

## COMM 2254 MEDIA ETHICS

Session I, Jan. 4- Feb. 28 / 100% online course

### INSTRUCTOR INFORMATION

Instructor	Soo Jung Moon
Office / Telephone	Humanities 149 / 678 839 4936
E-mail	MW 2:30- 5:00 p.m.
Office Hours	smoon@westga.edu

You can also schedule an appointment outside of my office hours via email

### TEXT

1. Day, L. A. (2006). Ethics in Media Communications: Cases and Controversies (5th Ed.) Belmont, CA: Wadsworth.
2. Additional, required reading will be assigned

### COURSE OVERVIEW

Through class discussion, films, and brief 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 (how one grows to become a moral adult). 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

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications. (ACEJMC SLO3)
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. (ACEJMC SLO4)
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.(ACEJMC SLO6)

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.

**MASS COMMUNICATIONS PROGRAM LEARNING OUTCOMES**

**ACEJMC Professional Values and Competencies:** As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC’s 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

**6 x 6 MASS COMM SUCCESS**

**Six Values...**

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics

**Six Competencies...**

1. Think Critically & Creatively
2. Research & Evaluate
3. Write Effectively
4. Self-Evaluate
5. Apply Numbers & Stats
6. Apply Technology

**GRADING POLICY**

Mass Communications majors must earn a "C" or better in COMM 2254 to enroll in COMM 4454 - Media Law in a subsequent semester.

Exams	36 points
Weekly Assignments	25 points
Film essay 1	7 points
Film essay 2	10 points
Discussions	15 points
News Quizzes & Others	7 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 or have concerns, please contact me within one week of receiving your grade. No grade changes will be considered after this deadline.

### **ASSIGNMENTS & EXAMS**

NOTE: ALL HANDOUTS ABOUT ASSIGNMENTS ARE PLACED IN THE "ASSIGNMENTS" MODULE.

- ***Orientation Module Introduction Posting /Syllabus Quiz (3 %)***

See course website and class schedule for more information on these two assignments that should be completed during the first week of class. Unlike other Exams, multiple attempts are available for this Syllabus quiz.

- ***Exams (3 exams, 36% total)***

You are expected to complete three online exams (in the Quizzes area of CourseDen). Each exam will include 25-30 multiple-choice/true-false/matching questions based on the textbook, lecture notes, video clips and other reading materials. You will have 2 minutes per question to complete each exam. Only one attempt is available.

- ***Weekly Assignments (Seven weeks, 25% total)***

Due on Sunday. These assignments are designed to encourage you to read course materials thoroughly and to think critically about the content covered in materials. The formats are short answer quizzes, essays, responses and/or summaries. Some questions of exams will be based on weekly assignments.

- ***Media Ethics Discussions (3 posts @ 5% each = 15% total)***

Each discussion board will be kept open Tuesday and Wednesday. Your assignment is to post one main thread and two replies to one of your classmate's postings. The due date for each Discussion is noted on the Weekly Schedule. See the handout "Discussions" for detailed guidelines.

NOTE - If you are the first or second person to post, remember to come back later when your classmates have posted in order to find a posting to which you can reply.

- ***News Quizzes***

"Informed citizenry" is the core of participatory democracy and the main contribution of mass media to our society. To ensure that students maintain a broad news awareness and develop a world perspective, the instructor will give quizzes based on the week's news. The materials and detailed instruction will be posted in advance.

- **Film Response Papers (2 papers, 17% total)**

You can check out DVDs “Shattered Glass” ( <https://www.imdb.com/title/tt0323944/>) and “Absence of Malice” ( [https://www.imdb.com/title/tt0081974/?ref\\_=fn\\_al\\_tt\\_1](https://www.imdb.com/title/tt0081974/?ref_=fn_al_tt_1) ) reserved at the library. See the Assignments module for the detailed information about film essays.

**Note about Writing Assignments:** Your assignments must be typewritten and double-spaced. 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.

**LATE WORK POLICY**

There will be NO acceptance of unexcused late work, including discussions and online exams. If you miss an exam, discussion, or other assignments, you will receive zero points.

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 and Distributed Education on the day you attempted the quiz.

Requests for early exams must be made at least 48 hours prior to the start of the online exam. Requests for make-up exams must be made no later than 2 hours before the start of the exam. To request an early or make-up exam, e-mail me.

**ACADEMIC DISHONESTY**

The penalties for academic dishonesty range from receiving 0 points on the exam/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.

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

### **COURSEDEN RESOURCE and TECHNICAL SUPPORT**

For CourseDen assistance, including tutorials, troubleshooting, and online support resources, I encourage you to reference the CourseDen Desire2Learn (D2L) Resources link on the course homepage, or contact the UWG Online Helpdesk Services via email at [online@westga.edu](mailto:online@westga.edu), or via the Internet at <http://uwgonline.westga.edu/students.php>.

If you experience technical difficulties, it is very important that you contact CourseDen support staff - Distance Education & Distributed Center (first choice) or GeorgiaVIEW Help Center. The staff will document your case, and verify whether it is a personal or campus technology issue. Personal technology issues do not justify due date extensions; and due dates will be extended only in cases of campus technology issues or cases of unavoidable situations substantiated with documentation. To request an extension for qualified cases, you should e-mail me within two hours of due date. However, if you do not contact CourseDen support staff, late online assignments or exams may not qualify for credits.

### ***Important CourseDen Tools***

- Announcements: While it would be hard to miss Announcements, make sure to read each post whenever it's updated. This is a key tool that keeps you on track.
- Grades: Use the Grades tool to view your grades. Exam scores will be automatically posted as soon as online exams are completed.
- CourseDen Email: The Email tool allows you to send email to, and receive email from, your classmates and me. It is important to check your email on a regular basis. With the exception of Friday afternoons, weekends, and holidays, I will respond to emails through CourseDen within 24 hours. DO NOT send email to my westga.edu email address (unless CourseDen is unavailable).
- Discussions: Your Media Ethics Discussions will be conducted through Discussions tool. Each Discussion forum will be closed after designed cut-off time.
- Assignments: This tool is your drop box for the writing assignment, Analysis of Media Usage. You cannot access this tool after cut-off time.
- Quizzes: All exams and quizzes including Syllabus Quiz will be conducted through Quizzes tool. You need to read the time enforcement and cut-off time carefully.

### **UNIVERSITY POLICIES**

The following link contains standards about important issues such as the Americans with Disabilities Act, the UWG email policy, the university credit hour policy, and the Honor Code. Please review the information carefully at: [UWG Common Language](#).

It contains important material pertaining to your rights and responsibilities in this class.

Because these statements are updated as federal, state, and accreditation standards change, you should review the information each semester.

[END OF SYLLABUS -- WEEKLY SCHEDULE IN SEPARATE DOCUMENT]