impartiality and objectivity reporting 9. Advertising Ethics<ul style="list-style-type: none">9.1 Persuasion theory9.2 The TARES Test9.3 Special audiences 10. Democracy<ul style="list-style-type: none">10.1. Reporting political character10.2 Reporting government10.3 Reporting terrorism and hate10.4. Professional responsibility
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