

Communications 310

Mass Media Ethics

Fall 2009, Wednesday evening class

REVISED READINGS AND ACTIVITIES

Week One: Aug 26

Discussion: Introduction to class

Readings for Thursday: *Forward* and *Preface*, pages XI to XVI (11-16)

Week Two: Sept. 2

Discussion: Ethical philosophies and responsibilities; Objectivity and truth

Read: Chapter 1, *An Introduction to Ethical Decision Making*

Read: Chapter 2, *Information Ethics: A Professional Seeks the Truth*

Read: *The Potter Box*, Pages 100-104

Read" Chapter 12, *Becoming a Moral Adult*

Week Three: Sept. 9

Discussion: Loyalties and conflicts of interest

Read: Chapter 4, *Loyalty: Choosing Between Competing Allegiances*

Be prepared to discuss Chapter 2 case studies

Chapter 2 commentaries are due at the end of class

Note: Tuesday, Sept. is the last day to drop the class without a grade of W.

Week Four: Sept. 14

Discussion: Privacy

Read: Chapter 6, *Privacy: Looking for Solitude in the Global Village*

Be prepared to discuss Chapter 4 case studies

Chapter 4 commentaries are due at the end of class

Week Five: Sept. 21

Discussion: Photojournalism

Read: Chapter 9, *Picture This: The Ethics of Photo and Video Journalism*

Be prepared to discuss Chapter 6 case studies

Chapter 6 commentaries are due at the end of class

Week Six: Sept. 28

Discussion: Media deception

Read: To be announced

Case studies will be posted on course Web page

Be prepared to discuss Chapter 9 case studies

Chapter 9 commentaries are due at the end of class

Week Seven: Oct. 5

Discussion: The media from a business perspective

Read: Chapter 8, *Media Economics: The Deadline Meets and Bottom Line*

Be prepared to discuss media deception case studies

Media deception commentaries are due at the end of class

Week Eight: Oct. 12

Test No. 1 is Tuesday

You will need a blue book or a laptop computer

Thursday's class is canceled

Week Nine: Oct 19

Oct. 20-22 are designated a university furlough days. Classes are canceled.

Week 10: Oct. 26

Discussion: Democracy and the media

Read: Chapter 7, *The Mass Media and Democratic Society: Keeping a Promise*

Be prepared to discuss Chapter 8 case studies

Chapter 8 commentaries are due at the end of class

Week 11: Nov. 2

Discussion: Advertising

Read: Chapter 3, *Advertising Ethics: From Let the Buyer Beware to Empowerment*

Be prepared to discuss Chapter 7 case studies

Chapter 7 commentaries are due at the end of class

Week 12: Nov. 11

Wednesday is Veteran's Day. Campus is closed

Week 13: Nov. 16

Discuss: Public Relations

Read: Chapter 5, *Public Relations: Advocate or Adversary*

Be prepared to discuss Chapter 3 case studies

Chapter 3 commentaries are due at the end of class

Thanksgiving break is Nov. 23-27.

Week 14: Nov. 30

Discussion: The entertainment industry

Read: Chapter 11, *Ethical Dimensions of Art and Entertainment*

Be prepared to discuss Chapter 5 case studies

Chapter 5 commentaries are due at the end of class

Week 15: Dec. 7

Be prepared to discuss Chapter 11 case studies

Chapter 11 commentaries are due at the beginning of class

Week 16: Dec. 14

Finals Week

Test No. 2 is Wednesday, 7:30 to 9:20 p.m.

You will need a blue book or a laptop computer