Class Meeting Time: MWF 10am-10:50am  Location: BO 104
Instructor: Mrs. Sherry Williford  Phone: 468-1278
Office: Boynton 301D  E-mail: swilliford@sfasu.edu
Office Hours: MWF 9a-10a; & TR 9:30a-11:00a, 1:30p-3p
Others by Appointment


COURSE DESCRIPTION: A study of ethical theories and their application to ethical problems in journalism, advertising, public relations, radio/television, and the Internet. Prerequisite: advanced standing.

COURSE SYNOPSIS: MCM 406.001 Media Ethics (3 credits) typically meets three times a week (Monday, Wednesday and Friday) in 50-minute segments for 15 weeks and also meets for a 2-hour final examination. Students have significant textbook reading assignments and are expected to take 3 or 4 one-hour exams and a final based on reading assignments, lectures, videos, etc. In addition, 1 paper related to ethical problems in the media is assigned. These activities average at minimum 6 hours of work each week to prepare outside of classroom hours.

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 OUTCOMES (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 (SLOs):

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.

ACADEMIC INTEGRITY (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.

DEFINITION OF 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, on 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.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp
Food and Beverages in Academic Areas: Consumption of food or beverages is prohibited in all indoor classrooms and laboratories.

ACCEPTABLE STUDENT BEHAVIOR:
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

STUDENTS WITH DISABILITIES (6.1):
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, 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. For additional information, go to http://www.sfasu.edu/disabilityservices/.

ATTENDANCE: You are expected to attend every class. Absences from the course which equal or exceed 25% (on the seventh (7) absence) of the class meetings will result in automatic failure of the course. If you have perfect attendance, you will be credited with a bonus 5 pts. added to your overall grade.

The use of cell phones for any reason other than class participation will not be tolerated.
COURSE REQUIREMENTS:

GRADING:

During this course you will take four tests designed to evaluate your understanding of the material. Tests will not be cumulative but rather will test material covered in sections. One short paper will be required during the semester. Attendance will affect overall grade, and bonus points may be given during the semester at the instructor’s discretion to students in attendance.

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TENTATIVE SCHEDULE: Let me stress...this is a tentative schedule and the instructor may at anytime readjust the schedule according to the pace of the class.

08/26 – 08/30  Introduction & Ethics Theory  Chapter 1
09/02 – 09/06  Theory & Values in Media  Chapter 2 & 3
09/09 – 09/13  Test #1 Review & Test #1

09/16 – 09/20  Technology & Transparency  Chapter 4 & 5
09/23 – 09/27  Justice  Chapter 6
09/30 – 10/04  Test #2 Review & Test #2

10/07 – 10/11  Harm  Chapter 7
10/14 – 10/18  Autonomy  Chapter 8
10/21 – 10/25  Test #3 Review & Test #3

10/28 – 11/01  Privacy  Chapter 9
11/04 – 11/08  Community  Chapter 10
11/11 – 11/15  Test #4 Review & Test #4

11/18 – 11/22  Ethics in Cyberspace  Chapter 11
12/02 – 12/06  Test #5 Review

FINAL EXAM: Wednesday, December 11, 2019  10:45a-1:15p