



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Syllabus for **MEJO 141.3 Media Ethics (Deb Aikat) Fall 2019**

MEJO 141.3 Media Ethics will explore what **constitutes ethical practices**, what **interferes with ethical practices**, and what **emerging ethical issues** may **challenge the newest generation** of professional communicators. Cases involve **print, broadcast and Internet news media; photojournalism; graphic design; public relations; and advertising.**



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▲ Rectitude in **ethical decision making** requires a cogent **understanding of ethical issues** and a deep commitment to exploring **ethical principles** such as **utilitarianism, minimizing harm, rights, justice, virtue, moral judgement** and the **common good.**



Fall 2019 Course Schedule

Our MEJO 141.3 Media Ethics class will meet in Fall 2019 from 6:15 p.m. to 7:30 p.m. on Monday and Wednesday in Carroll Hall 143 classroom in the School of Media and Journalism, UNC-Chapel Hill.



What You Will Learn

MEJO 141.3 Media Ethics has been conceptually organized to explore the relationships of ethics, ethical dilemmas, and ethical practices within a variety of media professions including journalism, visual communication, public relations, and advertising. Each class session will cover theories, themes and tools that are relevant to media ethics. We'll also explicate concepts in media ethics. This course may not teach you everything about media ethics, but it should help you improve your conceptual grasp of media ethics and its importance. The course is designed to help you:

- ❖ Integrate ethical foundations and apply those ideas to professional situations
- ❖ Engage in ethical decision-making.
- ❖ Learn how to analyze the ethical significance of the media messages that barrage us every day;
- ❖ Explore develop, defend, and apply your own set of guidelines to tackle ethical situations how various communication professions interact;
- ❖ Improve our understanding of the impact of the ethics on various aspects of our lives;
- ❖ Improve our understanding of the impact of the ethics on various aspects of our lives;
- ❖ Compare ethical standards of mass communication professions and examine how similarities and differences help or hinder their professional relationships;
- ❖ Gain a better appreciation of the global impact of the ethics in our society; and
- ❖ Critically analyze current media professional practices through reading and discussing communication topics found in trade journals and other media.



Course Overview

This is a key course for MEJO majors, and it meets a requirement for a minor in social and economic justice. This course will strengthen our knowledge of media ethics, ethical principles, ethical decision making and their effects on media consumers like you.



☞ Course Instructor: Team MEJO 141.3 ☞



★ **Dr. Deb Aikat**

Associate Professor

UNC School of Media and Journalism,
374 Carroll Hall, UNC-Chapel Hill,
Chapel Hill, NC 27599-3365.

Phone: 919 962 4090 | Email: da@unc.edu



Fall 2019 Office Hours

For your convenience, I have listed an array of opportunities for us to interact:

- ➔ 4 to 4:30 p.m., Monday and Wednesday in 374 Carroll Hall (Deb's office).
- ➔ 7:30 p.m. to 8:30 p.m., Monday and Wednesday in 143 Carroll Hall.
- ➔ Email me (da@unc.edu) to schedule a time that's more convenient to you.
- ➔ Walk-ins welcome. I invite you to stop by 374 Carroll Hall (Deb's office), anytime from 8 a.m. through 5 p.m. on any workday (*except when I am away at meetings or teaching a class*).



Course Readings

Befitting a contemporary media and journalism course, key readings will be provided electronically for you to access from our Sakai course web-space. We will also complement course readings with multimedia resources that inspire critical thinking about media ethics. We expect you to complete assigned readings before class.



Recommended Texts

You may read these books in our School's Park Library for further reading

- ▶ *Media Ethics: Cases and Moral Reasoning*, (10th Edition of Sept. 2016) by Clifford G. Christians, Mark Fackler, Kathy Brittain Richardson, Peggy Kreshel, Robert H. Woods (Routledge) \$ 145 paperback \$ 290 hardback
- ▶ *Doing Ethics in Media: Theories and Practical Applications*, (1st Edition of March 2011) by Jay Black, Chris Roberts (Routledge) \$ 80.95 paperback \$ 185 hardback
- ▶ *Media Ethics: Issues & Cases* (9th edition of Aug. 2018) by Philip Patterson, Lee Wilkins and Chad Painter (Rowman & Littlefield Publishers) \$ 90 paperback
- ▶ *Living Media Ethics: Across Platforms* (2nd Edition of October 2018) by Michael Bugeja (Routledge) \$ 79.95 paperback \$ 150 hardback
- ▶ *Journalism Ethics: A Casebook of Professional Conduct for News Media* (4th Edition of February 2011) by Fred Brown and other members for the Society of Professional Journalists Ethics Committee (Marion Street Press) \$ 49.95 paperback



Classroom Manners

Our 50-member class creates some interesting dynamics! Here are some basics to help ensure everyone is able to fully participate in our class:

Arrive on time – Nothing aggravates your class colleagues more than tardy arrivals to class! If you have a class on the other side of campus and know that you will cut it close, please let us know now.

Mute your mobile device(s) – Please keep your ring tones to yourself.

Limit computer/electronic device use to what's needed for class.

Gaming, Facebooking, tweeting and shopping can be done outside of our class meeting times.

Restrict use of digital devices during class – Refrain from using your digital devices (*such as laptops, smartphones*) during lectures and class discussions. If a class activity requires use of digital devices, I will advise you accordingly. A growing body of research evidence indicates that we learn less when we distract ourselves on our digital devices during class. Using digital devices to engage in non-class activities during class is also disrespectful to other students. Period. As we all understand, we should follow class etiquette expectations that are fair and just to all. Let us also do this to respect all other students in our class.

Chatting vs. discussing – We encourage group discussions of topics at certain points in the class. Please be respectful of others in the class and avoid chatting or catching up with your classmates until after class.

Agreeing to disagree – With a class of 50 students, we will no doubt have differing views – and we hope you will share them! The goal is to be respectful in sharing dissenting opinions.

Do NOT QUIT in the middle of class. – The class meets for 75 minutes. Please DO NOT leave before class ends. Take your biological breaks before class and save those phone calls until after class. It's distracting – not to mention rude to our class and your fellow students – for you to leave and re-enter during the class period.



Students with Special Needs

We are committed to making our course resources, procedures, exams, and facilities accessible to students with disabilities and medical conditions.

UNC-Chapel Hill policy stipulates that, “Students who seek reasonable accommodation for disabilities are required to identify themselves to the Accessibility Resources & Service (ARS) whose staff will inform and work with the students about the process to become eligible to receive assistance.”

Through ARS, our university seeks to meet the individual needs of students with disabilities and medical conditions by coordinating and implementing appropriate accommodations. We recommend that you register with ARS if you would like us to provide accommodations, resources and services to this effect.



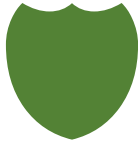
Attendance Policy

The MEJO 141 attendance policy conforms to the UNC-Chapel Hill's Attendance, Grading, and Examination policies and procedures, as documented in the [Academic Catalog](#) (click link to read [the policy](#)). Our attendance policy is also based on the [UNC Faculty Council's Education Policy Committee Resolution 2018-1](#), which was unanimously passed at the February 9, 2018 meeting of the UNC Faculty Council.

Pursuant to UNC's directives, the attendance policy for this class is the same as that of Google, IBM, Coca-Cola, Nike, AT&T, MTV, *The New York Times*, Universal Studios, *Sports Illustrated* and J. Walter Thompson, to name a few. This is an instruction-intensive course and we expect you to be here every day we meet. Period. In addition, there will be several in-class projects that cannot be made up.

Besides attending class, you also are responsible for reading the Sakai course web space and email updates. There is no substitute for attending class, engaging with other students and igniting class conversations. **We will monitor attendance.** If you are absent from class, it is **your responsibility to catch up on what you missed by reviewing material covered while you were away.**

- ➔ 1. We expect you to attend the entire class session (75 minutes). A partial absence will be recorded if you are late by more than 15 minutes or you leave class 15 minutes before it officially ends. *We expect you to inform the course professor about countervailing commitments, if any, for occasional exceptions.*
- ➔ 2. If you have **three unexplained absences**, you will NOT be able to pass the class and a course grade of F (Fail) will be assigned to you. In addition, Fs will be recorded for all work missed or delayed. Since this is a relatively large class, we have found that the most time-efficient way to record attendance is to use a sign-up sheet. It is **your responsibility to record your presence by signing on the attendance sheet**, every day you attend class. **Absences will be marked for missing signatures** and there is no make-up policy.
- ➔ 3. While calculating the attendance grade at the end of the semester, we will not count **two absences if you submit an absence paper on the Sakai Dropbox within a week of your absence.** However, you MUST submit an absence paper within a week of your absence to benefit from this. No exceptions. No excuses. Previous students deem the absence paper as a proven way to catch up a missed class. Write an absence paper for every absence. Period.
- ➔ 4. You'll lose 8 attendance points for each full (or partial) absence. You may avoid the **8-point deduction** if you write an "Absence Paper" that meets the criteria explained below.



Honor Code

Remember, as proud members of the UNC-Chapel Hill community, we are bound by the University's **Honor Code**: "It shall be the responsibility of every student at The University of North Carolina at Chapel Hill to obey and support the enforcement of the Honor Code, which prohibits lying, cheating, or stealing when these actions involve academic processes or University students or academic personnel acting in an official capacity."



The Absence Paper

An "Absence Paper" is required for every absence (full or partial), "explained" or otherwise. Therefore, whatever be the reason for your absence, **you should write an "Absence Paper."** Period. This is based on the premise that, in an effort **to be fair to all students**, your professor will NOT evaluate the importance of the reason for your absence (such as *job interview, illness, indisposition, bereavement, work schedules, alarm clock malfunctions, religious reasons, social engagements, inconveniently scheduled family events, travel, untimely visits from frenemies, friends and family* or any other situation).

Post your "Absence Paper" to **MEJO 141.3_Drop_Box on Sakai** within a week of your absence. No excuses. No exceptions. Please follow this format for your "Absence Paper":

- A. Name, email address
- B. Reason for absence with details of day and date
- C. Summary of class and reading
- D. Please e-sign and date your paper

The "Absence Paper" must include these requirements:

- a) 200 to 250 -word synopsis of what was covered in the class you missed (meet up with another student who attended for this information)
- b) 200 to 250 -word summary of assigned reading (see the online schedule for details)
- c) Mention **MJ141_absence with your last name and date** (such as "MJ101_absence_smith_Aug31_2019") as the file name of your **Drop_Box** file and post.
- d) Your "Absence Paper" will NOT count if you fail to follow the above requirements. Eight (8) attendance points will be deducted for each absence without a valid absence paper. Remember, a student with three unexplained absences will fail the class.



Grading

Your course grade (500 points) will be computed as follows:
MEJO 141.3 projects and assignments add up to 500 points, as detailed below:

- **100 points: Each One, Teach One about Ethics in the Media** (beginning third week) on a media ethics topic
- **100 points: Timed take-home exam** on “Core Concepts in Media Ethics” (You’ll have 10 days to work on this test)
- **100 points: Mid-term exam** (tenth week) in-class closed book
- **150 points: Cumulative closed book final exam** (in finals week)
- **50 points: Course Activities:** (*20 points for class activities + 30 points for attendance including points for completing mid-semester feedback and end-semester evaluation*)

→ **500 total points you may earn in this course.**

↓ We’ll divide by 5 the total points you earn out of 500 points to compute your final grade, based on the grading scale outlined below.

Grading Scale For undergraduate students:

Undergraduate grades will be based on the following scores:

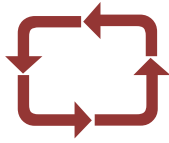
A = 95-100 | A- = 90-94 | B+ = 87-89 | B = 84-86 | B- = 80-83 | C+ = 77-79 | C = 74-76 | C- = 70-73 | D+ = 67-69 | D = 64-66 | F = 63-0
|

Late work or tardy submissions: See the **MEJO 141.3 Schedule** on Sakai for project details and deadlines. If you delay your project, your grade on that assignment will drop 20 points, which is the equivalent of one letter grade, (for example, from an A to a B). All projects are due at the deadline on the assigned date. Late projects will be penalized for each day they are late. If it’s not ready at deadline time, it’s already considered a day late.



Grade issues...

We are committed toward **grades that are fair and appropriate**. It is important for you to know that the final grade is an average of several grades that are earned over the semester. **Final grades are, therefore, NOT negotiable.** Doing extra work to improve the final grade is NOT an option because that would be unfair to other students in the course. **If you wish to earn a good grade, work hard from the beginning of the semester.**



Grade Appeal

Although grades are not negotiable, we carefully consider any concerns about an assignment grade, as long as the concern is *promptly* identified. If you have questions or dispute a particular grade, please bring it to our attention **within a week of receiving that particular grade**. The only grades that we will discuss at the end of the semester are those assignments you complete at the end of the semester.

You have the right to appeal any grade in this course. You are free to talk with me about a grade in this course and discuss my determination of that grade. If you are not satisfied, you may submit your appeal in writing along with the assignment or project in question. I will respond to your appeal. If you are not satisfied, you may appeal to your academic dean.

The academic dean will consider the merits of the grade appeal. After careful consideration, the dean may reject or accept your grade appeal. The dean may also appoint a grade-appeal committee to consider your complaint and will recommend action to the dean who appointed the committee.

Once reported, permanent course grades may not be changed except for clerical or arithmetical error or by a successful grade appeal, as outlined above. A formal grade appeal, if any, must be filed no later than the last day for late registration of the next semester.



ACEJMC Professional Values and Competencies

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) evaluates professional media and journalism programs in colleges and universities. The ACEJMC requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies. This course covers the following values and competencies:

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- apply tools and technologies appropriate for the communications professions in which they work.

This course is designed to build your abilities in each of these areas depending on your research interests and specific area of specialization. In this class, we will also seek to address the values and competencies as outlined above.



We Cherish Diversity.

Diversity is vital to media and journalism. This class prohibits policies, procedures or practices relating to willful discrimination on the basis of age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status. This course seeks to create and maintain a positive atmosphere of nondiscrimination. Acts of discrimination, harassment and insensitivity hurt and degrade all members of the learning community whether victim, perpetrator, or observer. As a community of scholars, this class affirms its commitment to equal opportunity for all.



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August 21, 2019

Dear Students in MEJO 141.3 Fall 2019:

Welcome to Mejo 141.3: Media Ethics! Thank you for choosing this class as part of your coursework. *You have paid your hard-earned money for an enriching academic experience.* Thus, our job is to ensure that when you leave this class in May, you truly feel that *you have received your money's worth.*

You are the most important part of this University. You do not depend on me. I depend on you. *You are not an interruption of my work - you are the purpose of it.* I am not doing you a favor by serving you - you are doing me a favor by giving me the opportunity to work with you.

My job is to make your educational experience as *stimulating and rewarding* as I can and to create an environment conducive to facilitating your learning experience. *However, I cannot perform my job alone.* I need your help. *Your job is to participate in this class with an open mind and with enthusiasm* because I cannot teach you anything unless you are willing to learn.

If at any time during the course of your semester *you feel that that this course is not meeting your expectations, please don't hesitate to come and talk with me.* I look forward to spending the next several weeks with you. I will give 130 percent toward making this *a unique and valuable learning experience for you.*

In conclusion, as we begin our journey together this semester I would like you to consider the following words: *"The only limitations in our lives are those we place on ourselves."*

Here's wishing you a productive Fall 2019 semester!

Cordially,



Deb Aikat

P. S.: I firmly believe in the value of *an informal and flexible learning environment.* Feel free to make suggestions about *what you would like to get out of this class.* I believe in a team effort and your ideas are as valuable as mine.

I view my responsibility as working with you to help you learn about mass communication issues, *produce high quality work,* achieve *a good grade* for your efforts and a valuable set of professional skills. If you need help, I am here to provide it. *Do not wait until it is too late.* If you have a problem, please communicate with me and we will work together to find a solution.



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Dr. Deb Aikat

Associate Professor

UNC-Chapel Hill School of Media
and Journalism, University of North
Carolina at Chapel Hill

A former journalist, **DEB AIKAT** (*pronounced EYE-cut*) has been a faculty member since 1995 in the School of Media and Journalism at the University of North Carolina at Chapel Hill.

An award-winning researcher and teacher, Dr. Aikat theorizes the role of digital media in the global sphere. His research ranges across the media.

Dr. Aikat is co-author of the 2019 book, *Agendamelding: News, social media, audiences, and civic community*, with Dr. Don Shaw, Dr. Milad Minooie and Dr. Chris Vargo. Authored by pioneers of agenda setting theory and digital media researchers, the *Agendamelding* book theorizes how audiences meld messages of newspapers, television, and social media in our 21st century digital age. Recognized as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition, this book marks the 50th anniversary of the seminal 1968 agenda-setting study conducted at UNC-Chapel Hill.

Dr. Aikat's research has been published in book chapters and refereed journals such as *First Amendment Studies*, *Health Communication*, *International Journal of Interactive Communication Systems and Technologies*, *Global Media and Communication*, *Popular Music and Society*, *Convergence: The Journal of Research into New Media Technologies*, and publications of the Association for Computing Machinery (ACM) and the Microsoft Corporation. His research has been funded by government agencies (e.g. *the US Department of State*, *US Department of Education's Title VI grants*), corporate foundations (e.g. *the Freedom Forum*, *the Scripps Howard Foundation*) and industry (e.g. *IBM*, *Knight Ridder*). He serves as an elected member of the AEJMC Publications Committee.

The Scripps Howard Foundation recognized Dr. Aikat as the inaugural winner of the "National Journalism Teacher of the Year award" (2003) for his "distinguished service to journalism education." The International Radio and Television Society named him the Coltrin Communications Professor of the Year (1997).

Dr. Aikat served from 2007 to 2013 as an elected member of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), which evaluates journalism and media programs in universities. He visited Russia in May 2015 to research press freedom in the former Soviet Union. He founded in 2015 the South Asia Communication Association (SACA), which now unites more than 1,625 scholars and professionals in examining media and communication in South Asia and its diaspora worldwide.

Dr. Aikat's research and teaching excellence awards (*see curriculum vitae for a full list*) include UNC Chapel Hill's Diversity Award for Faculty (2019), an AEJMC Senior Scholar Grant Award (2017-18), the AEJMC-Scripps Howard Researcher of the Year (2014-15), several AEJMC top research paper awards, a Distinguished Teaching Award for Post-Baccalaureate Instruction (2003), which is UNC-Chapel Hill's highest honor for excellence in teaching graduate students, the David Brinkley Teaching Excellence Award (2000), AEJMC's Baskett Mosse Award (1999), the Tanner Faculty Award for Excellence in Undergraduate Teaching (1999), the UNC-Chapel Hill Students' Undergraduate Teaching Award (1998), and an IBM Research Fund Award (1995). Several UNC-Chapel Hill senior classes honored him with the Edward Kidder Graham Favorite Faculty Awards for nine years (1997 through 2005).

Dr. Aikat serves as an elected member of UNC's Faculty Executive Committee, which advises UNC administrators on key issues, and UNC's Faculty Hearings Committee, which conducts hearings on faculty dismissals. He has served since 2014 on the UNC Honor Court's Faculty Hearings Board Panel that adjudicates violations of academic honesty, personal integrity, and responsible citizenship.

In addition to teaching on-campus classes, Dr. Aikat has taught online courses for more than 22 years. In 1997, he conceptualized UNC's first online course in journalism. He developed in 2003 a graduate-level online certificate program in "Technology and Communication." He has won fellowships from renowned research institutions such as the United States Information Agency (1990), the Institute for the Arts and Humanities (2000 & 2003) and the Journalism Leadership Institute in Diversity (2004-05).

Dr. Aikat earned a Ph.D. in Media and Journalism, in 1995, from the Ohio University's Scripps School of Journalism. He completed a Certificate in American Political Culture from the New York University in 1990. He graduated with academic distinction at the top of his class in M. A. Journalism in 1990 from the University of Calcutta, India, where he also earned a B. A. with honors in English literature in 1984. He worked as a journalist in India for the Ananda Bazar Patrika's *The Telegraph* newspaper from 1984 through 1992. He also reported for the BBC World Service.

~ Fall 2019 Course Schedule for **MEJO 141.3**

- ❖ Go to the **MEJO 141.3** Sakai course-space to access the updated **course schedule**.
- ❖ Follow the updated online schedule for important dates and deadlines.
- ❖ The course schedule may change as the semester evolves **to create the best learning environment for you**.



Add Content

More Tools

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Fall 2019 Week-by-Week**MEJO 141 Media Ethics**

Important Note: The course schedule (*as outlined below*) may change as the semester evolves to create the best learning environment for you.

~ Course Schedule for Week# 1 through Week#17



★ Educate



★ Entertain



★ Enrich



★ Engage



★ Empower



★ Enlighten

Week 1: Aug. 21 (Wed.):

[Introduction to MJ 141 \(ppt\)](#) + Read [MEJO 141 syllabus](#) + [Deepfake videos](#)

Assignments this week:

Read [MJ 141 syllabus](#)

Complete the MJ 141 Student Survey by 11:50 p.m. Aug. 30 (Fri.) [to be released]

Week 2: Aug. 26 (Mon.):

[Mr. Richard Griffiths](#): *Not So Finest Hours*: Some of my biggest screw-ups over my 26 year CNN career

Q & A on our MJ 141 class. We answer your questions about MJ 141 ([pdf](#) or [ppt](#))

Complete before class:

Read the MEJO 141 syllabus and ask questions.

Read: Five ethical codes: 1. [SPJ Code of Ethics](#) | 2. [RTNDA Code of Ethics](#) | 3. [The PRSA Code of Ethics](#) | 4. [IABC Code of Ethics For Professional Communicators](#) | 5. [Institute for Advertising Ethics Principles & Practices](#) (View: [Watch Wally Snyder talk about the importance of advertising ethics](#))

Read: [The Journalist's Creed](#), written in 1914 by Walter Williams, founder of the Missouri School of Journalism

Read: [A quick recap of today's breaking news](#)

Note: You may NOT have access to some of the web links.

We appreciate your patience as we update all links

Week 2: Aug. 28 (Wed.): *Media Ethics Worldwide*

Complete before class:

Read: Five ethical codes: 1. [SPJ Code of Ethics](#) | 2. [RTNDA Code of Ethics](#) | 3. [The PRSA Code of Ethics](#) | 4. [IABC Code of Ethics For Professional Communicators](#) | 5. [Institute for Advertising Ethics Principles & Practices](#) (View: [Watch Wally Snyder talk about the importance of advertising ethics](#))

Read: [The Journalist's Creed](#), written in 1914 by Walter Williams, founder of the Missouri School of Journalism

Do this now: If you wish to major in Media and Journalism, [subscribe to the UNC MJ-school student newsletter](#)

Week 3: Sept. 2 (Mon.): Labor Day Holiday (No class)

Read: Over the holiday weekend, read articles assigned for reading.

Week 3: Sept. 4 (Wed.):

Case discussions: What were they thinking?

Read before class:

Reading(s) to be announced

Week 4: Sept. 9 (Mon.):

Law/Ethics/Values/Manners

Announce Take Home Exam on Media Ethics Concepts

Complete before class:

Read: [Key Moments in Journalism and Digital Media, 1906 to 2019](#)

Week 4: Sept. 11 (Wed.):

Ethical Foundations Part 1

Complete before class:

Reading(s) to be announced

Week 5: Sept. 16 (Mon.):

[Dr. Charlie Tuggle](#): *Las Abuelas de Plaza de Mayo and the Search for Identity*

Complete before class:

Reading(s) to be announced

Week 5: Sept. 18 (Wed.):

Ethical Foundations Part 2

Complete before class:

Reading(s) to be announced

Week 6: Sept. 23 (Mon.):

Moral Development, Part 1

Complete before class:

Reading(s) to be announced

Week 6: Sept. 25 (Wed.):

Moral Development, Part 2

Complete before class:

NYT's [Emily Steel](#) Read: [The Times Reporters Who Brought Sexual Harassment Out of the Shadows](#)

Read: Steel and Schmidt broke "[Bill O'Reilly Settled New Harassment Claim, Then Fox Renewed His Contract](#)" in late October 2017, following up on their [early April 2017 story uncovering \\$13 million in FOX news payouts over the years to address complaints about O'Reilly's behavior.](#)

Week 7: Sept. 30 (Mon.):

[Dr. Berkley Hudson](#): *Photo by Pruitt: Trouble & Resilience in the American South*

Complete before class:

Reading(s) to be announced

Week 7: Oct. 2 (Wed.):

Professionalism and Ethical Codes in the Newsroom

Week 8: Oct. 7 (Mon.):

Ethical Codes in the Boardroom and Spin-room

Complete before class:

Reading(s) to be announced

Week 8: Oct. 9 (Wed.):

Ethical Decision-making Techniques, Part 1

Complete MJ-141 Mid-semester feedback by 10 p.m. Oct. 13 (Sun.)

Complete before class:

Reading(s) to be announced

Week 9: Oct. 14 (Mon.):

Ethical Decision-making Techniques, Part 2

Complete before class:

Read: [Kylie Jenner makes \\$1 million per paid Instagram post, Hopper HQ says](#)

Week 10: Fall Break 5 p.m., Oct. 16 (Wed.) through Oct. 20 (Sun.): No class Fall break, 5 p.m., Oct. 16

During break read: *Complete key readings.*

Week 11: Oct. 21 (Mon.):

Exam review

Read: Exam insights for Oct. 23 (Wed.) test + Exam 1 reading list (*we highlighted key readings for you to focus*).

Complete before class:

Read: [Outspoken journalist Maria Ressa hit with new law suit in 'absurd legal attack'](#) - CNN

Read: [Press freedom under attack: why Filipino journalist Maria Ressa's arrest should matter to all of us](#)

Week 11: Oct. 23 (Wed.): MJ-141 (Closed book) Test # 1

Bring a [Scantron sheet \(with your name and ID written and bubbled in\)](#) | [Current time display](#) | [Submit scantrons this way](#)

One-minute meditation: [Kenny G Silhouette](#), [Ludwig van Beethoven - Full Symphony No. 5](#), [Four Seasons ~ Vivaldi](#), [Ananda Shankar - Streets of Calcutta](#), [The Beginning of the Partnership from the 1998 movie Shakespeare in Love](#).

Complete before class:

Read: Exam insights for Oct. 23(Wed.) test + Exam 1 reading list (*we highlighted key readings for you to focus*).

Week 12: Oct. 28 (Mon.):

Ethical Codes for Decision-making

Complete before class:

Earn 5 points: Complete MJ-141 [mid-semester feedback by 10 p.m. Nov. 9 \(Tue.\)](#)

Week 12: Oct. 30 (Wed.):

Diversity and Inclusion

Earn 5 points: [Complete MJ-141 Mid-semester feedback](#) by 10 p.m. Nov. 6 (Tue.)

Complete before class:

Read: Reading(s) to be announced

Week 13: Nov. 4 (Mon.):

Truth and Honesty

Earn 5 points: Complete MJ-141 [mid-semester feedback by 10 p.m. Nov. 9 \(Tue.\)](#)

Complete before class:

Read: [Technology Firms Shape Political Communication: The Work of Microsoft, Facebook, Twitter, and Google With Campaigns During the 2016 U.S. Presidential Cycle](#)

Week 13: Nov. 6 (Wed.):

[Mr. Howard Mortman of C-SPAN: On C-SPAN's 40th anniversary: How would you evaluate C-SPAN's role in our democracy?](#)

[Key links on the evolution of C-SPAN](#)

[C-SPAN: A big name in television is celebrating a huge anniversary + C-SPAN, 40](#)

Complete before class:

Read: [Happy birthday, C-SPAN. We need you more than ever.](#) - The Washington Post

Read: [How C-SPAN Made Congress and Washington Worse](#) - The Atlantic

Deb Aikat: [Read and review all highlighted items to study for the MJ 141 Final Exam + MJ 141 Exam 1 in library from March 25](#)

Earn 5 points: Complete MJ-141 mid-semester feedback by 10 p.m, Nov. 9 (Tue.)

[UNC Dean of Students](#) + [Office of Student Affairs](#)

Week 14: Nov. 11 (Mon.):

Media Ethics in a Digital World:

~ [Dr. Deb Aikat](#): Caveat Emptor: Beware of Unethical Deception

~ [Ethics In Online Advertising](#)

~ [Big data ethics](#)

Complete before class:

Read: [Big Media Isn't Ready to Fight Back \(Netflix Misunderstandings, Pt. 5\)](#)

Read: [Nine Reasons Why Disney+ Will Succeed \(And Why Four Criticisms are Overhyped\)](#)

Week 14: Nov. 13 (Wed.):

Objectivity and Ethical Frames

Complete before class:

Reading(s) to be announced

Week 15: Nov. 18 (Mon.):

[UNC Entrepreneur-In-Residence Jed Simmons](#): *Digital Media and Entertainment Innovation, Entrepreneurship & Disruption*

Complete before class:

Read: Reading(s) to be announced

View: Reading(s) to be announced

Week 15: Nov. 20 (Wed.):

Persuasion and Promotion in the social media age

Please confirm: "I completed end-semester evaluations"

Complete before class:

Read: Reading(s) to be announced

Please confirm: "[I completed end-semester evaluations](#)"

Week 16: Nov. 25 (Mon.):

Loyalties, balancing democratic ideals and economic realities

Complete before class:

Read: [Can a photograph change the world?](#) - CNN

Read: [73 of the Best Quotes About Filmmaking](#) — Film Crux

Please confirm: "I completed end-semester evaluations"

Deb Aikat: Read and review all highlighted items to study for the MJ 141 Final Exam + MJ 141 Exam 1 in library from March 25

Week 16: Nov. 27 (Wed.) through Dec. 1 (Sun.): Thanksgiving Break

Week 17: Dec. 2 (Mon.):

Loyalties, balancing democratic ideals and economic realities

Week 16: Dec. 4 (Wed.): Last Day of Class

The power of ethics in the newsroom, boardroom and the spinroom

Complete before class:

Deb Aikat: Read and review all highlighted items to study for the MJ 141 Final Exam + MJ 141 Exam 1 in library from March 25

Week 17: 7 p.m., Dec. 6 (Fri.): Bring a [Scantron sheet \(with your name and ID written and bubbled in\)](#) and #2 pencil to the final exam at 7 p.m., Dec. 6 (Fri.) in 143 Carroll Hall, [according to the fall 2019 final exam schedule](#).

Resources to help you study for the MJ 141 Final Exam:

The MJ 141 Final final exam is a cumulative closed book test.

You'll have 60 minutes to answer 50 multiple-choice questions.

1. Read and review all highlighted items to ace the MJ 141 Final Exam [Final Exam Video featuring Dean King, Katria, Adam and Deb.](#)

Course evaluation details:

*** Nov.19, Tues.: Email invitation to evaluate this course.

***Dec. 4, Wed.: Complete evaluations (*course evaluation site closes Dec. 4, Wed.*)

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~ Classes End: Dec. 4, 2019 (Wed.)

~ [Final exam schedule for Fall 2019](#)

~ Reading Day#1: Dec. 5, 2019 (Thu.)

~ First day of Exams: Dec. 6, 2019 (Fri.)

~ Reading Day#2: Dec. 11, 2019 (Wed.)

~ Last day of Exams: Dec. 13, 2019 (Fri.)

~ Fall Commencement: Dec. 15, 2019 (Sun.)

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**End of course calendar**

*Scroll to the bottom for earlier weeks*

Additional readings:

[MJ 141 video archive](#)

**Read:** [Let's remember the power and the gift of the First Amendment](#) by Susan King, N&O Sept. 23, 2018 op-ed.

**Read:** [Why Journalism Urgently Needs A Domestic Marshall Plan -- And Democracy Demands It](#)

Read: [Deepfake videos](#)

[Dr. Deb Aikat: The viral, visual and verbal media](#) (ppt)

