



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

## Syllabus for **MEJO 141.6 Media Ethics** (Deb Aikat) Spring 2021

MEJO 141.6 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.**

### KNOW YOUR **W**s



**WEAR** a cloth or protective face covering.



**WAIT** 6 feet apart.  
Avoid close contact.



**WASH** your hands often or use hand sanitizer.





## Spring 2021 Course Schedule

Our MEJO 141.6 Media Ethics class will meet from **6:15 p.m. to 7:30 p.m.** on **Monday and Wednesday**. We will teach the class using Zoom video-conferencing system. We expect all students, barring those with countervailing circumstances, to attend each Zoom session at the scheduled class time. Since this a media ethics class, we would like all students to engage in discussions about media trends, themes and theories. As you will appreciate, such interactions occur best in real time class sessions.

We have designed our class with lectures delivered in synchronous Zoom sessions. To that end, we expect all MEJO 141.6 students to attend each synchronous Zoom session at the scheduled class time.

We also have developed asynchronous resources (such as Sakai, Zoom recording) to support the synchronous Zoom sessions and students with special needs. Read page 5 if you have special needs.



## What You Will Learn

MEJO 141.6 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 media and journalism 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.

# Six Steps for Ethical Decision Making



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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**.



☞ Course Instructor: Team MEJO 141.6 ☞



★ **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](mailto:da@unc.edu)



### Spring 2021 Office Hours

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

- ➔ 3:30 to 4:30 p.m., Monday and Wednesday or by Zoom appointment.
- ➔ Email Deb Aikat ([da@unc.edu](mailto:da@unc.edu)) to schedule a time that's more convenient to you.
- ➔ You should feel free to talk with me anytime or schedule a meeting time convenient to you.
- ➔ Walk-ins welcome. I invite you to schedule a time to time with me.



### Course Readings

Befitting a contemporary media ethics 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*, (11th Edition of April 7, 2020) by Clifford G. Christians, Mark Fackler, Kathy Brittain Richardson, Peggy Kreshel, Robert H. Woods (Routledge) \$ 150 paperback
- ▶ *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* (9<sup>th</sup> 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) \$ 84.95 paperback \$ 160 hardback
- ▶ Society of Professional Journalists Foundation (Fifth Edition of June 25, 2020) by Fred Brown and other members for the Society of Professional Journalists Ethics Committee (Society of Professional Journalists Foundation) \$ 24.99 paperback.



## Classroom Manners

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

**Close other windows on your computer during class.** Gaming, Internet surfing, tweeting and shopping can be done outside of our class meeting times. Please mute your Zoom audio unless you are speaking.

**Chatting vs. discussing.** We encourage group discussions of topics at certain points in the class. Please be respectful of others in the class.

**Agreeing to disagree.** With a class of over 40 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.

**Join our class on time.** Make plans not to be interrupted during the 75 minutes of each class. We'll do our part to make these sessions enlightening and informative. We need you to help us



## 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."



## Attendance Policy

This is an instruction-intensive course and we expect you to be present (via Zoom) every day we meet. Ours is a "cameras-on" classroom. Even though this is a large class, we seek your engagement and participation and we believe that can best be accomplished with cameras on. This is especially important for participation in Zoom breakout rooms. While this is a discussion class that requires your real-time participation, we will attempt to accommodate those who are unable to attend due to COVID-19 issues. If you are in that situation, please let us know as soon as you can. We plan to record classes on Zoom and will make the recordings available after each class.

UNC-Chapel Hill's attendance policy stipulates that "*No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences.*"

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](#)).



## Grading

Your course grade (500 points) will be computed as follows:

MEJO 141.6 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** (on last day of class)
- ➔ **50 points: Course Activities:** *(including 5+5 points for class participation including points for completing mid-semester feedback and end-semester evaluation)*

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➔ **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 |

**Rounding off final grade points with decimals:** The algorithm in our grade schema is coded to following two rules for rounding off the grades with decimal points. They are:

**Rule #1:** Round up decimals of .5, .6, .7, .8, or .9 to the next integer. For instance, 66.5, 66.6, 66.7, 66.8, or 66.9 are rounded to 67.

**Rule #2:** Round down decimals of .1, .2, .3, or .4 to the previous integer. For instance, 66.1, 66.2, 66.3, or 66.4 are rounded to 66.

**Late work or tardy submissions:** See the **MEJO-141 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 class projects and activities including participation activities are due at the deadline. Late submissions will be penalized for each day they are late. If it’s not ready at deadline time, it’s already considered a day late. Failure to meet some deadlines may earn a zero grade.



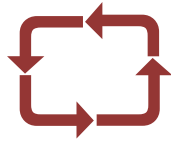
## Students with Special Needs

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.”

We recommend that you register with ARS if you would like us to provide accommodations, resources and services to this effect.





## 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. That committee would then 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.



## We Cherish Diversity.

Diversity is vital to journalism and media. Diversity 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.

We seek to create in this 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, we are committed to equal opportunity for all. UNC-Chapel Hill's [Equal Opportunity and Compliance Office](#) ensures compliance of Carolina's [Policy on Prohibited Discrimination, Harassment and Related Misconduct](#).



## 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.



### Accessibility Resources

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email [ars@unc.edu](mailto:ars@unc.edu).





### Counseling and Psychological Services

Carolina's Counseling and Psychological Services (CAPS) is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.



### Title IX Resources

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Please contact the Director of Title IX Compliance (Adrienne Allison – [Adrienne.allison@unc.edu](mailto:Adrienne.allison@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](http://safe.unc.edu).



### Resources to help you

**The Learning Center:** The UNC Learning Center is a great resource both for students who are struggling in their courses and for those who want to be proactive and develop sound study practices to prevent falling behind. They offer individual consultations, peer tutoring, academic coaching, test prep programming, study skills workshops and peer study groups. If you think you might benefit from their services, please visit them in SASB North or visit their website to set up an appointment: <http://learningcenter.unc.edu>.

**The Writing Center:** The Writing Center is located in the Student and Academic Services Building and offers personalized writing consultations as well as a variety of other resources. This could be a wonderful resource to help with your writing assignments in this course (and any assignments in your other courses). You do not need a complete draft of your assignment to visit; they can help you at any stage! You can chat with someone in the writing center or set up an appointment on their website: <http://writingcenter.unc.edu>.

**Resources for Success in Writing:** UNC has a Writing Center that provides one-on-one assistance to students free of charge. To make an appointment, browse the Writing Center's online resources, or submit a draft online. They have additional useful information, such as handouts on how to cite online



HUSSMAN SCHOOL  
OF JOURNALISM AND MEDIA

THE UNIVERSITY  
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January 20, 2021

**Dear Students in MEJO 141.6 Spring 2021:**

Welcome to MEJO 141.6: 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 Spring 2021 semester!

Cordially,

A handwritten signature in black ink that reads 'Aikat'.

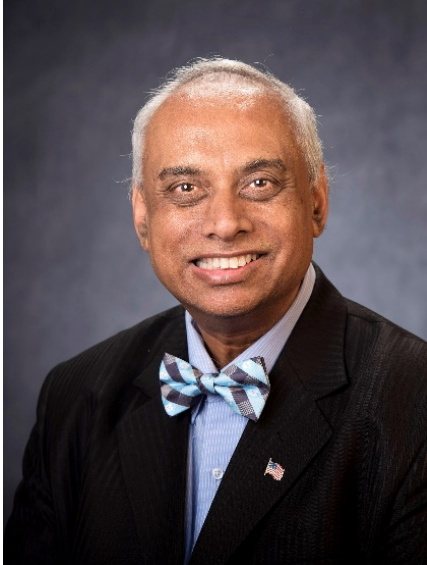
Deb Aikat

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.



**THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL**



**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 Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill. An award-winning scholar, Dr. Aikat theorizes the role of digital media in the global sphere. His research ranges across the media.

Dr. Aikat was recently elected as the 2020-21 Vice-President of the *Association for Education in Journalism and Mass Communication (AEJMC)*, one of the premier scholarly organizations in our field. He will serve as AEJMC President for the 2022-23-year culminating in the 2023 AEJMC conference in Washington, D.C.

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

Dr. Aikat's research has also 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 North Carolina Policy Collaboratory*, *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 through 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. (ACEJMC), which evaluates journalism and media programs in universities.

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) "for exemplary scholarship in promoting diversity, equity, social justice, community engagement, and/or cultural awareness," AEJMC Senior Scholar Grant Award (2017-18), the AEJMC-Scripps Howard Researcher of the Year (2014-15), several AEJMC top research paper awards, UNC's Distinguished Teaching Award for Post-Baccalaureate Instruction (2003), UNC-Chapel Hill's highest honor for excellence in teaching graduate students, the David Brinkley Teaching Excellence Award (2000), the AEJMC's Baskett Mosse Award (1999), the Tanner Faculty Award for Excellence in Undergraduate Teaching (1999), UNC's topmost honor for teaching undergraduate students, 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).

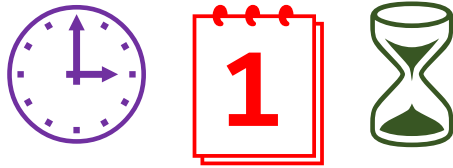
With funding from the US Department of Education grant to Indiana University, he visited Russia in May 2015 to research press freedom in the former Soviet Union. He founded in 2015 the South Asia Communication Association (SACA), which has brought together 1,680 scholars and professionals in examining media and communication in South Asia and its diaspora worldwide.

In addition to teaching small (45 students) and large (310 students) classes on campus, 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) the Journalism Leadership Institute in Diversity (2004-05), and

Dr. Aikat currently serves as an elected member of UNC Chapel Hill's Faculty Executive Committee, which advises UNC administrators on key issues, UNC-Chapel Hill's Honorary Degrees and Special Awards Committee, 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.

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 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. As a journalist in India for the Ananda Bazar Patrika's *The Telegraph* newspaper from 1984 through 1992, he analyzed the impact of politics, education and culture. He also reported for the BBC World Service. He also reported for the BBC World Service.

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## ~ **MEJO-141.6** Week-By-Week Schedule

- ❖ Go to the MEJO-141.6 Sakai course space to read the updated **course schedule**.
- ❖ Follow the updated schedule on MEJO-101 Sakai for important dates and deadlines.
- ❖ Our course schedule may change as the semester evolves **to create the best learning environment for you**.

# HELP KEEP ILLNESS **FROM SPREADING**



### **COVER YOUR FACE**

when you cough and sneeze with a tissue, then throw the tissue in the trash.



### **WASH YOUR HANDS**

frequently with soap and water for at least 20 seconds. Use hand sanitizer if soap and water are not available.



### **AVOID TOUCHING**

your eyes, nose and mouth with unwashed hands.



### **STAY HOME AND REST**

when you are ill. Avoid close contact with people who are ill. Contact a medical professional with concerns.



### **CLEAN AND DISINFECT**

frequently touched objects and surfaces using a regular household cleaning spray or wipe.





## ♦ MEJO 141.6.6 Media Ethics ♦

(Spring 2021 Week-by-Week)

► **Easy link:** <https://unc.zoom.us/j/95737869139?pwd=RGZISDh0Vy96VldLeTNDNkIBWIBIUT09> |

Zoom Meeting ID: **957 3786 9139** | Passcode: **141ethics** | You will need the passcode to join our class.

Access our class using [UNC's Zoom conference tool](#) for best results.

**Quick updates:**



♦ **MEJO-141.6 Piazza:** [Ask MEJO-141.6 questions on Piazza](#) | [Piazza Q&A Platform](#) | [How to use piazza](#)

## ~ Course Schedule for Week# 1 through Week#17



★ Educate ★ Entertain ★ Enrich ★ Engage ★ Empower ★ Enlighten

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

## ► MEJO-141.6 Week-by-Week

♦ **Current weeks** (scroll to the bottom for earlier weeks)

### ► Week 1: Jan. 20 (Wed.):

△ (View [Zoom recording with the integrated audio transcript](#)) (Access Password: g7anQ=W^)

► [Introduction to MEJO-141.6](#) + Read [MEJO 141.6 syllabus](#) + [Channel 4: 2020 Alternative Christmas Message](#)

♦ **Assignments this week:**

Read [MEJO 141.6 syllabus](#)

[Deepfake Queen: The Making of our 2020 Christmas Message](#)

### ► Week 2: Jan. 25 (Mon.):

△ (View [Zoom recording with the integrated audio transcript](#)) (Access passcode: JW\*Zd8xf)

► We are MEJO-141.6: Student introductions + [Roseanne show](#) + [Ethical Tweets](#)



**Q & A on our MEJO-141.6 class.** We answer your questions about MEJO-141.6 (*pdf or ppt*)

♦ **Assignments this week:**

Read [MEJO 141.6 syllabus](#) and ask questions.

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► **Week 2: Jan. 27 (Wed.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: 3u#66U\*6)

► [In media we trust. Or, do we?](#)

♦ **Complete before class:**

Read: [Impartiality Is the Source of a Newspaper's Credibility](#) (Walter Hussman's WSJ op-ed)

Read: [Hussman's Statement of Core Values](#) ([graphic version](#))

Read: [Alumnus Walter Hussman Jr. and his family make historic gift to Carolina](#)

► **Week 3: Feb. 1 (Mon.):**

*Media Ethics Worldwide*

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: !umU2aCA)

► [In media we trust. Or, do we?](#) (continued from previous class)

♦ **Complete before class:**

Read: [Impartiality Is the Source of a Newspaper's Credibility](#) (Walter Hussman's WSJ op-ed)

Read: [Hussman's Statement of Core Values](#) ([graphic version](#))

Read: [Alumnus Walter Hussman Jr. and his family make historic gift to Carolina](#)

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► **Week 3: Feb. 3 (Wed.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: +3f3Tz??)

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

♦ **Complete before class:**

Read: [Ethics, Trust & Decision Making](#) [focus on Exploring Ethical Obligation, Ethical Decision Making Models, The State of Ethics in Public Relations, & Conclusion]

► **Week 4: Feb. 8 (Mon.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: @KVac770)

► [Ethical Foundations](#), Part 1

Class discussion of [lecture by Griffiths: \*Not So Finest Hours\*: Some of my biggest screw-ups over my 26 year CNN career](#)

Ethical moments: [Key moments from all four nights of 2021 RNC Convention](#) + [Fireworks and Christopher Macchio](#) [at 5:44 minutes], singing from the Blue Room Balcony, and his operatic finale to the 2021 RNC Convention. More about [Christopher Macchio](#). + Does using the White House as a campaign prop violate the [1939 Hatch Act to "Prevent Pernicious Political Activities"](#)?

♦ **Read before class:**

Reading: [The foundations of ethical decisions](#)

► **Week 4: Feb. 10 (Wed.):**

▲ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: Z.&7W8L6)

► Revisit Feb. 8 lecture: ► [Ethical Foundations](#)

► Ethical moments: [Carolina Football coach Mack Brown's video about racial injustice and Black lives matter](#) (Aug. 29, 2021) + [Second-By-Second Breakdown of the Deadly Kenosha, Wis., Shooting By Teen](#) | NBC News NOW (Aug. 25, 2021) [This video contains scenes of graphic violence] + [How George Floyd Was Killed in Police Custody](#) | New York Times Visual Investigations (May 25, 2021) [This video contains scenes of graphic violence]

◆ **Complete before class:**

► [The foundations of ethical decisions](#)

◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆ Links below this line, may NOT work. We are working to update them. ◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆

► **Week 5: Feb. 15 (Mon.): No Class Wellness day**

**Complete:** Over the holiday weekend, read articles assigned for reading.  
[Las Abuelas de Plaza de Mayo and The Search for Identity Documentary](#) (45:32)

► **Week 5: Feb. 17 (Wed.):**

► [Dr. Charlie Tuggle](#): [Las Abuelas de Plaza de Mayo and the Search for Identity](#) (59 second trailer)  
Read: [Five worksheets for ethical decision-making \(.doc file\)](#) (we'll use them to evaluate the ["dirty war" documentary](#))

◆ **Complete before class:**

Each sub-group should enter their group inputs into [their assigned worksheet](#)  
[Post in our MJ 101 Forum your sub-group's worksheet](#)

► **Week 6: Feb. 22 (Mon.):**

▲ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: SAS7#eGE)  
► [Ethical Retrospection of Argentina's "Dirty War"](#)  
News + [Justin Trudeau admits brownface photo was racist](#) | ABC News + [Pelosi announces formal impeachment inquiry of Trump](#) | WashPo  
Our group work on evaluating the "dirty war" through an ethical lens

◆ **Complete before class:**

[ [Post in our MJ 101 Forum your sub-group's worksheet](#) ] .

► **Week 6: Feb. 24 (Wed.):**

▲ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: iEB+nQX8)  
[Ethical Retrospection of Argentina's "Dirty War"](#) (continued from previous class)

◆ **Complete before class:**

[ [Post in our MJ 101 Forum your sub-group's worksheet](#) ] .

► **Week 7: Mar. 1 (Mon.):**

▲ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: s22\*E\$Xd)  
◆ **Take Home Exams:** [MEJO-141.6 Media Ethics Take Home Exam tips](#) + [Write & submit answers in this Word document](#)

([PDF file](#)) (due: 11:50 p.m., Mar. 7, Sun. + [Read APA 7 citation style guide](#) + [Take Home Exam insights](#). ♦ To prevent procrastination, you MUST ask us all exam questions before **11:50 a.m., Mar. 5, Fri.**

Ethical Moment: [Current news + Case discussions: What were they thinking? Law/Ethics/Values/Manners](#)

### ► **Week 7: Mar. 3 (Wed.):**

♦ **Take Home Exams:** [MEJO-141.6 Media Ethics Take Home Exam tips](#) + [Write & submit answers in this Word document](#)

([PDF file](#)) (due: 11:50 p.m., Mar. 7, Sun. + [Read APA 7 citation style guide](#) + [Take Home Exam insights](#).

♦ To prevent procrastination, you MUST ask us all exam questions before **11:50 a.m., Mar. 5, Fri.**

#### ♦ **Complete before class:**

Read: [Understanding Ethics & The Profession](#) [focus on Understanding Ethics As a Decision-Making Process, Ethical Theories, The Ethical Decision Based On Definition, Assumptions of Obligations in the Public Relations Profession, Developing an Ethical Profession]

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### ► **Week 8: Mar. 8 (Mon.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: 9w=@q!@Q)

Revisit: [In media we trust. Or, do we?](#) (ppt)

Announce: [Media Ethics EOTO project details](#) + [I made this slide template for you](#) (pdf) + [Share by 1 p.m. Oct. 30 your EOTO talk title in this Google Spreadsheet](#) + EOTO talks begin Nov. 11 (Mon.)

We will schedule **six-minute** EOTO presentations beginning **Nov. 11 over five EOTO class sessions**. Submit slides by **10 p.m., Nov. 10**.

#### ♦ **Complete before class:**

**Read:** Walter Hussman's WSJ op-ed, [Impartiality Is the Source of a Newspaper's Credibility](#) + [Hussman's Statement of Core Values](#)

**Read:** Newspapers adopt [Hussman's statement of core values "delivering the facts honestly, fairly and without bias"](#)

### ► **Week 8: Mar. 10 (Wed.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: @PsMe1iP)

[Dr. Berkley Hudson: A Then & Now Buffet of Media Ethics Issues: From Mississippi & Georgia to North Carolina, Russia, Egypt & Spain](#)

[Mr. Pruitt's Possum Town Trailer](#) (4:46)

#### ♦ **Complete before class:**

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

**Read:** Every one should read these three articles: [Hussman WSJ op-ed](#), [Clark Irwin WSJ letter](#) and [Southern Cultures](#) & view this video: [Mr. Pruitt's Possum Town \(7:05\)](#)

A-L last student names read: [Farmer Sylvester Harris](#)

M-Z last student names read: [Georgia Convict](#)

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### ► **Week 9: Mar. 15 (Mon.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: 9Cpcw=k&)

► **EOTO Ethics: Q&A** : [Media Ethics Each One Teach One \(EOTO\) Project tips](#) + [I made this slide template for you \(pdf\)](#)  
+ [Share by 4 p.m. Oct. 21 \(Wed.\) your EOTO talk title in this Google Spreadsheet](#) + [Post your EOTO slides to our Forum by 10 p.m., Apr. 4 \(Sun.\)](#) + [Selling Scandal](#)

► **Week 9: Mar. 17 (Wed.):**  
► or open slot, swing space

♦ **Complete before class:**

**Read:** Walter Hussman's WSJ op-ed, [Impartiality Is the Source of a Newspaper's Credibility](#) + [Hussman's Statement of Core Values](#)

**Read:** Newspapers adopt [Hussman's statement of core values "delivering the facts honestly, fairly and without bias"](#)

► **Week 10: Mar. 22 (Mon.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: =9CU94zf)

► [Food Lion v. ABC: An Ethical Case Study \(Nov. 5, 1992\)](#)

► Columbus Day & Indigenous Peoples' Day: [Ethics of globalization](#)

♦ **Complete before class:**

**Read:** [Food Lion vs. ABC Ethics case study](#) (*Focus on Pages 1 through 29, and browse References & Attachments*)

**Read:** [The landmark Food Lion case](#) – The Reporters Committee for Freedom of the Press

**View:** [Food Lion response to Original Broadcast of the Food Lion segment on ABC's Prime Time Live, November 5, 1992](#) (17-minute video): To verify reports from seventy different sources of unsanitary practices at Food Lion supermarkets, producers for the ABC newsmagazine Prime Time Live took jobs as supermarket workers and went to work with tiny concealed cameras turned on. The resulting broadcast aired November 5, 1992, replete with gross but powerful footage of employees in such questionable acts as re-dating expired meats and poultry, trimming pork with spoiled edges to repack for longer sale, marinating chicken in water and liquid that hadn't been changed for days, and slicing slimy turkey and coating it in barbecue sauce to resell as a gourmet special.

► **Week 10: Mar. 24 (Wed.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: wPq^f1w6)

► Ethical Moment: [Current news](#)

► Exam Review of Readings + Exam preview + [Selling Scandal](#) + [Volkswagen and clean diesel dupe](#)

♦ **Complete before class:**

**Read:** [VW Emissions and the 3 Factors That Drive Ethical Breakdown](#)

♦ **Tips to ace MEJO-141.6 Exam#1:** [Exam#1 \(Mar. 29 \(Mon.\) reading list \[we highlighted key readings for you to focus\]](#) + [MEJO-141.6 Grades & Exams](#)

► **Week 11: Mar. 29 (Mon.):**

► MEJO-141.6 (Closed book) Test # 1

♦ **Complete before class:**

♦ **Tips to ace MEJO-141.6 Exam#1:** [Exam#1 \(Mar. 29, Mon.\) reading list \[we highlighted key readings for you to focus\]](#) + [MEJO-141.6 Grades & Exams](#)

**EOTO Ethics:** [Media Ethics Each One Teach One \(EOTO\) Project tips](#) + [I made this slide template for you](#) + [Share by 11:50 p.m. Apr. 1 \(Thurs.\) your EOTO talk title in this Google Spreadsheet](#) + [\[Post your EOTO slides to our Forum by 10 p.m., Apr. 4 \(Sun.\)\]](#) + *Note, this deadline is firm, it will not be extended, because EOTO talks begin Nov. 2 (Mon.)*

► **Week 11: Mar. 31 (Wed.):**

▲ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: BG5R3!uK)

► Deb Aikat [will lead an engaging discussion](#) on Netflix's 2021 docudrama [The Social Dilemma](#)

[Be prepared to discuss these questions on the ethical implications of social media in our Oct. 21 \(Wed.\) class.](#)

♦ **Complete before class:**

Earn 5 points: [Complete MEJO-141.6 mid-semester feedback by 11 p.m. Apr. 1 \(Thurs.\)](#) or Complete "Mid-Semester Feedback" in [Tests & Quizzes](#)

Read: [Facebook's rebuke: What "The Social Dilemma" Gets Wrong](#)

Read: ["The most hair-raising quotes from Netflix doco The Social Dilemma"](#)

Read: [What Netflix's The Social Dilemma gets wrong about Big Tech](#) by Jackson Weaver, CBC News

Read: [Unplug and Run](#) by Devika Girish (*The New York Times* review of 'The Social Dilemma')

Browse: [Social Dilemma website](#)

[Media Ethics Each One Teach One \(EOTO\) Project tips](#) + [I made this slide template for you](#) + [Share by 11:50 p.m. Apr. 1 \(Thurs.\) your EOTO talk title in this Google Spreadsheet](#) + [Post your EOTO slides to our Forum by 10 p.m.. Apr. 4 \(Sun.\)](#)

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► **Week 12: Apr. 5 (Mon.): No class/ Wellness day**

► **Week 12: Apr. 7 (Wed.):**

▲ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: nr#&2ruj)

Ethical Moment: [Current news](#) + [Details of MEJO-141.6 Final Exam on May 5](#)

► [The good, the bad, and the ugly: The legal and ethical role of the FTC in protecting consumers](#)

♦ **Complete before class:**

Read: [Influencers: What every brand and legal counsel should know](#)

Earn 5 points: [Complete MEJO-141.6 mid-semester feedback by 11 p.m.. Apr. 1 \(Thurs.\)](#) or Complete "Mid-Semester Feedback" in [Tests & Quizzes](#)

► [Submit six exam questions to Sakai Assignments by 11 p.m., Apr. 11 \(Sun.\)](#) + [Write your questions in this Word document template.](#)

♦ **EOTO Ethics:** [Media Ethics Each One Teach One \(EOTO\) Project tips](#) + [I made this slide template for you](#) + [Share by 11:50 p.m. Apr. 1 \(Thurs.\) your EOTO talk title in this Google Spreadsheet](#) + [ [Post your EOTO slides to our Forum by 10 p.m.. Apr. 4 \(Sun.\)](#) + [Selling Scandal](#)

► **Week 12: Apr. 12 (Mon.):**

▲ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: P5@f#0JV)

► [Professionalism and Ethical Codes in the newsroom, the boardroom, the spin-room and the courtroom](#)

Ethical Moment: [Current news](#) + [WSOC TV Joe Bruno's Blanden, NC. report](#) + [Election Fraud in the 9th District](#) (WSOC-TV) + [Restrict use of digital devices during our class.](#)

♦ **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](#))

Earn 5 points: [Complete MEJO-141.6 mid-semester feedback by 11 p.m. Apr. 1 \(Thurs.\)](#) or Complete "Mid-Semester Feedback" in [Tests & Quizzes](#)

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

► **Week 13: Apr. 14 (Wed.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: Q^c1.G0i)

► *Media Ethics in a Digital World:*

► [Each One Teach One \(EOTO\) Session #1](#)

[Charlie Puth - 'Attention' \(live at Capital's Summertime Ball 2018\)](#)

♦ **Complete before class:**

Read [EOTO presentations scheduled for today](#)

♦ **Write final exam questions:** [Submit six exam questions](#) to [Sakai Assignments](#) by **11 p.m., Apr. 11 (Sunday)** + [Write your questions in this Word document template](#).

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► **Week 14: Apr. 19 (Mon.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: ey?@A71L)

*Objectivity and Ethical Frames*

► [Each One Teach One \(EOTO\) Session #2](#)

[What Campaign Songs Tell Us About Presidential Candidates | The New Yorker](#)

[Luis Fonsi - Despacito](#) (Live From Conan 2017)

♦ **Complete before class:**

Read [EOTO presentations scheduled for today](#)

► [Evaluate MEJO-141.6](#) & Earn 5 points confirming (*before by May 5*): "[I completed end-semester evaluations](#)" or respond to [MEJO-141.6-End\\_Semester\\_Evaluation](#) in [Test & Quizzes](#)

► **Week 14: Apr. 21 (Wed.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: gad!88dq)

► [Each One Teach One \(EOTO\) Session #3](#)

[Phil Collins - In the air tonight \(live\)](#)

♦ **Complete before class:**

Read [EOTO presentations scheduled for today](#)

► [Evaluate MEJO-141.6](#) & Earn 5 points confirming (*before by May 5*): "[I completed end-semester evaluations](#)" or respond to [MEJO-141.6-End\\_Semester\\_Evaluation](#) in [Test & Quizzes](#)

► **Week 15: April 26 (Mon.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: L9jZawr?)

*Persuasion and Promotion in the social media age*

► [Each One Teach One \(EOTO\) Session #4](#)

[Taylor Swift - Shake it off live](#)

♦ **Complete before class:**

Read [EOTO presentations scheduled for today](#)

► [Evaluate MEJO-141.6](#) & Earn 5 points confirming (*before by May 5*): "[I completed end-semester evaluations](#)" or respond to [MEJO-141.6-End\\_Semester\\_Evaluation](#) in [Test & Quizzes](#)



► **Week 15: Apr. 28 (Wed.):**

△ ([View Zoom recording with the integrated audio transcript](#)) (Access passcode: %Qr\$12=)

*Loyalties, balancing democratic ideals and economic realities*

► [Each One Teach One \(EOTO\) Session #5](#)

► [Five freedoms of the First Amendment](#)

[Backstreet Boys - I Want It That Way \(Official Music Video\)](#)

♦ **Complete before class:**

Read [EOTO presentations scheduled for today](#)

► [Evaluate MEJO-141.6](#) & Earn 5 points by confirming (*by 11:30 p.m. May 5*): "[I completed end-semester evaluations](#)" or respond to [MEJO-141.6-End\\_Semester\\_Evaluation](#) in [Test & Quizzes](#)

► **Week 16: May 3 (Mon.): Final exam review**

► **Week 16: May. 5 (Wed.): Final exam at 6:15 p.m., Wed. May 5,**

♦ **Tips for MEJO-141.6 Final Exam:** [Final exam details \[7 p.m., May 5, Wed.\] reading list](#) [*we highlighted key readings for you to focus*] + [[Click here to review the 43 EOTO slides that are on the Final Exam](#)] + [MEJO-141.6 Grades & Exams](#)

► [Evaluate MEJO-141.6](#) & Earn 5 points by confirming (*by 11:30 p.m. May 5*): "[I completed end-semester evaluations](#)" or respond to [MEJO-141.6-End\\_Semester\\_Evaluation](#) in [Test & Quizzes](#)

► **Week 17: A celebration of media ethics at 7 p.m., Wed. May 7, [according to the Spring 2021 final exam schedule](#).**

\*[NSYNC - Bye Bye Bye \(Official Music Video\)](#)

♦ **Resources to help you study for the MEJO-141.6 Final Exam:**

As we discussed and decided, the MEJO 141.6 Final final exam will be based on 45 EOTO presentations and media ethics theories, themes and topics

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

► [Evaluate MEJO-141.6](#) & Earn 5 points confirming (*before by May 5*): "[I completed end-semester evaluations](#)" or respond to [MEJO-141.6-End\\_Semester\\_Evaluation](#) in [Test & Quizzes](#)

1. ♦ **Tips for MEJO-141.6 Final Exam:** [Final exam details \[7 p.m., May 5 \(Wed.\) reading list](#) [*we highlighted key readings for you to focus*] + [Click here to review the 43 EOTO slides that are on the Final Exam](#) + [MEJO-141.6 Grades & Exams](#)

Fun video by Deb: [Final Exam Video featuring Dean King, Katria, Adam and Deb](#).

**Course evaluation details:**

► [Evaluate MEJO-141.6](#) & Earn 5 points by confirming (*by 11:30 p.m. May 5*): "[I completed end-semester evaluations](#)" or respond to [MEJO-141.6-End\\_Semester\\_Evaluation](#) in [Test & Quizzes](#)

**Course evaluation details:**

\*\*\* April 22, Thurs.: [We invite you to evaluate this course](#). (Week 13)

\*\*\* May 5, Wed.: [Deadline to complete evaluations](#) (*course evaluation site closes May 5, 2021 (Wed.)*)

\*\*\* Classes End: Wed., May 5, 2021

**Course evaluation details:**

- \*\*\* April 22, Thurs.: [We invite you to evaluate this course.](#) (Week 13)
- \*\*\* May 5, Wed.: [Deadline to complete evaluations](#) (*course evaluation site closes May 5, 2021 (Wed.)*)
- \*\*\* Classes End: Wed., May 5, 2021

- **Week 16: 7 p.m., May 7 (Fri.):**
  - [Career advice](#) from [Jay Eubank](#) and [Jenn Sipe](#)
  - A celebration of MEJO 141.6, **7 p.m., May 14 (Fri.)**, [according to the UNC final exam schedule.](#)
- ~ [Final exam schedule for Spring 2021](#)
- ~ Reading Day#1: May 6, Thurs.
- ~ First day of Exams: May 7 (Fri.)
- ~ Reading Day#2: May 12, Wed.

- ◆ **Week 17:**
  - ~ Last day of Exams: May. 14, 2021 (Fri.)
  - ~ Spring Commencement: May. 16, 2021 (Sun.)

◆ **Schedule for earlier weeks**

◆ **End of course calendar**