

About the Course

Course Objectives: Broadcasters 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 France and England, and around the world, can provide insight into media ethics for people working in the U.S. The class will include discussion, lectures, media visits, guest speakers 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 England and France. 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

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

For this class, the following specific policies are in place.

Grading Scale:	A	92-100%
	A-	90-91%
	B+	87-89%
	B	82-86%
	B-	80-81%
	C+	77-79%
	C	72-76%
	C-	70-71%
	D+	67-69%
	D	62-66%
	D-	60-61%
	F	below 60%

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 France and England, 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 guest speakers.

The **book review and evaluation** asks you to write a paper focusing on ethical issues faced by the author of the course book. You should write about the problems faced, explain an approach to solving the challenges based on strategies we discuss in class, and offer your reaction to what the author decided to do. **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 France.

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 France and/or England. 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 7 pages, double spaced, and at least 1,750 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.

Location	Topic
1 – Gainesville	Introduction to the Class For next class: Read <i>The House at Sugar Beach</i> ; prepare book review which is due May 2 at 5 p.m. (Submit to jcleary@jou.ufl.edu)
2 – 5/5 Miami/Paris	Depart for France For next class: Read Chapters 1 and 2 in <i>Doing Ethics in Media</i>
3 – 5/7 Paris	Orientation Session and City Tour Welcome Dinner
4 – 5/8 Paris	Philosophical Roots of Ethics For next class: Read Chapters 4, 6 and 12 in <i>Doing Ethics in Media</i>
5 – 5/9 Paris	Eleanor Beardsley, National Public Radio, Paris Trip to the Louvre For next class: Read Chapter 3 in <i>Doing Ethics in Media</i>
6 – 5/12 Paris	Managing the Ethical Office Evening Seine Cruise
7 – 5/13 Paris	Trip to Versailles
8 – 5/14 Paris	Visit to <i>Le Monde</i> Newspaper For next class: Read Chapters 5 and 13 in <i>Doing Ethics in Media</i>
9 – 5/15 Paris	Codes of Ethics For next class: Read Chapter 9 in <i>Doing Ethics in Media</i>
10 – 5/16	Travel to St. Malo
11 – 5/17	Travel to Mont St. Michel
12 – 5/18	Travel to Normandy/Caen
13 – 5/19	Travel to London
14 – 5/20	London Tour and Orientation
15 – 5/21 London	Social Responsibility of the Press and Corporate Social Responsibility
16 – 5/22 London	Social Media Ethics For next class: Prepare presentations and paper outlines Evening Theatre Performance
17 – 5/23	Trip to Stonehenge and Salisbury
18 – 5/27 London	Thinking Beyond Borders (Team Presentations) <i>Teams 1, 2 and 3</i> <i>Comparative position paper and policy memo outlines due today</i>
19 – 5/28 London	Tour of the BBC

20 – 5/29 London	Thinking Beyond Borders (Team Presentations) <i>Teams 4, 5 and 6</i> Evening Thames River Cruise
21 – 5/30 London	Course Wrap up
6/1	Return to Miami
6/26	Policy Memo and Comparative Paper Due at Noon

Revised 4/25/2014

Team Self-Evaluation Form
RTV 4931 – Ethics and Problems
Summer 2014

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

This assignment is due on May 3 at noon.

1) Read one of the following books and write a 1,000-word analysis, focusing on the implications for the media and audience:

Sites, K. (2007). *In The Hot Zone: One Man, One Year, Twenty Wars*. (New York: Harper).

OR

Waugh, E. (1937, 1965). *Scoop*. (Boston: Little, Brown and Company.)

Your book analysis should address issues including the following:

What are the key issues the author(s) addresses related to international war journalism?

OR

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

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.

The Queen (2006). Directed by Stephen Frears. 103 minutes.

The death of estranged Princess Diana raises questions about the modern British monarchy and its relevance to the country. The film considers the role of the media in framing the story and how the royal family used the press to shape the conversation.

The Iron Lady (2011). Directed by Phyllida Lloyd. 105 minutes.

Britain's former Prime Minister looks back on her controversial time in office and reflects on what her rise to power cost her and her family. The role of the press in covering Margaret Thatcher is significant to the story.

Saving Private Ryan (1998). Directed by Steven Spielberg. 169 minutes.

Starting with a dramatic depiction of the invasion of the Normandy Beaches, the movie traces the fate of a group of soldiers sent to rescue a young American whose brothers were killed in World War Two. What do you see as the implications for the press in covering this war?

Chocolat (2000). Directed by Lasse Hallström. 121 minutes.

The mores and morality of a French village are challenged when a mysterious woman and her daughter open a chocolate shop. What role could the local press play in keeping or challenging conventional assumptions?

La Vie en Rose (2007). Directed by Olivier Dahan. 140 minutes.

Edith Piaf was the “songbird sweetheart” of France, but lived a difficult life and died young. Her Pere Lachaise gravesite in Paris is still visited by crowds everyday, although she died in 1963. What does her story say about how a media shaped image conflicts with reality?