

**COMM 2254 MEDIA ETHICS**  
June 6 – July 27 / 100% online course

***INSTRUCTOR INFORMATION***

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Instructor	Soo Jung Moon
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Office Hours	By appointment Virtual office hours through campus mail (Gmail) chatting
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***TEXT***

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1. Media Ethics: Issues & Cases/ Philip Patterson, Lee Wilkins/8th edition/ McGraw Hill /
2. Journalism ethics goes to the movies (2008) / edited by Howard Good /Rowman & Littlefield Publishers

*Note. Media Ethics: Issues and Cases* is our main textbook for quizzes and discussions. All short answer questions (Quiz 1) are from this book. The second textbook *Journalism Ethics Goes to the Movies* will be used for four film essays.

***COURSE OVERVIEW***

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Through class discussion, films and written papers, we will explore ethical issues in the media in some depth. Much of the quality of the class will depend on the effort put into class preparation by all of us.

Ethical questions in a variety of contexts will be considered – for example, is it ever ethically acceptable to lie to a source, your boss, your client, your employee, or your reader/viewers? How much information should the mass media provide about the private lives of public figures? What is appropriate news coverage of “needy causes”? What is and should be the influence of competition and the profit motive on news?

We also will explore classical ethical theory from a philosophical and applied perspective as well as from the discipline of psychology and moral development. The general trend of the course will be to move from individual ethical choice to a view of how the media – and individual journalists – ought to behave within a larger social and political framework.

***COURSE LEARNING OUTCOMES***

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1. Students will know some of the major classical and contemporary ethical philosophies and be able to apply those theories to practical ethical decision-making.
2. Students will demonstrate knowledge of various ethical decision-making models.
3. Students will demonstrate an ability to analyze case studies and employ appropriate creative problem-solving skills to ethical problems.
4. Students will demonstrate knowledge of the manner in which different publics including industry, business and society in general are affected by media decision-makers.
5. Students will analyze real-world ethical dilemmas and arrive at a course of action and justification for news audiences.

**GRADING POLICY**

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<b>Grading</b>	Midterm	15 points
	Final Test	15 points
	Quizzes	20 points
	Film essay 1 <i>Shattered Glass</i>	10 points
	Film essay 2 <i>Absence of Malice</i>	10 points
	Film essay 3	6 points
	Film essay 4	6 points
	Discussions / Introduction	18 points
		<b>Total 100 points</b>

<b>Grading Scale</b>	A = 90-100
	B = 80-89.99
	C = 70-79.99
	D = 60-69.99
	F = below 60 points

If you do not understand something about your grade, please contact me within one week of receiving your grade. No grade changes will be considered after this deadline.

**Make-ups, Late and Missed Deadlines** Meeting deadlines is essential to the profession, so any assignment turned in after its deadline will result in a penalty of 20% per day. The only exceptions to the no-make-ups rule are death in your immediate family, incapacitating illness, and approved special curricular requirements. Submit all assignments to Dropbox.

**Communications** You are encouraged to use campus Gmail ([smoon@westga.edu](mailto:smoon@westga.edu)) for all class related correspondence. I will try to respond within 24 hours, though messages sent during weekends (or Friday afternoons) may not receive such a prompt response.

**QUIZZES & TESTS**

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All QUIZZES and TESTS are conducted via "Quizzes" in CourseDen

**Quizzes** **There will be no make-up quizzes offered** unless (1) arrangements are made **before** the quiz period begins to take it early, (2) instructor-approved documentation of extenuating circumstances can be provided, or (3) documentation of irresolvable technical problems with CourseDen (not your computer or internet connection) is provided/confirmed by Distance Education on the day you attempted the quiz.

Each chapter has a quiz based on assigned readings and viewings.  
**Quizzes will open at 12:01 am and close at 11:59 pm on scheduled days (Saturday to Sunday).** If the CourseDen is under maintenance, you can access quizzes from 7:01 am on Saturday. Please see syllabus for exact dates of each quiz.

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These open-book quizzes are designed to encourage you to read textbooks and materials thoroughly. You need to **type your answer verbatim as in the materials**. I recommend that you take Quiz 1 first. Each question of this quiz has a maximum of **10 minutes**. You will not be able to revisit questions.

**Midterm and  
Final test**

Multiple choice. **Each question has one and half minutes**. You will not be able to revisit questions. See the syllabus for exact dates of tests.

**WRITING ASSIGNMENTS**

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Your assignments must be typewritten and double-spaced. Do not write more than the length requested—if you write long it means you need to edit your work. Use 1-inch margins and 12-pt. type. Put your name and the date at the top of each page. The file name of your story is your capitalized last name and assignment: SMITH Film1 (the first film essay by Smith).

Don't just include phrases. Write in complete sentences; you will be judged on clarity and content, as well as grammar. Use a Spellcheck, but also review your work carefully for errors. The more neatly you layout the information, the more likely we will be able to see you have responded to all the questions and give you full credit.

See handouts posted in the *Assignment* section for detailed instructions.

**DISCUSSIONS**

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Each discussion board will be kept open through the scheduled days (**Tuesday to Thursday**) of the chapter. Each discussion has 4 points.

**ACADEMIC DISHONESTY**

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The penalties for academic dishonesty range from receiving 0 points on the exam or the assignment to receiving an "F" grade in the course.

All the work you do must be your own. Do not present the work of another as if it were your own. Use quotation marks to indicate the exact words of someone else, and cite the source. Cite sources of ideas that are not your own, even if you did not use their exact words. Summarizing OK – it is considered paraphrasing, but do not just rearrange a sentence or change some of the words. Still, each time a source is paraphrased, a credit for the source needs to be included in the text.

Cheating	Using or attempting to use unauthorized materials, information or study aids
Fabrication	Falsification or unauthorized invention of any information or citation
Plagiarism	Representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged

**COMMON LANGUAGE FOR COURSE SYLLABI**

[http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)

<i>COMM 2254 Class Schedule</i>	
The class schedule and assignments are subject to change in order to reinforce course material and maintain some flexibility. Additional reading and viewing/listening assignments will be made throughout the semester.	
<b>Date</b>	<b>Due (@ 11:59 p.m.)</b>
Chapter 0. Orientation	
June 6-8	Introduce yourself ( 2 points) Use Discussion Board of CourseDen
You can check out DVDs <i>“The Paper,” “Shattered Glass,” “Wag the Dog,” “Absence of Malice,” “Broadcast News,” “Veronica Guerin”</i> and <i>“Welcome to Sarajevo”</i> reserved at the library. See the <b>Assignment</b> section for the detailed information about film essays.	
Ch.1. An Introduction to Ethical Decision Making	
June 9 - 19	Quiz 1 (Sat-Sun) Film 1: Shattered Glass (Sat)
Ch.2. Information Ethics: A Profession Seeks the Truth	
June 20 - 26	Discussion 1 (Tue-Thu) Quiz 2 (Sat-Sun)
Ch.5. Privacy: Looking for Solitude in the Global Village	
June 27- July 3	Discussion 2 (Tue-Thu) Film 2: Absence of Malice (Sat) Quiz 5 (Sat-Sun)
Ch.4. Loyalty: Choosing Between Competing Allegiances	
<b>July 6 -7</b>	<b>Midterm (Ch. 1, 2 &amp; 5)</b>
July 4-10	Quiz 4 (Sat-Sun)
Ch.7. Media Economics: The Deadline Meets the Bottom Line	
July 11-17	Discussion 3 (Tue-Thu) Film 3: Choose one in the list (Sat) Quiz 7 (Sat-Sun)
Ch.9. New Media: Continuing Questions and New Roles	
July 18-24	Discussion 4 (Tue-Thu) Film 4: Choose one in the list (Sat) Quiz 9 (Sat-Sun)
<b>July 27-28</b>	<b>Final test (Ch. 4,7 &amp; 9)</b>