

COURSE SYLLABUS						
Course Title	Dersin Kodu	Dönem	Ders Saati / Hafta		Kredi	ECTS
Media Law and Ethics	COMM312	6	Theory 3	Practise 0	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Zorunlu	Other
	-	-	YES	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

<b>Language of Instruction</b>	English
--------------------------------	---------

<b>Course Instructor(s)</b>	Asst. Prof. Dr. Serpil Karaaslan	E-mail : serpil.karaaslan@arucad.edu.tr Ofis : TI – OFF07		
<b>Course Objectives</b>	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.			
<b>Course Learning Outcomes</b>	<b>Students will able to:</b>		<b>Teaching Methods</b>	<b>Evaluation Methods</b>
	To understand principal theories of ethics as described by philosophers ancient and modern.		Direct instruction technique	Midterm &Final exam
	To recognize ethical issues in communication case studies.		Direct instruction technique & Discussion	Midterm &Final exam
	To apply critical skills of reason and analysis to ethical problems.		Direct instruction	Midterm &Final exam

<b>Course Content</b>		technique & Discussion	
	To tolerate disagreement and ambiguity in ethical considerations.	Direct instruction technique & Discussion	Midterm & Final exam
	To understand legal regulations relating to media industry and media content.	Direct instruction technique & Discussion	Midterm & Final exam
	<p>This course analyzes and discusses news and entertainment media texts from different ethical perspectives. It examines ethical and unethical media practices and explores ethical solutions through case studies. Key concepts such as accuracy, accountability, objectivity, freedom of expression, public interest, privacy, equality, editorial autonomy, representation of gender, race and ethnicity, and hate speech are addressed. The course also covers news sources, media ownership structures, corporate and alternative media, ethical codes, professional organizations, regulation and self-regulation processes, and the legal boundaries of media at global and local levels.</p>		

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementation (theory/practice)</b>	<b>Required Reading, Preliminary preparation</b>
1	Course overview Syllabus review		-
2	An introduction to ethical decision-making (continued): Aristoteles/Virtue Ethics; Kant/ Duty Ethics.	T	Barnes J. (2000). Aristotle. Oxford: Oxford University Press. B485 .B35 2000 Yüksel A. (2020). Immanuel Kant. İzmir: Lilith. B104.Y57 .K36 2020
3	Theoretical Foundations for Media Ethics	T	Barnes J. (2000). Aristotle. Oxford: Oxford University Press. B485 .B35 2000 Yüksel A. (2020). Immanuel Kant. İzmir: Lilith. B104.Y57 .K36 2020
4	Theoretical Foundations for Media Ethics	T	Black J. ve Roberts, C. (2011). Doing Ethics in Media. New York: Routledge.

5	Ethics & Freedom: Mass Media Accountability.	T	Ward, S. (2013). Global media ethics. Chichester, West Sussex, UK: Wiley-Blackwell.
6	Gatekeepers & Manipulators: Truth, Fairness & Accuracy. The Ethics of “Correctness” and “Inclusiveness”	T	Ward, S. (2013). Global media ethics. Chichester, West Sussex, UK: Wiley-Blackwell.
7	Revision Midterm	T	
8	Codes of Ethics. Tools for Ethical Decision-Making.	T	Black, J. ve Roberts, C. (2011). Doing Ethics in Media. New York: Routledge
9	The Ethics of Persuasive Communication.  PR & Ethics.	T	Black, J. ve Roberts, C. (2011). Doing Ethics in Media. New York: Routledge
10	Ethics & Advertising	T	Black, J. ve Roberts, C. (2011). Doing Ethics in Media. New York: Routledge
11	Ethical Issues in Visual Communication	T	Black, J. ve Roberts, C. (2011). Doing Ethics in Media. New York: Routledge
12	Private Lives, Public Interests in a Digital World.	T	Black, J. ve Roberts, C. (2011). Doing Ethics in Media. New York: Routledge
13	Ethical Issues in Alternative Journalism.	T	Alankuş S., Alankuş S., İrvan S.Duran R. & İlkiz F. (2005). Medya, etik ve hukuk. İstanbul: IPS İletişim Vakfı Yayınları.
14	Revision		
15	<b>Final Exam</b>		

<p><b>Required Course Material(s) / Reading(s)/ Text Book(s)</b></p>	<p>Alankuş S., Alankuş S., Irvan S., Duran R. &amp; İlkiz F. (2005). Medya, etik ve hukuk. İstanbul: IPS İletişim Vakfı Yayınları. P94.M45 2005 Barnes J. (2000). Aristotle. Oxford: Oxford University Press. B485 .B35 2000 Black J. ve Roberts, C (2011). Doing Ethics in Media. New York: Routledge. REF PN4888.E8 .B535 2011 Ward, S. (2013). Global media ethics. Chichester, West Sussex, UK: Wiley-Blackwell. PN4756 .G56 2013 Yüksel A. (2020). Immanuel Kant. İzmir: Lilith. B104.Y57 .K36 2020</p>
<p><b>Recommended Course Material(s)/ Reading(s) /Other</b></p>	<p>Bok, S. (1989). Secrets: On the ethics of concealment and revelation. Vintage. Berry, D. (2013). Ethics and media culture: Practices and representations. Routledge.</p>

<b>ASSESSMENT</b>		
<b>Learning Activities</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60
<b>TOTAL</b>		100

<b>ECTS / STUDENT WORKLOAD</b>				
<b>ACTIVITIES</b>	<b>NUMBER</b>	<b>UNIT</b>	<b>HOUR</b>	<b>TOTAL (WORKLOAD)</b>
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	14		2	28
Mid-Term	1		30	30
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		30	30
Other				
<b>TOTAL WORKLOAD</b>				130
<b>TOTAL WORKLOAD / 25</b>				5.2
<b>ECTS</b>				5

<b>CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES</b>						
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>Level of Contribution (1- lowest/ 5- highest)</b>				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories.		X			
2	Knows the basic concepts and terminology related to the field of game design.				X	
3	Has knowledge about the history of computer and video games and developments in this field.	X				















4	Knows game design processes and related applications.			X	
5	Has the ability to utilize various disciplines such as communication, art, music, psychology, mythology, cinema, etc. in the game design process.		X		
6	Has the ability to analyse analogue and digital game genres.				X
7	Has the ability to use contemporary game engines and problem solving skills.			X	
8	Has the knowledge of questioning the game designs with an analytic and critical perspective.				X
9	Has knowledge about media literacy.				X
10	Has the competence to prepare projects based on ethical principles in game development processes.				X
11	Has the competence to evaluate games as an art form.			X	
12	Has the competence to use game design concepts and methods in related fields such as design, software development and media.	X			
13	Has the competence to take part and responsibility in game development teams.		X		
14	Has the competence to collect, analyse and interpret analytical data about games and players.			X	
15	Has the competence to develop and present a digital game project by using game design practices effectively.		X		
16	Evaluates artificial intelligence applications in their studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.				X


**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 life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	
	SDG 5: Gender Equality	X
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	
	SDG 9: Industry, Innovation and Infrastructure	
	SDG 10: Reduced Inequalities	X
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	
	SDG 13: Climate Action	
	SDG 14: Life Below Water	

	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	

**ASSESSMENT DETAILS AND EVALUATION CRITERIA:**

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

Throughout the course, students will learn the theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

<b>PREPARED BY</b>	Asst. Prof. Dr. Serpil Karaaslan
--------------------	----------------------------------

<b>UPDATED</b>	02/03/2026
----------------	------------

<b>APPROVED</b>	
-----------------	--

