

College of Journalism and Communications

Department of Telecommunication

Department Chair: Professor David Ostroff

2088 Weimer Hall

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### **RTV4432: SENIOR SEMINAR**

Summer A 2020, RTV 4432 (21358)

M | Period 9 (4:05 PM - 4:55 PM)

R | Period 8 - 9 (3:00 PM - 4:55 PM)

Course Delivery: Asynchronous and Synchronous

**Professor Michael Leslie**

Use Canvas email

Office Hours: M/W 2-4 p.m., **by appointment**

### **PURPOSE OF THE COURSE**

The study of ethics is usually taught with the goal of having you simply learn about how to apply ethical principles to the problems you will face in the exercise of your career as a mass communications professional. However, the troubled state of our news, information, advertising, public relations and entertainment industries indicates that we need to go beyond the traditional approach.

Hence, this course will not be focused solely on learning about ethical decision making. Instead, this course will also help you think broadly about ethics and ethical problems facing society, including environmental contamination, hunger, unemployment, institutional racism, and the impact of the increasing concentration of wealth on our politics and our economics.

During this course, you will have the opportunity to expand your current worldview and your frames of reference. When you have done this, you will discover new and powerful openings for action, both in your professional and personal life.

### **COURSE OBJECTIVES**

By the end of this course, you will have acquired the following abilities:

- The ability to apply critical thinking to creating messages for a diverse and inclusive society
- The ability to use an ethical reasoning model to resolve difficult ethical dilemmas in mass communication, and in your life
- The ability to broaden your perspective and create innovative solutions to persistent challenges in journalism and mass communication
- The ability to argue effectively for what you believe in and have that reflected in your work as a mass communications professional

- The ability to critically assess the credibility of the information and messages you are exposed to via mass and digital media.

## **REQUIRED TEXTBOOKS**

The required resources for this course are:

**Media Ethics: Issues and Cases**, 8<sup>th</sup> edition, by Patterson and Wilkins.

**Ethics in Media Communications: Cases and Controversies**, by Louis A. Day

You can buy or rent these books online at [www.coursesmart.com](http://www.coursesmart.com) or from [www.Amazon.com](http://www.Amazon.com) or possibly borrow them from the UF library. They are also possibly available for sale in the UF bookstore.

**This course also requires a \$25 subscription to The PacBack Question Platform, which is the online discussion platform for this class.**

**Packback Questions** ([www.packback.co](http://www.packback.co)) is an online community where you can be fearlessly curious and ask BIG questions about how what we're studying relates to the real world. By participating in robust discussions on Packback, you will develop the ability to ask thoughtful and incisive questions on controversial issues, as well as the ability to examine and answer those questions with the sophistication expected of a person with a college degree.

Your participation on Packback will count toward **15** percent of your final grade. In order to receive weekly participation points, you must:

- 1) post one (1) question each week with a minimum Curiosity Score of 50 and;
- 2) answer two (2) questions with a minimum Curiosity Score of 50 each week;
- 3) your questions and answers must be relevant to the weekly assigned topics;
- 4) your questions and answers may be submitted by Friday 11:59 p.m. each week.

### **How to Register on Packback:**

An email invitation will be sent to you from [holla@packback.co](mailto:holla@packback.co) prompting you to finish registration. If you don't receive an email (be sure to check your spam), you may register by following the instructions below:

1. Create an account by navigating to <https://questions.packback.co/login> and clicking "Sign up for an Account"  
Note: If you already have an account on Packback you can login with your credentials.
2. Enter our class community's lookup key into the "Join a Community" module in Packback. Note: Community Lookup Code: **3b13bf72-831f-49ef-b46e-c510ef981651**
3. Follow the instructions on your screen to finish your registration.

### **How to Get Help from the Packback Team:**

If you have ANY questions or concerns regarding Packback throughout the semester, please contact the customer support team at [help@packback.co](mailto:help@packback.co)

For a brief introduction to Packback Questions and why we are using it in class, watch this video: [vimeo.com/packback/Welcome-to-Packback-Questions](https://vimeo.com/packback/Welcome-to-Packback-Questions)

Here are some additional resources that you may find helpful:

**The Elements of Moral Philosophy**, 5<sup>th</sup> edition or later, by James Rachels.

**Gender, Race and Class in Media**, any edition, by Dines and Humez

**Society for Professional Journalists Case Studies:** <http://www.spj.org/ethicscasestudies.asp>

Other resources to help you excel in this class will be announced in class, sent to you via the class listserv, or posted in E-learning.

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## COURSE COMPONENTS

The course consists of the following activities:

**Lectures-** I will provide a concise introduction each week to the topics we are examining and discussing that week. You are expected to read assigned materials for the week **before** we meet online and come prepared to ask questions about any part of the readings or my lecture notes that you do not fully understand.

**Weekly Group Presentation-** Each week, one group will be assigned to summarize the reading for the week and prepare a case study related to that week's topic, using the analytical format taught in this class, for review, comment and discussion, by both me and your peers.

**Individual Current Issue Research and Presentation:** You will select a topic for ethics analysis, using the format taught in this class, for review, comment and discussion, by both me and your peers.

**Online Discussion-** You are required to participate in an online discussion on Packback Questions each week. Your active participation in these discussions is expected,

**Individual Case Study and Peer Review-** Student teams will be responsible for researching and writing up and individual case study on an assigned topic, and for reviewing a case study submitted by one of their peers, using the format taught in this class.

**Reaction Papers-** Some weeks, I will ask you to write a brief response to the assigned readings, videos, guest speakers or the topics we have discussed in class.

**Quizzes-** I will assign two to three quizzes related to the assigned readings, videos, guest speakers or to some topic we have discussed, that have been presented on by your classmates, or that I have lectured on in class.

**Attendance:** You are expected to attend class each week and attendance will be taken at the beginning of each class. Your grade will be negatively impacted if you are chronically absent or late for class sessions.

## **METHODS OF EVALUATION**

### **Evaluation Criteria**

All assignments and presentations will be evaluated based on both form and content. Form refers to professional and timely presentation in accord with assignment instructions, as well as cogency and organization. Content refers to quality of analysis, correct application of principles, coherence in reasoning, and thoroughness of research. Your grade will reflect your success in meeting these standards.

### **Assignment Scoring**

I will be using a base-10 grading scale, as follows:

10= Exceeds expectations for top performance in the course

9= Very good

8= Good (some minor deficiencies)

7= Average (mixed performance with some deficiencies)

6= Below average with major deficiencies

5 or less = Unsatisfactory

### **Assignment Weights**

Final Case Study and Peer Review:	20%
Weekly Case Study Presentation:	20%
Attendance:	15%
Quizzes:	15%
Individual Research and Presentation:	15%
Reflection Papers/Packback Discussions	15%

### **Final Grades**

I will assign plus and minus grades, generally following the University of Florida grading policy. I reserve the option to curve final grades.

A (Excellent) 90-100 percent

B (Good) 80-89 percent

C (Average) 70-79 percent

D (Below Average) 60-69 percent

E (Insufficient) <60 percent

Note: Grades will be posted in E-Learning.

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## **COURSE SCHEDULE**

### **Module 1**

Orientation to the Course

Discussion of Assignments and Course Expectations

Leadership, Ethics and Moral Development (Jensen (Integrity); Day, Chapter 1)

Ethics and Society (Day, Chapter 2)

Video: The Social Dilemma of Driverless Cars

<https://www.youtube.com/watch?v=nhCh1pBsS80>

Video: Death by Design

<https://www.youtube.com/watch?v=Htm5Q15HfMc>

(\$1.99 on YouTube)

Ethical Issues in “Death by Design” and “The Social Dilemma of Driverless Cars”

### **Module 2**

(Day, Chapter 3)

Models of Moral Reasoning

Discussion of Main Ethical Theories

Utilitarianism, Kantian Moral Duty, Virtue Ethics, and more

(Patterson, Chapter 1)

Application of the Model of Moral Reasoning

(Patterson, Chapter 1-A)

The Case of Baby Theresa (Rachels, Chapter 1)

Presentation Group 1 (Summary of Week 1)

Presentation Group 2 (Summary of Week 2)

Quiz 1

### **Module 3**

#### **Conflicts of Interests**

**(Day, Chapter 7)**

Video: The Post

Economic Pressures and Social Responsibilities

(Patterson, Chapter 7)

Media Practitioners and Social Justice

(Day Chapter 12)

Presentation Group 3

### **Module 4**

#### **Privacy**

**(Patterson, Chapter 5)**

**(Day Chapter 5)**

#### **Privacy Case Studies**

Truth, Accuracy and Transparency

(Patterson Chapter 2)

#### **Confidentiality (Day, Chapter 6)**

**Presentation Group 4**

#### **Quiz 2**

### **Module 5**

Freedom and Responsibility

Morally Offensive Content

(Day, Chapters 9 and 10)

Anti-Social Content

(Day, Chapters 9 and 10)

Presentation Group 5

## **Module 6**

**Week 12, March 30/April 2**

**Propaganda in Media Communications**

**Day, Chapter 11**

**Stereotypes in Media Communications**

**Video: Real Bad Arabs**

**Presentation Group 6**

**Quiz 3**

**END OF COURSE**

## **APPENDIX**

### **Classroom Decorum**

Please do not read newspapers, eat, drink, work on assignments for other classes, web surf, text or engage in other activities during class lectures, presentations, and group discussions.

**Students with special challenges:** I am committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standards of fairness and confidentiality. In order to address your academic needs, I must be informed of your circumstances at the beginning of the semester *before* performance becomes a factor. Reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to your ability to succeed in this course. You should provide me with an official statement from the Office of Student Services explaining the accommodation required, if you face such a challenge.

### **Other matters:**

- I reserve the right to make changes, if necessary, to the grading system, assignments, schedule, or other matters pertaining to the class.
- I can be reached preferably via e-mail, and the telephone, but please be aware that I will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. Therefore, barring an emergency situation, it is advisable to contact me well in advance of any deadline in order to give me adequate time to respond.
- Students are not permitted to bring guests to class unless arrangements have been made with me prior to class.
- Please feel free to approach me about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.
- You are expected to arrive promptly for class, fully prepared to discuss the assigned readings. While I understand the problems created by a large campus, it is your responsibility to arrive in class in a timely manner.

- You are responsible for signing the attendance sheet for every class.
- Any evidence of **plagiarism** or cheating will result in an “E” for the course and possible disciplinary action.
- Regarding **plagiarism**: Do not submit the same work to more than one class without prior written permission from both instructors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.
- Spelling counts. So do grammar, punctuation and professional presentation technique.
- An assignment turned in past the deadline will be penalized one letter grade for each day it is late.
- In addition to the required or recommended readings, you are encouraged to read my lecture notes posted in E-learning. You should also take notes in class because classroom sessions often reveal information that is not contained in the readings or my lecture notes.

**The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester and applies to you as a student in this class.**

**The Honor Code reads as follows:**

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. **Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action.** A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**The Honor Code:** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

**"On my honor, I will neither give nor receive unauthorized aid in doing my assignments."**

**Course Evaluations:**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.