

COM/JOUR 460 MEDIA ETHICS (E, W)

Fall 2016

Fridays 10-noon in Crawford 220

University of Hawai'i School of Communications

LAULIMA COURSE URL Login

<https://laulima.hawaii.edu/>

Instructor: Professor Ann Auman, Ph.D.

Office: Crawford 314

Office hours: Mondays/Wednesdays 1-3 p.m.

and by appointment

By email: auman@hawaii.edu

Tel: (808) 956-3786

COURSE DESCRIPTION

Prerequisite: Any 300-level course in COM or JOUR and junior standing or consent. This course has Ethics and Writing Intensive focus designations. Contemporary ethical issues are fully integrated into the course material.

In this course you will learn to apply an ethical decision-making process to critically analyze ethics in media, and in particular, news media, as well as your own personal ethics. It includes an examination of the ethical dilemmas faced by practitioners primarily in journalism, online/digital media, public relations, advertising, and briefly in entertainment. In this class you will read our textbook and other readings, then discuss and critically analyze cases in class and as homework to find solutions to ethical issues.

Writing Intensive requirement: Students will develop basic competency in recognizing and critically analyzing media ethics issues through online FORUM writing assignments and an essay in which you deliberate on ethical issues and make ethically determined judgments. You will also participate in a group to analyze case studies.

STUDENT LEARNING OUTCOMES

- Demonstrate an understanding of the need for ethical conduct personally and professionally; in-class discussions; written assignments;
- Demonstrate knowledge of the basic philosophical principles that are the foundations of ethical standards used by journalists and other communicators (essay, quizzes);
- Develop analytic reasoning through application of the intellectual steps involved in moral reasoning in analyzing case studies (write-ups, in-class presentations and discussions);
- Develop an awareness of common ethical dilemmas faced by practitioners every day (in-class discussions);
- Apply professional codes of ethics and principles in case study analyses (presentations, in-class discussions, written assignments, FORUM)

TEXT

Textbook: Media Ethics: Issues and Cases 8th Edition (2014) by Phil Patterson and Lee Wilkins. Purchase a used copy or rent it.

YOUR RESPONSIBILITIES

1. COME TO CLASS.

We meet once a week on Fridays. Attendance is 10% of your grade. Missing a class means you will miss an important discussion that prepares you for the online FORUM. Also, you will not get credit for any missed assignments that we do in class. **These missed assignments cannot be made up.**

2. READ THE NEWS.

First we discuss ethical cases in the news. If you email me a case to discuss and I approve it for discussion in class or on the FORUM, you can earn up to 10 extra credit points.

3. WEEKLY TOPIC AND READINGS

Next we discuss the topic of the week. Each topic will include readings from the packet and readings in Laulima, which are in weekly files in the RESOURCES folder. Read them before class!

4. HOMEWORK ASSIGNMENTS. MEET DEADLINES.

• **How to log on to the course website (Laulima prefers Firefox).**

Log on to Laulima (<http://laulima.hawaii.edu>); log in using your UH login and click on the course tab: COM/JOUR 460 Fall 2016

If you do not immediately see this course, click on:

<my workspace><Preferences><Customize tabs>.

From there you can move COM/JOUR 460 to an active tab so you can view it on top with your other courses, but if you only have this one course, it should show up first.

• **MENU CATEGORIES IN LAULIMA**

You will see this list of the following **links** in the MENU on the left side.

Announcements: I will post any major announcements here, such as what's coming up, any changes in assignments, or answers to questions.

Each week I will **announce** a reminder of what is coming up that week, which is also on the Calendar.

Assignments: Your paper assignment, a case study analysis, is due on Friday XXXXX at noon. Upload an MSWord file in the *Assignments* folder by the due date listed. (**See the Laulima student tutorial – “Paste from Word” – on how to avoid html coding.**)

Please copy and paste your paper in the submission box. Type it in directly, or attach it as an MS Word file, and I will add my “instructor comments” and your grade. If you are typing it in directly, please remember to save your work as you go along so you don't get timed out or accidentally delete it.

You will also have shorter writing assignments. Some of these will be done in class.

Calendar – Weekly: Check here each before each class meeting to see the topic, reading

and assignment for the upcoming week.

Gradebook: You can check your assignment and quiz scores here. Final grades will be posted at the end of the semester.

Quizzes: There are five quizzes covering the textbook chapters and lectures. Dates are listed on the calendar.

Resources: Resources folder has many useful links to cases and codes of ethics that we use in class.

Syllabus: You should download a copy of the SYLLABUS and CALENDAR that are posted in the MENU under SYLLABUS.

EVALUATION/YOUR GRADE NO LATE WORK & NO MAKEUPS Your grade will be based on the following:		
Attendance and participation in class discussions. No makeup in-class work. Do extra credit instead.	10 class meetings	100 pts. 15%
In-class quizzes on readings and lectures	5 quizzes	100 pts. 10%
FORUM write-ups (Laulima>FORUM)	10 x 25 pts. each	250 pts. 25%
Paper analyzing a case	1,500-1,700 words	300 pts. 30%
Final team presentation; includes <u>outline and presentation materials</u> . The quality of your writing counts and meeting your deadline.	Individual and group grade.	250 pts. 25%
TOTAL		1,000 = 100 %

DETAILS

Points will be deducted for late work.

1. Attendance and participation in class discussions. We will use class time for lectures, discussions, short group presentations and your own individual or group written analyses of ethical cases from the readings and in the news. In-class write-ups will be due in class! Attendance is important or you will miss the assignment. No makeups. SAVE YOUR WORK OFTEN.

2. Quizzes: 5 quizzes = 100 points. Beginning of class. Based on the readings and in-class discussions and lectures.

3. FORUM Writing assignments — your 10 online posts (250 points). Must add new ideas and contribute depth to the discussion. Writing quality counts!

4. Paper evaluating a case (300 points).

Write a 1,500-1,700-word paper analyzing a case from the list provided in the assignments folder, or one that you offer and I approve it. Use the rubric in the “Assignments” folder as your guide. In “Assignments” you can read about the various cases you can choose from with instructions on how to do this. These will demonstrate your ability to apply guidelines learned for ethical decision-making. Writing quality counts!

- See the “**assignments**” folder for a description of the paper assignment — how to write up a case analysis — and grading criteria. Attached with the assignment instructions is an EXAMPLE or MODEL of a case analysis to give you guidance.

- Length: 1,500 words; **DOUBLE-SPACED** please so I can read it easily.

Put the **case number** on top of your submission.

- Grading criteria. (An ethics grading rubric will be provided with the assignment. See it in the assignments folder.)

In brief:

FIRST: Clearly explain the ethical dilemma; show that you understand the problem and identify which media person has to make the decision (e.g. journalist, PR practitioner, advertising executive etc.).

SECOND: Depth of analysis. Be organized. Identify the stakeholders involved (anyone who might be affected by the situation or have a stake in it) and their perspectives.

Provide evidence to back up your argument. Refer to points made in the related chapter.

You must apply ethical principles and/or codes of ethics in the analysis of the case, especially from the book chapters, to make your case for your decision.

In order to earn maximum points (300) you **MUST** refer to outside sources and references beyond those listed in the case.

THIRD: Quality of writing: Concise, clear and accurate. Grammar, punctuation and spelling count.

5. Final team presentation (250 points). In this project, you present a case analysis as a group. You can use the list provided (one we haven’t done already in class) or from current events. You must provide some kind of visual presentation (PowerPoint, Prezi, video etc.) and hand in a copy of that to me **ON THE DAY** of your presentation. Follow the same rubric that you used for your written case analysis (paper).

The grading scale for the class is:

A+ 98-100 = 4.0

A 94-97 = 4.0

A- 90-93 = 3.7

B+ 87-89 = 3.3

B 84-86 = 3.0

B- 80-83 = 2.7

C+ 77-79 = 2.3

C 73-76 = 2.0

C- 70-72 = 1.7

D+ 67-69 = 1.3

D 63-66 = 1.0

D- 62-60 = 0.7

F 59 = 0.0

No incompletes given in this class. Finish the work during the semester, and keep up! Please do not ask for extra credit, particularly if you haven't completed the required assignments. Extra credit may be offered to the entire class.

COURSE POLICIES

1. Students will be expected to complete all reading assignments as indicated on the course schedule. Any work submitted as your own in Lulima forum postings, exams, class presentations and assignments must include proper crediting of all sources used. Do not "cut and paste" from text on posts, assignments, or exams without proper citations.

2. Do not email, text, participate in social media, watch movies, play video games, or "surf the net" during class sessions, class discussions, presentations or activities. Use only your laptop or the desktop computers for in-class activities. When your classmates are presenting or during a lecture, please close your laptops and put away your cellphones.

3. Computers and the Internet are a course requirement. However, it is likely that you could possibly have technology-related issues as the semester progresses. However, technology problems will not excuse unfinished work. All assignments and postings are due on the dates indicated on the course guide. Grading and feedback will be given at least within two weeks of submission date.

4. In a highly collaborative and technical environment, it may be necessary for students to purchase their own connectors in order to project their work. In addition, students should be aware of any personal information on their desktop when connecting their computers to monitors. One way to prevent sharing your personal desktop is to configure separate user accounts on your computer for academic or personal use.

Source: <http://blog.hawaii.edu/iteachmanoa/design/syllabus-suggestions/>

Additional suggested readings and resources:

1. [Society of Professional Journalists Code of ethics: http://spj.org/ethicscode.asp](http://spj.org/ethicscode.asp)
2. [Public Relations Society of America Code of Ethics
http://www.prsa.org/AboutPRSA/Ethics/CodeEnglish/](http://www.prsa.org/AboutPRSA/Ethics/CodeEnglish/)
3. [National Press Photographers Association Code of Ethics
\(http://www.nppa.org/professional_development/business_practices/ethics.html](http://www.nppa.org/professional_development/business_practices/ethics.html)
4. [American Advertising Federation Code of Ethics
http://www.ehow.com/facts_6832547_american-advertising-federation-code-ethics.html](http://www.ehow.com/facts_6832547_american-advertising-federation-code-ethics.html)
5. [Radio Television Digital News Association Code of Ethics
http://www.rtdna.org/content/rtdna_code_of_ethics#.VLHUNyebSSU](http://www.rtdna.org/content/rtdna_code_of_ethics#.VLHUNyebSSU)
6. Poynter Institute for Media Studies: <http://www.poynter.org:ethics>
7. Online News Association