

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		-	

Language of Instruction	English
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Course Instructor(s)	Asst. Prof. Dr. Serpil Karaaslan	E-mail : serpil.karaaslan@arucad.edu.tr	
		Ofis : TI – OFF07	
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	Students will able to:	Teaching Methods	Evaluation Methods
	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

Course Content	To apply critical skills of reason and analysis to ethical problems.	Direct instruction technique & Discussion	Midterm & Final exam
	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
	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.		

COURSE OUTLINE/SCHEDULE

Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
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	Final Exam		

<p>Required Course Material(s) / Reading(s)/ Text Book(s)</p>	<p>Alankuş S., Alankuş S., Irvan S., Duran R. & 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>Recommended Course Material(s)/ Reading(s) /Other</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>

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

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)

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				
TOTAL WORKLOAD				130
TOTAL WORKLOAD / 25				5.2
ECTS				5

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5-highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.		X			
2	Knows the principles and elements of basic design.				X	
3	Knows the history, theories and theorists of visual communication.		X			
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					X
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.			X		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.	X				
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity		X			




8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.		X			
9	Applies visual communication design techniques with design technologies in developing and changing media environments.		X			
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.	X				
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.				X	
12	Has the ability to use research methods and techniques in the field of Visual Communication.				X	
13	Has the competence to research, plan, implement and report during the project phase.	X				
14	Has the competence to establish the connection between design and aesthetic values.	X				
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.	X				
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.		X			
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.		X			
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.				X	
19	Evaluates artificial intelligence applications in design 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.

PREPARED BY

Asst. Prof. Dr. Serpil Karaaslan

UPDATED

02/03/2026

APPROVED

