



## About the Course

**Course Objectives:** Broadcasters and other communication professionals face ethical questions every day. This course is designed to help you work through those questions and provides a framework for making ethical decisions. Events in Italy, and around the world, can provide insight into media ethics for people working in the U.S. The class will include discussion, lectures, and case studies.

This course focuses on important themes, principles and terminology of our discipline, including relevant history and theories of mass communication. In the class, you will learn to identify, describe and explain relevant social institutions, structures and processes. The course emphasizes the effective application of accepted problem-solving techniques as well as the evaluation of opinions and outcomes.

### What You Will Learn in this Class:

- how ethical issues are addressed by media professionals around the world.
- ethical theories as they relate to the media.
- about current media controversies and issues, including the role of diversity.
- strategies for making ethical decisions as broadcast professionals.

## Class Policies

**Classroom Atmosphere:** Each of you plays a role in shaping this course. I encourage you to be actively involved in class discussion and activities. You are expected to be good ambassadors for our University and country while guests in Italy. Please be respectful of the contributions of all others, including the guest speakers, and help create a class environment that is welcoming and inclusive.

**Cell Phones, Pagers and Computer Use in Class:** As a matter of courtesy to your fellow class members, please turn off all cell phones and other electronic devices prior to the start of class. It is not appropriate to instant message or text during class.

**Attendance:** Like the field of broadcasting, this class is fast moving and demanding. Your attendance and participation are important to making this class a success and **attendance is required for every session**, including the pre-trip sessions. Roll will be taken for every class meeting. Absences or tardiness will negatively affect final grades.

**Missing Deadlines or Assignments:** In the communication field, completing assignments on deadline is vital. The same holds true in this class. If you believe you have an exceptional reason for missing a deadline, such as a documented medical emergency, please discuss it with me immediately. However, a missed deadline will generally be counted as a missed assignment.

**Honor Code:** As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible

citizenship on which it was founded. As an instructor at this university, I am also charged with its enforcement and take that responsibility very seriously.

The Honor Code's Preamble reads in part: "...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 community acceptance and enforcement of the Honor Code."

Please join me in supporting the Honor Code by signing the pledge on all written work. Consult me if you are uncertain about your Honor Code responsibilities within this course.

**Accommodations for Special Needs:** I want to work with you to accommodate legitimate special needs in the classroom. According to University policy, students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide appropriate documentation to you and you should provide this documentation to me when requesting specific accommodation. It is your responsibility to initiate this conversation early in the semester and you should plan to meet with me during office hours to discuss this.

## Course Grading and Assignments

### RTV 4931 Grading Scale

A	93-100%	B	83-87%	C	73-77%	D	63-67%
A-	90-92%	B-	80-82%	C-	70-72%	D-	60-62%
B+	88-89%	C+	78-79%	D+	68-69%	E	Below 60%

General University policies regarding grading are found at:  
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Your final grade will be determined by your performance on the following assignments:

Team Presentation	(1 x 20 percent)
Class Participation	(1 x 10 percent)
Book Review	(1 x 20 percent)
Policy Memo	(1 x 25 percent)
<u>Comparative Position Paper</u>	<u>(1 x 25 percent)</u>
Total	100 percent

## **Description of Assignments:**

The **team presentation** will focus on your research about media issues in Italy, the United States, and the world at large. You will be assigned to a small group that will prepare a presentation highlighting media issues in the two countries. This is a group project and will be graded accordingly. The presentations should be 15 minutes long. Appropriate handouts and other multimedia materials are encouraged.

The **class participation** grade is based on your active involvement in all activities. Your input is crucial to making the class a worthwhile experience for all of us. You are expected to attend all classes, be prepared with all assignments, be active in all discussions and to interact with other participants.

The **book review and evaluation** asks you to write a paper focusing on ethical issues faced by the author of the course book. You will be provided a handout outlining specific questions to address. **Be sure to properly cite outside sources if you include them.** The review should be at least 3 pages, double spaced, and 750 words long. It is due before we leave for Italy.

The **policy memo** assignment asks you to draft a statement addressing an area of media ethics relevant to the area of the communication field you want to pursue. For example, if you want to be a news photographer, you could consider writing a policy memo that governs staff behavior on news assignments, sets forth a policy on “freebies” and discusses when the identify of subjects should be protected. This assignment should reflect your own work and thoughts. You are encouraged to reference other material, but that should be clearly acknowledged and appropriately cited. The memo should be approximately 3 pages, double spaced, and at least 750 words.

The **comparative position paper** asks you to identify one common ethical issue faced by the U.S. media and communication professionals in Italy. You should: 1) identify how the issue has been addressed by practitioners in each country, 2) state your position on the issue, and 3) outline the arguments for and against this approach. You should include your own research, information you gather while on media visits and from observing the local media, and your own experience. All sources should be thoroughly cited and you should use an accepted academic style such as MLA or APA. This is an individual assignment and should reflect only your own work. The paper should be approximately 5 pages, double spaced, and at least 1,250 words, plus references.

## **Disclaimer**

While it is my intention to follow this syllabus and schedule as closely as possible, I reserve the right to make adjustments as needed. Specific readings will be assigned for each topic. Please come to every class prepared to discuss the readings in detail.

<b>Meeting/Location</b>	<b>Topic</b>
<b>Gainesville</b>	<b>Prior to Leaving for Italy</b> For next class: Read <i>Den of Lions</i> ; prepare book review which is due April 30 at noon (Submit to jcleary@jou.ufl.edu)
<b>1 – Gainesville March 16 or April 13</b>	<b>Attend Talk by Terry Anderson</b> For next class: Book review is due April 30 at noon to jcleary@jou.ufl.edu
<b>5/4 Miami/Florence</b>	<b>Travel to Italy</b>
<b>2 – 5/6 Florence</b>	<b>Orientation Session</b>
<b>3 – 5/7 Florence</b>	<b>Philosophical Roots of Ethics</b>
<b>4 – 5/11 Florence</b>	<b>Social Responsibility of the Press</b>
<b>5 – 5/13 Florence</b>	<b>Corporate Social Responsibility</b>
<b>6 – 5/18 Florence</b>	<b>Managing the Ethical Office</b>
<b>7 – 5/19 Florence</b>	<b>Social Media Ethics</b> For next class: Prepare presentations
<b>8 – 5/20 Florence</b>	<b>Thinking Beyond Borders (Team Presentations)</b> <i>Teams 1, 2 and 3</i> For next class: Prepare paper outlines
<b>9 – 5/21 Florence</b>	<b>Thinking Beyond Borders (Team Presentations)</b> <i>Teams 4, 5 and 6</i> <i>Due: Comparative position paper and policy memo outlines</i>
<b>10 – 5/22 Florence</b>	<b>Documentary Ethics</b>
<b>11 – 5/25 Florence</b>	<b>Crisis Communication Strategies</b>
<b>12 – 5/27 Florence</b>	<b>Course Wrap up</b>
<b>6/1</b>	<b>Return to Miami</b>
<b>6/26</b>	<b>Policy Memo and Comparative Paper Due at Noon</b>

Revised 4/6/2015

**Team Self-Evaluation Form**  
***RTV 4931 – Ethics and Problems***  
**Summer 2015**

**This form is due to Dr. Cleary on the day of your presentation.**

Team Members: \_\_\_\_\_

Your Name: \_\_\_\_\_

Topic: \_\_\_\_\_

Please list your contributions to the presentation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list your teammate's contributions to the presentation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please indicate how you would numerically describe the effort of each member: (The total should be 100%.)

Your contribution \_\_\_\_\_

Your teammates' contributions \_\_\_\_\_

Please tell the instructor anything else you think is important to know in assigning a final grade:

\_\_\_\_\_  
\_\_\_\_\_

## Additional Graduate Student Requirements

Graduate students taking this course are required to perform additional assignments which are outlined below.

Graduate students' final grades will be assessed on the following scale:

Team Presentation	(1 x 25 percent)
Class Participation	(1 x 10 percent)
Policy Memo	(1 x 25 percent)
Comparative Paper	(1 x 25 percent)
Review of Movies	(1 x 15 percent)

**This assignment is due on April 30 at noon.**

**2) Watch two of the following movies and write a 1,000-word (4 pages) analysis of each, focusing on the ethical implications for the media:**

**La Dolce Vita (1960). Directed by Federico Fellini.**

The movie that spawned the term "paparazzi," this film follows fictional gossip journalist Marcello Rubini, over seven days and nights in Rome.

**Under the Tuscan Sun (2003). Directed by Audrey Wells.**

Based on the book by UF alum Frances Mayes, this story focuses on a woman who buys a run-down Tuscan villa and restores it, finding a home within a new culture.

**Burma VJ (2008). Directed by Anders Ostergaard. 1 hour 25 min.**

Composed mainly of video shot by underground journalists in Burma, documenting street protests by citizens and the government's brutality towards them. Explores issues related to freedom of the press and the risks taken by those who go against a repressive government.

**The Killing Fields (1984). Directed by Roland Joffe.**

This Academy Award-winning film is based on the experiences of American journalist Sydney Schanberg, Cambodian Dith Pran, and Briton Jon Swain. It focuses on their coverage of the Cambodian Khmer Rouge in the wake of the Vietnam War.

**Roman Holiday (1953). Directed by William Wyler.**

A bored European princess (Audrey Hepburn) ditches her privileged life while taking up with an American reporter (Gregory Peck).