Syllabus

Media Ethics

3 Credit Hours

MCOM 4306

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

Prerequisite(s): Junior standing

Justification for Credit Hours Awarded: MCOM 4306, "Media Ethics" (3 credit hours), typically meets either twice a week, three times a week, or online (meeting times align with university policy depending upon course length and modality) for either 15 weeks or 8 weeks depending on the semester. Students have significant textbook reading assignments and are expected to complete case studies for each module and a capstone assignment based on reading assignments, lectures, videos, etc. related to ethical problems in the media. These activities average at minimum 6 hours of work each week to prepare outside of classroom hours. For program-level assessment purposes, students will complete a pre-test and a post-test.

Program Learning Outcomes:

1. Demonstrate the ability to write effectively across a variety of platforms appropriate 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.

Student Learning Outcomes:
1. Students will be become familiar with major ethical frameworks and be able to apply to situations that arise in the media.
2. Students will learn the guidelines, norms, and suggestions that govern the mass media profession.
3. Students will explore their personal beliefs, instincts, and biases regarding ethical conduct in the media by applying critical thinking skills.
4. Students will learn why it is important to consider ethical issues related to communication law.

Course Topics Disclaimer: Controversial and provocative material relating to Media Ethics will be studied and discussed in this class. As you discuss the class material, please remember that we are in a classroom setting and that you need to use language that is appropriate and respectful in a classroom setting. You should express your opinions and thoughts in a professional and educated manner.

General Education Core Curriculum Objectives/Outcomes: n/a


Course Requirements:

1. Readings quizzes
2. Case studies
3. Pre-test/Post-test assessment (Note: If the pre-test is not completed, the student will receive a WH for the final grade in the class until the pre-test is completed).

Grading Scale:

A = 100--90
B = 89--80
C = 79--70
D = 69--60
F = 59 and below

Grading Policy:

Reading Quizzes = 60%
Case Studies = 35%  
Pre-test = 0%  
Post-test = 5%  
TOTAL = 100%  

NO ASSIGNMENTS WILL BE ACCEPTED AFTER DUE DATE unless there are extenuating circumstances beyond your control such as a medical emergency, death in the family, documented illness, etc. Extra credit assignments may be given at the instructor’s discretion. Extra credit opportunities cannot be made-up, if missed. But, you may submit assignments earlier than the deadlines. Once you have submitted an assignment (even if you submitted it earlier than the deadline), you cannot redo the assignment. Assignments submitted earlier than the deadline will not be graded earlier than the deadline. Even if you mistakenly submit the wrong assignment initially, you will not be permitted to submit a different assignment. Thus, please ensure you upload the correct document the first time. You are also expected to provide correct links that work when providing assignments that are cloud based and/or on a video platform. If the link to your assignment does not work, you will not be able to correct that mistake after the assignment deadline passes.

Attendance Policy (see also SFA Policy 6.7): This is an online course and, to be successful, it is expected that you log into the class regularly and explore and read all material that has been provided for you to learn about media law.

Academic Integrity:

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one's self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas,
illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Acceptable Student Behavior Policy (see also SFA Policy 10.4):

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). 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.

Withheld Grades Policy (see also SFA Policy 5.5):

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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities Policy (see also SFA Policy 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, 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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Wellness and Well-Being:**

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**

**The Dean of Students Office** (Rusk Building, 3rd floor lobby)

www.sfasu.edu/deanofstudents

936.468.7249

dos@sfasu.edu

**SFA Human Services Counseling Clinic**

Human Services, Room 202

www.sfasu.edu/humanservices/139.asp

936.468.1041

**The Health and Wellness Hub**

“The Hub”

Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education
Crisis Resources:

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741
## Course Calendar

**Unit 1a Essay on Readings from Pages 1-40**

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Dates</th>
<th>Modules</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>10/23 -- 10/29</td>
<td>Getting Started &amp; Unit 1</td>
<td>- Read Syllabus, SFA Steen Library, Meet Your Professor, How to Make a YouTube channel, and Discussion Netiquette in the Getting Started unit.&lt;br&gt;- Purchase textbook.&lt;br&gt;- Go to the discussion board topic titled Introduce Yourself and learn about your fellow classmates this semester. Upload your introduction video.&lt;br&gt;- Read Unit 1 course content. This is the Introduction on Pages 1-40.&lt;br&gt;- Complete the Pre-test&lt;br&gt;- Submit the Unit 1a Essay on Readings from Pages 1-40 by 11:59 p.m. (CST), Saturday, October 28.&lt;br&gt;- Complete Reading quiz for Introductory chapter by 11:59 p.m. (CST), Sunday, October 29.</td>
</tr>
<tr>
<td>Week 2</td>
<td>10/30 -- 11/5</td>
<td>Unit 2</td>
<td>- Read Unit 2 course content.&lt;br&gt;- Read chapters 1, 2, 3, 4, and 5 in the textbook.&lt;br&gt;- Submit the case study essay for Unit 2 by 11:59 p.m. (CST), Saturday, November 4.&lt;br&gt;- Complete Reading quizzes for chapters 1, 2, 3, 4, and 5 by 11:59 p.m. (CST), Sunday, November 5.</td>
</tr>
<tr>
<td>Week 3</td>
<td>11/6 -- 11/11</td>
<td>Unit 3</td>
<td>- Read Unit 3 course content.&lt;br&gt;- Read chapters 6, 7, 8 and 9 in the textbook.&lt;br&gt;- Submit the case study essay for Unit 3 by 11:59 p.m. (CST), Friday, November 10.&lt;br&gt;- Complete Reading quizzes for chapters 6, 7, 8, and 2 by 11:59 p.m. (CST), Saturday, November 11.</td>
</tr>
<tr>
<td>Weeks 4-5</td>
<td>11/12 -- 11/17</td>
<td>Unit 4</td>
<td>- Read Unit 4 course content.&lt;br&gt;- Read chapters 10, 11, 12 and 13 in the textbook.&lt;br&gt;- Submit the case study essay for Unit 4 by 11:59 p.m. (CST), Thursday, November 16.&lt;br&gt;- Complete Reading quizzes for chapters 10, 11, 12, and 13 by 11:59 p.m. (CST), Friday, November 17.&lt;br&gt;- THANKSGIVING HOLIDAY (11/18 -- 11/26)</td>
</tr>
<tr>
<td>Weeks 6-7</td>
<td>11/27 -- 12/10</td>
<td>Unit 5</td>
<td>- Read Unit 5 course content.&lt;br&gt;- Read chapters 14, 15, 16 and 17 in the textbook.&lt;br&gt;- Submit the case study essay for Unit 5 by 11:59 p.m. (CST), Wednesday, December 6.</td>
</tr>
</tbody>
</table>
- Complete Reading quizzes for chapters 14, 15, 16, and 17 by 11:59 p.m. (CST), Thursday, December 7.
- Complete the Post-test by 11:59 p.m. (CST), Friday, December 8.