

### COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Media Law and Ethics	COMM 312	IV	Theory 3	Practice 0	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	YES	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor(s)	Dr. Sarvenaz Luckinger E-mail : sarvenaz.luckinger@arucad.edu.tr Office : RO 102/ Extension : 1008
Course Objectives	Media Law and Ethics is a main course for Faculty of Communication students, which aims to understand the ethical concepts including freedom, democracy, truth, objectivity, honesty and privacy. The course examines the ethical issues both in philosophical and practical ways to help maintaining the quality of information. Also, the course introduces students to the basic legal concepts on media industry and media content relating to legal regulation of the telecommunications industry, information technology, broadcasting, advertising, the entertainment industry, censorship, and internet and online services among others.
Course Learning Outcomes	By the end of the semester, students should be able to: <ul style="list-style-type: none"> <li>understand principal theories of ethics as described by philosophers ancient and modern;</li> <li>recognize ethical issues in communication case studies;</li> <li>apply critical skills of reason and analysis to ethical problems;</li> <li>tolerate disagreement and ambiguity in ethical considerations,</li> <li>understand legal regulations relating to media industry and media content.</li> </ul>

<b>Course Content</b>	<ul style="list-style-type: none"> <li>• News and entertainment media texts are analyzed, discussed and evaluated in terms of ethical approaches.</li> <li>• Ethical and unethical media conducts are identified.</li> <li>• Ethical solutions are detected in case studies.</li> <li>• Major ethical concepts such as accuracy accountability, objectivity, reality, freedom of expression, public-interest, private life, equality/equity, editorial autonomy, representation of gender-race-ethnicity, hate-speech covered.</li> <li>• News sources, ownership structures, corporate media, alternative media, ethical codes, professional organizations and regulation/self-regulation processes explained.</li> <li>• Legal boundaries regarding media at global and local levels discussed.</li> </ul>
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<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementati on (theory/practi ce)</b>	<b>Required Reading, Preliminary preparation</b>
1	General Introduction (Rules, regulations, course policy). An introduction to ethical decision-making: Sissela Bok's Model.	T	-
2	An introduction to ethical decision-making (continued): Aristoteles/Virtue Ethics; Kant/ Duty Ethics.	T	Read: Patterson & Wilkins, pp. 1-15 J.C. Merrill, pp. 3-32
3	Bentham & Mills/ Consequence Ethics.	T	Read: Patterson & Wilkins, pp. 1-15 J.C. Merrill, pp. 3-32  Assignment: Student Presentations (10 min. each)
4	Theoretical Foundations for Media Ethics & Three Classes of Ethical Theories: Personalist or Subjective Theories; Deontological Theories; Teleological Theories.	T	Read: (Gordon & Kittross, pp. 3-32).  Assignment: Student Presentations (10 min. each)
5	Ethics & Freedom: Mass Media Accountability.	T	Read: Gordon & Kittross, pp. 33-58.  Assignment: Student Presentations (10 min. each)
6	Gatekeepers & Manipulators: Truth, Fairness & Accuracy. The Ethics of "Correctness" and "Inclusiveness"	T	Read: Gordon & Kittross, pp. 93-129. Gordon & Kittross, pp. 130-165.  Assignment: Student Presentations (10 min. each)
7	Codes of Ethics. Tools for Ethical Decision-Making.	T	Read: Gordon & Kittross, pp. 166-187. Gordon & Kittross, 189-209.

			Assignment: Student Presentations (10 min. each)
8	Midterm	T	
9	The Ethics of Persuasive Communication.  PR & Ethics.	T	Read: Gordon & Kittross, 383-409.  Wilcox, Cameron, Ault & Agee, pp. 96-120  Assignment: Student Presentations (10 min. each)
10	Ethics & Advertising	T	Read: Kang, pp. 979-996.  Assignment: Student Presentations (10 min. each)
11	Ethical Issues in Visual Communication	T	Read: Newton; Reaves; Newton, pp.429-477.  Assignment: Student Presentations (10 min. each)
12	Private Lives, Public Interests in a Digital World.	T	Read: Gordon & Kittross, 333-382.  Assignment: Student Presentations (10 min. each)
13	Ethical Issues in Alternative Journalism.	T	Read: Atton, pp. 15-27.  Assignment: Student Presentations (10 min. each)
14	Final		

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	<ul style="list-style-type: none"> <li>• Gordon, D. &amp; Kittross J.M., et. al. (2011). Controversies in Media Ethics. N.Y.: Longman Pub.</li> <li>• Patterson, Philip &amp; Wilkins Lee (2002). Media Ethics: Issues &amp; Cases. Boston: McGrawHill Pub.</li> <li>• Wilcox, D. L., Cameron, G. T., Ault, P. H., &amp; Agee, W. K. (2000). Public relations: Strategies and tactics (7th ed.). New York: Longman.</li> </ul>
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	<b>Readings</b> <ul style="list-style-type: none"> <li>• Kang, Mee-Eun (1997). The Portrayal of Women's Images in Magazine Advertisements: Goffman's Gender Analysis Revisited. Sex Roles: A Journal of Research. Vol. 37, pp. 979-996.</li> <li>• Wheeler, Tom (2002). Phototruth Or Photofiction?: Ethics and Media Imagery in the Digital Age, London: Lawrence Erlbaum Associates, Publisher.</li> <li>• Atton, Chris (2005). Ethical Issues in Alternative Journalism in Communication Ethics Today, ed. Richard Keele, Leicester: Troubador Pub., pp. 15-27.</li> </ul>

	<ul style="list-style-type: none"> <li>• Newton, Julianne; Reaves, Sheila (2006). Handbook of Visual Communication: Theory, Methods &amp; Media. ed. Ken Smith et. al., London: Lawrence Erlbaum Associates, Publisher.</li> </ul> <p><b>Screenings</b></p> <p><b>1. Documentaries</b></p> <ul style="list-style-type: none"> <li>• <i>Orwell Rolls in His Grave</i>, Director: Robert Kane Pappas, 2004. 1 Hour 46 Minutes.</li> <li>• <i>Outfoxed: Rupert Murdoch's War on Journalism</i>, Director: Robert Greenwald, 2004, 75 Minutes.</li> </ul> <p><b>2. Fiction Films</b></p> <ul style="list-style-type: none"> <li>• <i>All the President's Men</i> (1976), dir. Alan J. Pakula</li> <li>• <i>Under Fire</i> (1983), dir. Roger Spottiswoode</li> <li>• <i>Salvador</i> (1986), dir. Oliver Stone</li> <li>• <i>The Paper</i> (1994), dir. Ron Howard</li> <li>• <i>15 Minutes</i> (2001), dir. John Herzfeld</li> <li>• <i>Good Night, and Good Luck</i> (2005), dir. George Clooney</li> </ul> <p><b>Links</b></p> <p><b>ASSOCIATION of EUROPEAN JOURNALISTS</b>  <a href="http://www.aej.org/">http://www.aej.org/</a></p> <p><b>INTERNATIONAL FEDERATION of JOURNALISTS</b>  <a href="http://www.ifj.org/en">http://www.ifj.org/en</a></p> <p><b>THE INTERNATIONAL OMBUDSMAN ASSOCIATION</b>  <a href="http://www.ombudsassociation.org/">http://www.ombudsassociation.org/</a></p> <p><b>AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS</b>  <a href="http://aana.com.au/self-regulation/codes/">http://aana.com.au/self-regulation/codes/</a></p> <p><b>THE INTERNATIONAL ADVERTISING ASSOCIATION</b>  <a href="http://www.iaaglobal.org">http://www.iaaglobal.org</a></p> <p><b>THE INTERNATIONAL PUBLIC RELATIONS ASSOCIATION</b>  <a href="https://www.ipra.org">https://www.ipra.org</a></p>
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	-	-
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	1	40
Studio Practice	-	-
Participation	1	10
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	50

<b>TOTAL</b>		100
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<b>CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES</b>						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
1	Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.			✓		
2	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.		✓			
3	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.	✓				
4	Create an understanding of the impact and importance of visual culture in its diverse global forms.				✓	
5	Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, alongside the theoretical analysis of visual representation in its social context).		✓			
6	Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.					✓
7	Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					✓
8	Have an understanding of different eras of visual communication and its historical development.		✓			
9	Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.	✓				
10	Understand visual cultures within a variety of past societies and contemporary and future design trends.		✓			
11	Develop the knowledge of below and above the line visual design in a commercial context.		✓			
12	Understand the terminology and methodology of critical visual analysis.			✓		

<b>ECTS / STUDENT WORKLOAD</b>				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	14		3	42
Mid-Term	-		-	-
Quiz	-		-	-

Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	1		10	10
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		10	10
Other	-		-	-
<b>TOTAL WORKLOAD</b>				129
<b>TOTAL WORKLOAD / 25</b>				5.16
<b>ECTS</b>				<b>5</b>

#### ETHICAL RULES WITH REGARD TO THE COURSE

##### Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

#### ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as above and comply by the Education and Examination Regulation set forth by the University.

We will be covering the main concepts and theories during the two-hour courses and students will be reading the selected articles before the courses. This is to say, students need to be prepared for in-class discussions and be ready to make points and comments on the given articles. Articles are prepared in reading order; students are responsible for keeping track of the reading material themselves.

Your final grade will be based on the following components:

Presentations & In-class Discussion 40 %

Final Project 50 %

Participation in class 10 %

Every presentation will be evaluated on a 100-point scale. Your final score will be calculated based on the above percentages.

Your final letter grade will be given based on the following formula:

90-100	AA
85-89	BA
80-84	BB
75-79	CB
70-74	CC
60-69	DC
50-59	DD
0 - 49	F

Absence	FA
<b>PREPARED BY</b>	<b>Dr. Sarvenaz Luckinger</b>
<b>UPDATED</b>	007.07.2020
<b>APPROVED</b>	