



蘇州大學  
Soochow University

## COM 319 Ethical Issues in Media

Summer 2023

**Course Credits:** 4

**Contact Hours:** 55 hours

**Instructor:** TBA

**Email:** TBA

### COURSE OBJECTIVES

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This course will explore the ethical principles and values that guide media professionals in their work. Students will examine the role of media in society, the responsibilities of media practitioners, and the ethical dilemmas that arise in the field. The course will cover topics such as privacy, accuracy, fairness, objectivity, diversity, and social responsibility.

Upon Completion of this Course, students will be able to:

1. Understand the ethical principles and values that guide media professionals
2. Analyze the role of media in society
3. Identify the responsibilities of media practitioners
4. Recognize the ethical dilemmas that arise in the field of media
5. Develop critical thinking skills to make ethical decisions in media practice

### PREREQUISITES

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N/A

### GRADING

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Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Quizzes	20 Points
Midterm 1	20 Points



Midterm 2	20 Points
Final Exam	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

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### **Required Texts:**

*Media Ethics: Issues and Cases* by Philip Patterson and Lee Wilkins (McGraw-Hill Education).

### **Recommended (Optional) Texts or Other Materials:**

*Media Ethics: Key Principles for Responsible Practice* by Patrick Lee Plaisance

## COURSE TOPICS

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<b>MODULE</b>	<b>TASKS</b>
Module 1	<b>Topics:</b> Topic 1: Definition of ethics Topic 2: Role of ethics in media practice Topic 3: Historical overview of media ethics Topic 4: Ethical Principles in Media Practice <b>Assessments:</b> Quiz#1
Module 2	<b>Topics:</b> Topic 5: Privacy Topic 6: Accuracy Topic 7: Fairness Topic 8: Transparency <b>Assessments:</b> Quiz#2



Module 3	<b>Topics:</b> Topic 9: Ethical Dilemmas in Media Practice Topic 10: Conflict of interest Topic 11: Sensationalism Topic 12: Stereotyping <b>Assessments:</b> Midterm#1
Module 4	<b>Topics:</b> Topic 13: Censorship Topic 14: Social Responsibility in Media Practice Topic 15: The media's role in promoting democracy Topic 16: The media's responsibility to diverse audiences <b>Assessments:</b> Midterm#2
Module 5	<b>Topics:</b> Topic 17: Emerging Issues in Media Ethics Topic 18: Media Ethics and Globalization Topic 19: Ethical issues in international reporting Topic 20: The impact of globalization on media ethics <b>Assessments:</b> Final Exam

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

## LEARNING REQUIREMENTS



- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

### **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

### **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

### **DISABILITY ACCOMMODATION**

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents



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professors from seeing you have learned the course material.