Description

Examination of the major classical and contemporary ethical philosophies. Application of ethical decision-making models to media issues, particularly freedom of speech, economic pressure, invasion of privacy, and the public's rights.

Requisites

Prerequisites:
COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

Contact Information

Instructor: Soo Jung Moon
Office / Telephone: Humanities 142 / (678) 839-4936
Virtual Office Hours: MW 8:00-10:30 a.m. or by appointment
Google Meet for Office Hours
Dial-in: (US) +1 408-831-2244 / PIN: 942 937 032#
Email: smoon@westga.edu

*You are encouraged to use CourseDen email for all class-related correspondence.

Meeting Times

100% Online

Materials

Ethics in Media Communications: Cases and Controversies

Author: Day, L. A.
Publisher: Wadsworth.
Edition: 5

Additional, required reading will be assigned

Outcomes

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 the 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.

Evaluation

Criteria

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.

Grading Scale
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.
<table>
<thead>
<tr>
<th>Grading</th>
<th>Exams</th>
<th>36 points</th>
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<tbody>
<tr>
<td></td>
<td>Weekly Assignments</td>
<td>25 points</td>
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<tr>
<td></td>
<td>Film essay 1</td>
<td>7 points</td>
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<td></td>
<td>Film essay 2</td>
<td>10 points</td>
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<td>Discussions</td>
<td>15 points</td>
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<td>News Quizzes &amp; Others</td>
<td>7 points</td>
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<td><strong>Total 100 points</strong></td>
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Assignments

Media Ethics > Syllabus | Concourse [link](https://westga.campusconcourse.com/view_syllabus?course_id=14873)
NOTE: ALL HANDOUTS ABOUT ASSIGNMENTS ARE PLACED IN THE "ASSIGNMENTS" MODULE.

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).

If there is no specific mention of the format in the instruction of each assignment, you can use either bullet styles or essay styles.

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.

Orientation Module Introduction Posting / Syllabus Quiz (3 %)

See the 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 the 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 instructions 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 "The Post" (https://www.imdb.com/title/tt6294822/?ref_=fn_al_tt_1) reserved at the library. See the Assignments module for detailed information about film essays.

### Schedule

**COMM 2254 MEDIA ETHICS Weekly Schedule (subject to change)**

**Spring 2021 / Session I, Jan. 9 - Mar. 3**

- Discussions open Tue & Wed
- Exams and News Quizzes open Wed & Thus
- Other assignments are due on Sun

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

<table>
<thead>
<tr>
<th>Week (Mon-Sun)</th>
<th>Modules</th>
<th>Due @ 11:59 pm</th>
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<tbody>
<tr>
<td>1 June 1-6</td>
<td>Orientation Module</td>
<td>Introduce yourself (1p)</td>
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<td></td>
<td>Introduction</td>
<td>Syllabus Quiz (2p): Multiple quiz attempts available</td>
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<tr>
<td></td>
<td>Ch.1: Ethics and Moral Development</td>
<td>Weekly Assignment 1 (5p)</td>
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You can check out DVDs "Shattered Glass" (2003) and "The Post" (2017) reserved at the library. See the Assignments module for the detailed information about film essays.

<p>| 2 June 7-13   | Ch.2: Ethics and Society | Weekly Assignment 2 (3p) |
|              | Discussion 1 (5p)        | News Quiz 1 |
| 3 June 14-20  | Ch.3: Ethics and Moral Reasoning | Weekly Assignment 3 (3p) |
|               | Exam #1 (June 16-17, 10p) available in Quizzes |
|               | Exam covers Chapters 1, 2 and related content <strong>Only one attempt is available</strong> |
| 4 June 21-27  | Ch.3: Ethics and Moral Reasoning (cont.) | Weekly Assignment 4 (3p) |
|               | Ch.4: Truth and Honesty | Discussion 2 (5p) |
|               | Film 1, Shattered Glass (7p) | <a href="https://www.imdb.com/title/tt0323944/">https://www.imdb.com/title/tt0323944/</a> |</p>
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<tr>
<th>Week</th>
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<tr>
<td>5</td>
<td>June 28-</td>
<td>Ch.6: Confidentiality</td>
<td>Weekly Assignment 5 (5p)</td>
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<td>July 4</td>
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<td>Exam #2 (June 30 - July 1, 12p) covers Chapters 3, 4 and related content</td>
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<td>6</td>
<td>July 5-11</td>
<td>Ch.7: Conflicts of Interest</td>
<td>Weekly Assignment 6 (3p) Discussion 3 (5p) Film 2, The Post (10p) <a href="https://www.imdb.com/title/tt6294822/?ref_=fn_al_tt_1">https://www.imdb.com/title/tt6294822/?ref_=fn_al_tt_1</a></td>
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<td>7</td>
<td>July 12-18</td>
<td>Ch.8: Economic Pressures</td>
<td>Weekly Assignment 7 (3p) News Quiz 2</td>
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<tr>
<td>8</td>
<td>July 19-23</td>
<td>Exam #3 (July 21 - 22, 14p) covers Chapters 6-8 and related content</td>
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**Course Policies and Resources**

**Late Work Policy**

This class has an unambiguous late policy. A **late penalty of 20% per calendar day** will be applied for works/exams/quizzes.

- You cannot make up for missed Discussions that require interaction with other students and Extra Credit assignments.
- Exams and Quizzes: Contact me to re-open the quiz section.
- Late writing assignments: All late assignments should be submitted to the dropbox "Late Works" in the Assignments section of CourseDen. While each original folder would be closed after its deadline, students can access to "Late Works" folder anytime. You can find the instruction from the "Assignments" module or Weekly modules. You do not need to obtain my approval for the late submissions. Please turn in your works ASAP to minimize the daily penalty.

**Excused Late Works**

Excused late works are limited to the following reasons:

- Court appearances in which you are not the defendant.
- Field trips or the UWG-sponsored travel.
- Hospitalization.
- Military service.
- Family emergency.
- Irresolvable technical problems with CourseDen (not your computer or internet connection)

Students need to send me the relevant documentation for the excused make-up exams/assignments within 24 hours after the due date.

**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.

**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.

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**College/School Policies**

**Mission**

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the Department of Mass Communications strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

**Vision**

The Department of Mass Communications is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

**Strategic Priorities**

**Invested Teaching**

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

**Experiential Learning**

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

**Connectedness**

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

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**Mass Communications Degree Program Learning Outcomes**

**ACEJMC Professional Values and Competencies**: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department 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 Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](https://catalog.westga.edu/preview_program.php?catoid=11&).
6 X 6 MASS COMM SUCCESS

| 6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG) | 1. Freedom of Speech & Press  
2. History  
3. Diversity  
4. Global Impact  
5. Theory  
6. Ethics  
7. Think Critically & Creatively  
8. Research & Evaluate  
9. Write Effectively  
10. Self-Evaluate  
11. Apply Numbers & Statistics  
12. Apply Technology |
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Film & Video Production Degree Program Learning Outcomes

**Overview:** The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Institutional Policies

**Academic Support**

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services (https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The Center for Academic Success (http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

**University Writing Center:** The University Writing Center (https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.
Online Courses

UWG takes students’ privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online (https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide (http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares (http://www.westga.edu/UWGCares/) site. Online counseling (https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook (https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: https://www.westga.edu/police/campus-carry.php (https://www.westga.edu/police/campus-carry.php)
Mental Health Support
If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the Counseling Center. Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.

ELL Resources
If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the E.L.L. resource page for more information.

COVID-19
Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.


Additional Items
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.

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.

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 within 24 hours. DO NOT send email to my westga.edu email address (unless CourseDen is unavailable).

- Discussions: 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 all the writing assignments. You cannot access a drobox after the deadline but still can turn in your late works to the 'Late Works' folder.

- Quizzes: All exams and quizzes including Syllabus Quiz will be conducted through Quizzes tool. You need to read the time enforcement carefully.