Course Syllabus

Media Ethics

MCM 406.001

Fall 2018

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Office Hours: 10-10:50 a.m. Monday, Wednesday and Friday; 1:30-2:30 p.m. Monday-Friday; 8:30-9:15 a.m. Tuesday and Thursday; and by appointment
Department: Mass Communication
Class Meeting Time and Place: 11-11:50 a.m. in Boynton 104

Course Description: A study of ethical theories and their application to ethical problems in journalism, advertising, public relations, radio/TV and the internet. Prerequisite: advanced standing.

Program Learning Outcomes (PLOs):

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

Journalism Concentration PLOs:

1. Demonstrate appropriate writing and editing skills across diverse multimedia platforms.
2. Gather, analyze, organize and synthesize information on contemporary topics to develop a news story.
3. Demonstrate the application of contemporary technology, terminology and techniques in the news-gathering process.
4. Understand effective visual language and how to apply it to convey messages and enhance the communication process.

**Student Learning Outcomes:**

1. Students will study philosophers such as Aristotle, Kant and Mill to understand how their thoughts can be used to solve problems related to media ethics.
2. Students will become familiar with issues related to media ethics such as truth and honesty, privacy, confidentiality, conflicts of interest, antisocial behavior, morally offensive conduct, etc.
3. Students will further develop writing skills by preparing a short paper.

**Text and Materials:**

2. Handouts.

**Course Requirements:** Requirements include two one-hour examinations, daily tests, one short paper and a semi-comprehensive final.

**Considerations:**

1. **Major exams** and the final will cover material discussed in class along with assigned readings. A number of questions will be based on information found in the text but **not** discussed in class.
2. Information will be forthcoming on daily tests and the short paper.
3. The semi-comprehensive final will include everything since the second exam plus review material. A handout containing review questions will be distributed after the second test.
4. I do not email grades or give them out on the telephone.

Course Calendar: attached

Grading Policy:

| Two one-hour examinations | 45% |
| Daily tests               | 20% |
| Short paper               | 10% |
| Semi-comprehensive final  | 25% |

Attendance policy:

1. No distinction is made between excused and unexcused absences. Any student who misses 25% of the class will have his/her grade lowered one letter; 35%, two letters; 45%, three letters, etc.
2. Three tardies count as one absence. (Please see me the period you are late if you believe your tardy should be excused.) If you come in 15 minutes or later after class has begun, you are absent.

Academic Integrity (A-4.1): Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, or an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been
purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

**Withheld Grades Semester Policy (A-54):** Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Students with Disabilities:** To obtain disability accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

**Additional Considerations:**

1. Early tests (daily tests, major exams, final) will not be given.
2. No one is exempt from the final.
3. If you are absent, it is your responsibility to find out what you missed. Please check with another student in the class. See me if you missed a handout, etc.
4. Students are expected to conduct themselves like ladies and gentlemen. Such behavior as whispering, talking, reading, studying material for another class, etc., will not be tolerated. The above are grounds for dismissal. **Students also are expected to remain in their seats throughout the period unless there is a dire emergency, which should be explained at the end of the period. Leaving the classroom,**
returning and not explaining why will result in an absence for that period.

5. Texting (text messaging) during class is crude, rude and socially unacceptable. Anyone caught doing this will be asked to leave and possibly will be dropped from the class. The same holds true for sending and receiving e-mails.

6. Cell phones—or anything that looks like a phone—should be clearly placed out of sight, especially during tests. If a student is caught with a cell phone on his/her desk, she/he will be asked to leave the classroom. If this should occur during a test, he/she will receive a zero on the test. Please turn off all cell phones.

7. Course feedback (returned tests, etc.) is provided throughout the semester.

8. Makeup exams are given only to students who have acceptable excuses. ("Acceptable" is defined by the instructor.)

9. Children are not welcome in this class, which in no way functions as a day-care center. Anyone who brings a child to class will be asked to leave with the child. On the other hand, dogs and cats are very, very welcome, though, alas, university policy does not permit them to attend.
DAILY TESTS: MCM 306, 406: FALL 2018

1. Daily tests generally will be given every Friday at the beginning of the class period starting Fri., Sept. 7.
2. Each test will be objective (multiple-choice, true-false, matching, etc.) and will include 10 items based on the previous week’s or weeks’ lectures.
3. If a major exam has been scheduled, there will be no daily test.
4. Tests should take 10 minutes (probably 5) at max. Therefore, anyone who arrives late will be hurting himself/herself regarding time. For example, if someone arrives 8 minutes late, that student will have only 2 minutes to take the test. If a student arrives 12 minutes late, he/she will have missed the test.
5. There will be ABSOLUTELY NO MAKEUPS, no matter what the excuse. At the end of the semester some low grades or zeros will be dropped.
6. Please do not begin taking your test until every student has received a copy. Please lay your test facedown on your desk when you receive it. I will let you know when it’s time to begin.
TENTATIVE ASSIGNMENTS/DISCUSSION

Please note the word "tentative." These are subject to change.


Mon., Sept. 24-Fri., Sept. 28: "Ethics and Logic."


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Mon., Nov. 5-Fri., Nov. 9: “Stereotypes.” Walt Disney movie.

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Mon., Nov. 12-Fri., Nov. 16: “The Media and Antisocial Behavior.”

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THANKSGIVING HOLIDAY!!!

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Mon., Nov. 26-Fri., Nov. 30: “Morally Offensive Conduct.” “Advertising: Some Ethical Considerations.”

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Mon., Dec. 3-Fri., Dec. 7: “Propriety/Compassion/Sensitivity.” Catch-up.

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FINAL EXAMINATIONS!