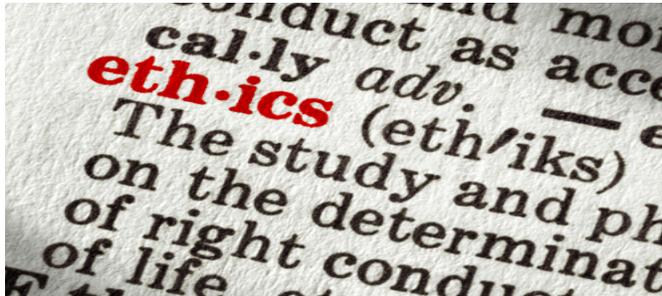


# MMC 3203 ETHICS AND PROBLEMS IN MEDIA



## INSTRUCTOR CONTACT

Katy Robinson

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O: 352-846-1154 C: 352-665-1822

Office: Weimer Hall | G040

Office Hours: M, T, W, 8:30a-4p  
Appointments are best to ensure focused time

## SPRING 2017 SECTION 15DB

Building: Florida Gymnasium

Day: Monday Period: 10 (5:10p-6p) Room: 210

Day: Wednesday Period: 10&11 (5:10p-7:05p) Room: 230

## REQUIRED TEXT

Title: Doing Ethics in Media ISBN: 9780415881548

Authors: Black and Roberts Edition: 1

## COURSE DESCRIPTION

This course is a study and practice in the dynamic and evolving ethical applications, practices, theories, and philosophies of strategic integrated communications. and to the practice of mass communication. Taking a programmatic approach to ethics, this course establishes a foundation for the principles of ethical decision making while assessing the intricacies and impacts of contributors such as values, beliefs, culture, legal implications and more. Drawing from both previous coursework and current events in news, media, journalism, advertising and public relations sources, inclusive of all mediums such as social media, television, radio, and more, this course will be an interactive and applied opportunity for students to critically assess and practice real-life situations as they're taking place in the strategic communications landscape.

## CLASS SCHEDULE

### Subject to Change

<b>Week 1</b> 1/9 & 1/11	Ethics & Morals	<b>Class Intro &amp; Chap 1</b>
<b>Week 2</b> 1/16 & 1/18	<b>MLK Jr.</b> Day: No Class 1/16 Codes & Justification	<b>Chap 2</b>
<b>Week 3</b> 1/23 & 1/25	Traditions & Professionalism	<b>Chap 3</b>
<b>Week 4</b> 1/30 & 2/1	Moral Development	<b>Chap 4</b>
<b>Week 5</b> 2/6 & 2/8	Loyalty & Diversity	<b>Chap 5</b>
<b>Week 6</b> 2/13 & 2/15	Personal & Pro Values	<b>Chap 6</b>
<b>Week 7</b> 2/20 & 2/22	Chaps 1-6	<b>Exam</b>
<b>Week 8</b> 2/27 & 3/1	Truth, deception & privacy	<b>Chap(s) 7 &amp; 8</b>
<b>Week 9</b> 3/6 & 3/8	<b>Spring Break: No Class</b>	
<b>Week 10</b> 3/13 & 3/15	Propaganda	<b>Chap 9</b>

## COURSE OBJECTIVES

- Demonstrate understanding of key principles and concepts of media ethics.
- Recognize the most pressing moral issues facing media professionals today.
- Develop analytical skills to resolve dilemmas through a systematic ethical reasoning process.
- Apply ethical reasoning standards across multiple mass communication disciplines.

## EXPECTATIONS

- Engage in class, not technology
- Turn in your work on time
- Come to class
- Respect & Include each other

## UF POLICIES

### Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the exams. Accommodations are not retroactive, therefore students should contact the office as soon as possible in the term for which they are seeking accommodations. The Disability Resource Center is in Reid Hall. Their phone is 352-392-8565.

### University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

### Etiquette, Respect & Inclusion\*

All members of the class are expected to follow rules and expectations of common courtesy respect and inclusion in all classes, communications and environments. Accepting, expecting and welcoming variety in ideas, views, backgrounds and perspectives creates a collaborative, open and bountiful learning

<b>Week 11</b> 3/20 & 3/22	Consequentialism	<b>Chap 10</b>
<b>Week 12</b> 3/27 & 3/29	Deontology	<b>Chap 11</b>
<b>Week 13</b> 4/3 & 4/5	Chaps 7-11	<b>Exam</b>
<b>Week 14</b> 4/10 & 4/12	Accountability	<b>Chap(s) 12 &amp; 13</b>
<b>Week 15</b> 4/17 & 4/19	Presentations	<b>Final Papers</b>

## GRADING

Class Participation	30% In class & online
Exams	20% each
Final Paper	30%
<b>Total</b>	<b>100%</b>

## PARTICIPATION GUIDELINES

### Class Participation 30%

Participation grades will include attendance as well as in class and online discussion with attention to the following elements:

- Comments demonstrate clear & analytical understanding
- Comments are thoughtful & relevant to discussion. Have meaningful connections to course content, current events, personal experience, etc.
- Comments are respectful (this does not mean you cannot address controversial topics, but respect for your fellow classmates should be factored)
- Represent understanding of principles and concepts, recognizes moral issues, development of analytical skills to resolve dilemmas, and application of ethical reasoning across disciplines

environment for all.

### **Attendance**

EACH STUDENT IS ALLOWED TWO UNEXCUSED ABSENCES\*

Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first class meeting.

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.

Students cannot participate in classes unless they are registered officially or approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors.

If a student does not participate in at least one of the first two class meetings of a course or laboratory in which they are registered, and he or she has not contacted the department to indicate his or her intent, the student can be dropped from the course. Students must not assume that they will be dropped, however. The department will notify students if they have been dropped from a course or laboratory.

The university recognizes the right of the individual professor to make attendance mandatory. After due warning, professors can prohibit further attendance and subsequently assign a failing grade for excessive absences.

### **Religious Holidays**

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of his or her faith. A student should inform the faculty member of the religious observances of his or her faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that student's religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled

## **FINAL PAPER GUIDELINES**

### **Analysis Paper (30%)**

Your assignment will be to identify a case in media ethics in which you would have acted differently than the media practitioner(s). The paper should be organized in a way that makes clear how you will answer the six major questions from

*Doing Ethics in Media:*

#### **What's your problem?**

Briefly describe the case. (You may attach a published blog, article, case study, or news story as a link or as an appendix for background.) Spell out what makes this situation a moral dilemma. Clearly state a burning question.

#### **Why not follow the rules?**

Are there precedents, guidelines, codes, or laws you should keep in mind? Explain why they don't resolve your dilemma?

#### **Who wins, who loses?**

Who are the stakeholders, and what impact is your decision likely to have on each of them short & long term?

#### **What's it worth?**

Prioritize your values—both moral and non-moral values—and decide which one(s) you won't compromise.

#### **Who's whispering in your ear?**

In general—and specifically in this case—which school of philosophy or set of moral principles provides your moral compass?

#### **How's your decision going to look?**

State your conclusion, and imagine what your friends and people you respect will think about your decision-making.

As a guideline for length, each section of the paper should be about 1-2 pages, for a total length of 6-12 pages. Consider topic near the beginning of the semester so you can think through questions as they come up for discussion during the semester. You might then be able to draft sections as the semester progresses.

academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities.

#### **Illness Policy**

If a student is absent from classes or examinations because of illness, she or he should contact their instructors. Students should contact their college by the deadline to drop a course for medical reasons. Students can petition the [Dean of Students Office](#) to drop a course for medical reasons. The university's policy regarding [medical excuse](#) from classes is maintained by the Student Health Care Center.

Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.

#### **Makeup Work**

Missed assignments for excused assignments can be made up within a reasonable amount of time following the absence and missed assignment without penalty. Please make every effort to let the instructor know of absences in advance. Missed or late assignments due to unexcused absences will receive one letter grade deduction.

### QUESTIONS? COMMENTS? FEEDBACK?

You are welcomed and encouraged to talk to the instructor anytime you have questions, comments or feedback regarding class, assignments, the syllabus, or a general topic. Please use one of the contact methods above, utilize office hours or seek time after class to address your topic.

## UF RESOURCES

### **U Matter We Care**

U Matter, We Care serves as UF's umbrella program for UF's caring culture and provides students in distress with support and coordination of a variety of appropriate resources. Families, faculty and students can contact [umatter@ufl.edu](mailto:umatter@ufl.edu) seven days a week for assistance 352-294-CARE

### **Help with Coping**

The UF Counseling and Wellness Center is a free resource for students who could use

help managing stress or coping with life. On-campus @ 3190 Radio Road, open for appointments and walk-ins 8-5 Monday- Friday 352-392-1575.

### **UF Police**

352-392-1111 or 911 for emergencies

### **UF Library**

April Hines: Librarian 1060P Weimer  
352-273-2266

[aphine@uflib.ufl.edu](mailto:aphine@uflib.ufl.edu)

## COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, near the end of the semester. Summary results are available to you and the public.

THANK YOU & WELCOME TO MMC 3203!