

DEREE COLLEGE SYLLABUS FOR: CN 3412 MEDIA ETHICS

Instruction hours/lab hours/ US credits 3/0/3

UK LEVEL: 5

UK CREDITS: 15

(Updated: Fall 2025)

PREREQUISITES:

WP 1010 Introduction to Academic Writing
WP 1111 Academic Writing
WP 1212 Academic Writing and Research
CN 2001 LE Foundations of Contemporary Media

CATALOG DESCRIPTION:

Philosophical and practical approaches to understanding ethical dilemmas in the media. Analysis and comparison of ethical standards and practices in different areas across the field of communication. Utilization of moral reasoning through contemporary case studies.

RATIONALE:

This course aims at engaging students in debates on how the media determine what is right or wrong and how media professionals make ethical decisions when confronted with critical dilemmas on a daily basis. Students will learn how professional choices are judged based not only on content but also on character and integrity, as professional decisions can have a significant effect on other people's lives.

LEARNING OUTCOMES:

As a result of taking this course, student should be able to:

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. Identify and analyze 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. Distinguish and examine 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:

	<ul style="list-style-type: none"> • Classes consist of lectures, class 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.
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ASSESSMENT:	<table border="1"> <tr> <td colspan="2">Summative:</td> </tr> <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> <tr> <td colspan="2">Formative:</td> </tr> <tr> <td>Case studies debates/discussions</td> <td>0</td> </tr> <tr> <td>In class test</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.</p> <p>The first assessment (1 individual case study essay) tests Learning Outcomes 1 and 5.</p> <p>The second assessment (oral presentation) tests Learning Outcome 5.</p> <p>The final assessment (final exam) tests Learning Outcomes 1, 2, 3 and 4.</p> <p>Students are required to resit failed assessments in this module.</p>	Summative:		First assessment: essay (1,800-2,000 words)	40	Second assessment: portfolio (oral presentation)	10	Third assessment: final examination (2 hours)	50	Formative:		Case studies debates/discussions	0	In class test	0
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INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Christians, Clifford <i>et al.</i> <i>Media Ethics: Cases and Moral Reasoning</i>. Routledge, 2024, in PERLEGO</p> <p>RECOMMENDED READING:</p> <p>Patterson, Philip and Lee Wilkins. <i>Media Ethics: Issues and Cases</i>. McGraw – Hill, latest edition.</p> <p>Lee Plaisance, Patrick, editor. <i>Communication and Media Ethics</i>. De Gruyter Mouton, 2018, in PERLEGO</p>
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INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>
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COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments
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SOFTWARE REQUIREMENTS:	Blackboard CMS; MSOffice
WWW RESOURCES:	www.mediaethics.com www.poynter.org www.mediaethicsjournal.com www.cjr.org
INDICATIVE CONTENT:	<p>Ethical Foundations & Perspectives</p> <ul style="list-style-type: none"> ✓ Who Decides? ✓ Moral Duties ✓ Ethical Guidelines (Aristotle, Kant, Utilitarianism) ✓ The Potter Box <p>News Ethics</p> <ul style="list-style-type: none"> ✓ Truth-telling ✓ Social Justice ✓ Privacy Invasion ✓ Business pressures <p>Advertising Ethics</p> <ul style="list-style-type: none"> ✓ Image-made media culture ✓ The Media are Commercial ✓ Professional Culture ✓ The TARES Test <p>PR Ethics</p> <ul style="list-style-type: none"> ✓ Public Communication ✓ Truth-telling ✓ Conflicting Loyalties ✓ Social Responsibility <p>Entertainment Ethics</p> <ul style="list-style-type: none"> ✓ Violence ✓ Profits, Wealth & Public Trust ✓ Media Scope & Depth ✓ Censorship <p>Case Studies</p> <ul style="list-style-type: none"> ✓ Photo/video journalism ethics ✓ Cyber ethics