



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

## Syllabus for **MEJO 141.3 Media Ethics** (Deb Aikat) Fall 2022

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.**

### 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.





## Fall 2022 Course Schedule

Our **MEJO 141.3 Media Ethics** class will meet from **7:15 p.m. to 8:30 p.m.** on Monday and Wednesday in **111 Carroll Hall** or in a real-time Zoom session, if UNC-Chapel Hill stipulates us to do so. Regardless of whether our class meets online or in-person, we expect all students to attend our class sessions in real-time, every day we meet.

We expect all students, barring those with countervailing circumstances, to attend each class 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 supported by engaging discussions. To that end, we expect all MEJO 141.3 students to attend each class session at the scheduled class time.

We also have developed asynchronous resources (such as Canvas course site) to support the synchronous sessions and students with special needs. *Read page 6 for details of how we serve students with special needs.*

**Fall 2022 Course Delivery:** As long as it is possible to do so safely, we will be meeting in person this semester. We understand the ongoing COVID-19 pandemic may require changes to this plan and will be monitoring the situation closely. If we need to change the format of the course temporarily due to outbreaks of illness, we will announce this via email and our Canvas course site.



## 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 course meets key requirements for media and journalism majors, and students with 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



© Deb Aikat, 2021

- ▲ 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 141.3 ☞



★ **Dr. Deb Aikat**

*Associate Professor*

UNC School of Media and Journalism,  
374 Carroll Hall, UNC-Chapel Hill,  
Chapel Hill, NC 27599-3365.  
Email: [da@unc.edu](mailto:da@unc.edu)



### Fall 2022 Office Hours

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

- ➔ 4:30 to 5:30 p.m., Monday and Wednesday or by 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.
- ➔ We will also share ample opportunities to interact with me in help sessions this semester. I also invite you to schedule a time to talk with me.



### Course Readings

Befitting a contemporary media ethics course, key readings will be provided electronically for you to access from our Canvas 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

For further reading, you may read these books:

- ▶ *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*, (2nd edition of November 2021) by Chris Roberts & Jay Black, (Routledge) \$ 80.95 paperback \$ 185 hardback
- ▶ *Media Ethics: Issues & Cases* (10th edition of July 21 by Lee Wilkins, Chad Painter and Philip Patterson (Rowman & Littlefield Publishers) \$ 80 paperback
- ▶ *Living Media Ethics: Across Platforms* (2nd Edition of October 2018) by Michael Bugeja (Routledge) \$ 84.95 paperback \$ 160 hardback
- ▶ *Media Ethics: A Guide for Professional Conduct*, (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.
- ▶ *Media Ethics: Key Principles for Responsible Practice*, (Third Edition of 2021) by Patrick Lee Plaisance (Cognella) \$ 91.95 paperback.



## Attendance Policy

This is an instruction-intensive course, and we expect you to be present every day we meet. Even though this is a large class, we seek your engagement and participation, and we believe that can best be accomplished with your active participation in class. This is especially important for participation in 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.

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](#)).

- ➔ 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 this course and a course grade of F (Fail) will be assigned to you. In addition, Fs will be recorded for all work missed or delayed due to your absence. 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 or record your presence online. It is **your responsibility to record your presence**, every day you attend class. **Absences will be marked for missing class** and there is no make-up policy.



## 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.

**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 45 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.





## 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: Timed take-home exam** on “Core Concepts in Media Ethics”  
(You’ll have 10 days to work on this test,)
- ➔ **100 points: Closed book mid-term exam** (**Week#10 before fall break,**)
- ➔ **150 points: Cumulative closed book final exam** (**last day of class, Nov. 30 Wed.**)
- ➔ **100 points: Each One, Teach One about Ethics in the Media** on a media ethics topic (**Week#13 – Week #16**)
- ➔ **50 points: Course Activities:** (*includes 10+10 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 Canvas 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](#).



## 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."



## 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  
of NORTH CAROLINA  
at CHAPEL HILL

DEB AIKAT, Ph.D.  
Associate Professor

CB# 3365, T 919.962.4090  
CARROLL HALL, F 919.962.0620  
CHAPEL HILL, E da@unc.edu  
NC 27599-3365, U.S.A.  
Web: <https://bit.ly/DebAikat>

Aug. 15, 2022

**Dear Students in MEJO 141.3 (Fall 2022):**

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 December, 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. In many ways, 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 2022 semester!

Cordially,

A handwritten signature in black ink that reads 'Deb 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 UNC Hussman School of Journalism and Media at UNC-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's peers elected him as the 2022-23 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 academic 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 served 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.

With funding from the US Department of Education grant to Indiana University, Dr. Aikat 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 2,086 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 the Emerald Literati Award (2020), 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).

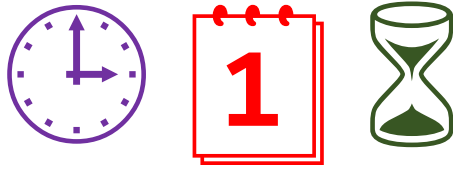
In addition to teaching small (45 students) and large (310 students) classes on campus, Dr. Aikat has taught online courses for more than 23 years. In 1997, he conceptualized UNC's first online course in journalism. He developed in 2003 a graduate-level online certificate program in "Technology and Communication." 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 the Institute of African American Research's initiative for Student Learning to Advance Truth and Equity (IAAR-SLATE) Teaching fellow (Fall 2021).

Dr. Aikat currently serves as an elected member of UNC Chapel Hill's Faculty Executive Committee, which advises UNC administrators on key issues, and UNC-Chapel Hill's Honorary Degrees and Special Awards Committee. He served (2015 to 2021) on 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, which 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. Born in India, Dr. Aikat became a naturalized U.S. citizen in 2003.

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## ~ **MEJO-141.3** Week-By-Week Schedule

- ❖ Go to the MEJO-141 Canvas course site for the **current course schedule**.
- ❖ Follow the current schedule on MEJO-141 Canvas space 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.



# Homepage

## ◆ MEJO 141.3 Media Ethics ◆

## ◆ Fall 2022 Week-by-Week ◆



### Quick updates\*\*

◆ MEJO 141.3 meets, *in-person*, 7:15 p.m. to 8:30 p.m., Mon. & Wed., in **111 Carroll Hall** ([https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx\\_OdE3u/view?usp=sharing](https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx_OdE3u/view?usp=sharing)) (**John S. and James L. Knight Foundation Lecture Hall**) ([https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx\\_OdE3u/view?usp=sharing](https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx_OdE3u/view?usp=sharing)), the home of the UNC Hussman School of Journalism and Media, University of North Carolina at Chapel Hill.

◆ *We expect all students to attend every class session, in real-time and in person. We will record attendance on a sign-up sheet. In other words, we expect you to attend class, in-person, every day we meet. No excuses. No exceptions.*

## ► MEJO-141 Week-by-Week

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

### ► Week 1: Aug. 15 (Mon.):

► **Introduction to MEJO-141** (<https://uncch.instructure.com/courses/8729/files/626333?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8729/files/626333/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626333/download?download_frd=1)) + **Read MEJO 141 syllabus** (<https://uncch.instructure.com/courses/8729/files/626320?wrap=1>) ↓

63 You are currently logged into Student View

*Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student.*

**Reset Student**

**Leave Student View**

(Go to [Panopto Video \(https://uncch.instructure.com/courses/8729/external\\_tools/145\)](https://uncch.instructure.com/courses/8729/external_tools/145) for a video recording of our Zoom session)

### ◆ **Assignments this week:**

Read: [MEJO 141 syllabus \(https://uncch.instructure.com/courses/8729/files/626320?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626320?wrap=1) ↓  
[https://uncch.instructure.com/courses/8729/files/626320/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626320/download?download_frd=1)) + [Deepfake Queen: The Making of our 2020 Christmas Message \(https://www.youtube-nocookie.com/embed/alc6R\\_UfPkc?feature=oembed&rel=0\)](https://www.youtube-nocookie.com/embed/alc6R_UfPkc?feature=oembed&rel=0)

## ► **Week 1: Aug. 17 (Wed.):**

► [Prof. Richard Griffiths \(https://www.gab.org/get-to-know-richard-griffiths-president-of-the-georgia-first-amendment-foundation/\)](https://www.gab.org/get-to-know-richard-griffiths-president-of-the-georgia-first-amendment-foundation/): [Not So Finest Hours: Some of my biggest screw-ups over my 26 year CNN career \(https://uncch.instructure.com/courses/8729/files/626284?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626284?wrap=1) ↓  
[https://uncch.instructure.com/courses/8729/files/626284/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626284/download?download_frd=1)) + [Griffiths visit Marlin Fitzwater Center For Communication, Franklin Pierce University, Jan 2020 \(https://www.youtube.com/watch?v=9MttwX1cCdw&t=106s\)](https://www.youtube.com/watch?v=9MttwX1cCdw&t=106s)

### ◆ **Complete before class:**

◆ [Carl Bernstein: "Chasing History" \(https://www.youtube.com/watch?v=wj8LtbBvRsA\)](https://www.youtube.com/watch?v=wj8LtbBvRsA)

◆ Read: [Opinion | Attica prison uprising: Chronicle of a media disaster \(https://www.washingtonpost.com/opinions/2021/09/30/attica-chronicle-media-disaster/\)](https://www.washingtonpost.com/opinions/2021/09/30/attica-chronicle-media-disaster/) by Eric Wemple in *The Washington Post*.

◆ Read: [Ethics, Trust & Decision Making \(https://pagecentertraining.psu.edu/public-relations-ethics/introduction-to-public-relations-ethics/lesson-2/\)](https://pagecentertraining.psu.edu/public-relations-ethics/introduction-to-public-relations-ethics/lesson-2/) [focus on Exploring Ethical Obligation, Ethical Decision Making Models, The State of Ethics in Public Relations, & Conclusion]

◆ Read: [MEJO 141 syllabus \(https://uncch.instructure.com/courses/8729/files/626320/download\)](https://uncch.instructure.com/courses/8729/files/626320/download) and ask questions

## ► **Week 2: Aug. 22 (Mon.):**

◆ Read: [The foundations of ethical decisions \(https://uncch.instructure.com/courses/8729/files/626324?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626324?wrap=1) ↓

[https://uncch.instructure.com/courses/8729/files/626324/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626324/download?download_frd=1))

([https://uncch.instructure.com/courses/8729/files/626324/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626324/download?download_frd=1)) (read annotated version (<https://uncch.instructure.com/courses/8729/files/626324/download>))

◆ Read: [MEJO 141 syllabus \(https://uncch.instructure.com/courses/8729/files/626320/download\)](https://uncch.instructure.com/courses/8729/files/626320/download) and

63 You are currently logged into Student View

Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student.

[Reset Student](#)

[Leave Student View](#)

(<https://www.youtube.com/watch?v=8p6ABuYKjkY>) + [Las Abuelas de Plaza trailer](#)

([https://www.youtube.com/watch?v=4jTxfPz3\\_rw](https://www.youtube.com/watch?v=4jTxfPz3_rw)) (00:59)

## ► Week 2: Aug. 24 (Wed.):

► CBS National Investigative Correspondent, [Mr. Stephen Stock](#) (<https://www.stephenstock.tv/>):  
**Ethical codes and dilemmas** (<https://uncch.instructure.com/courses/8729/files/626285?wrap=1>) ↓  
[https://uncch.instructure.com/courses/8729/files/626285/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626285/download?download_frd=1))  
**DJ:** (<https://www.youtube.com/user/CapitolSteps>) **Capitol Steps**  
<https://www.youtube.com/user/CapitolSteps>)

### ♦ Complete before class:

Read: **Society of Professional Journalists code of ethics** (<https://www.spj.org/ethicscode.asp>)  
 (key points)

Read: **The Associated Press news values and principles** (<https://www.ap.org/about/news-values-and-principles/downloads/ap-news-values-and-principles.pdf>) (key points) + **AP Social Media Guidelines** ([https://www.ap.org/assets/documents/social\\_media\\_06022021.pdf](https://www.ap.org/assets/documents/social_media_06022021.pdf))

Read: **National Press Photographers Association (NPPA) Code of Ethics**  
<https://nppa.org/code-ethics>)

Read: **Radio Television Digital News Association (RTDNA) code of ethics**  
[https://www.rtdna.org/content/rtdna\\_code\\_of\\_ethics](https://www.rtdna.org/content/rtdna_code_of_ethics))

Read: **Public Relations Society of America (PRSA) code of ethics**  
<https://www.prsa.org/about/prsa-code-of-ethics>)

Read: **IABC Code of Ethics For Professional Communicators**  
<https://www.iabc.com/About/Purpose/Code-of-Ethics>)

Read: (<https://www.iabc.com/about-us/purpose/code-of-ethics/>) **Institute for Advertising Ethics Principles & Practices**  
<https://static1.squarespace.com/static/5f6238b0df7f2d2f02a7e7a2/t/60884fc047c25635e56dbda7/1619546048632/IAE%2BPrincipals%2Band%2BPractices.pdf>) (View: **Wally Snyder: Why advertising ethics?** ([https://www.youtube.com/watch?v=nOezYi\\_VX1s](https://www.youtube.com/watch?v=nOezYi_VX1s)))

Read: **James Forlong, Sky News reporter, quits over bogus Iraq story** (*The Guardian*)  
<https://www.theguardian.com/media/2003/jul/18/iraqandthemediatvnews>) + **Royal Navy submarine HMS Splendid** (<https://www.youtube.com/watch?v=cDNvB14SkwQ>)

## ► Week 3: Aug. 29 (Mon.):

Media Ethics Worldwide

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Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student.

[Reset Student](#)

[Leave Student View](#)

([https://uncch.instructure.com/courses/8729/files/626323/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626323/download?download_frd=1)) ), Part 1 Q & A on our MEJO-141 class. *We answer your questions about MEJO-141 (pdf or ppt)*  
 In the news: [Unvaccinated Pastor Who Almost Died Of COVID Now Preaches The Importance](https://www.youtube-nocookie.com/embed/4ysxAR-m4_k?feature=oembed&rel=0) ([https://www.youtube-nocookie.com/embed/4ysxAR-m4\\_k?feature=oembed&rel=0](https://www.youtube-nocookie.com/embed/4ysxAR-m4_k?feature=oembed&rel=0)) + [NPR story](https://www.mprnews.org/story/2021/08/29/npr-unvaccinated-pastor-who-almost-died-of-covid-now-preaches-the-importance-of-vacc) (<https://www.mprnews.org/story/2021/08/29/npr-unvaccinated-pastor-who-almost-died-of-covid-now-preaches-the-importance-of-vacc>) + [Danny Reeves - COVID-19 Press Conference Testimonial \(8/4/21\)](https://www.youtube.com/watch?v=-Us_jgF2e6w) ([https://www.youtube.com/watch?v=-Us\\_jgF2e6w](https://www.youtube.com/watch?v=-Us_jgF2e6w)) | [Baby Shark Dance](https://www.youtube.com/watch?v=XqZsoesa55w) (<https://www.youtube.com/watch?v=XqZsoesa55w>), (2016 video with nearly 10 billion views on YouTube)

### ◆ Complete before class:

◆ Read: [The foundations of ethical decisions](#)

(<https://uncch.instructure.com/courses/8729/files/626324?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626324/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626324/download?download_frd=1)) ([read annotated version](#) (<https://uncch.instructure.com/courses/8729/files/626324/download>))

## ► Week 3: Aug. 31 (Wed.):

► [Ethical Foundations](#) (<https://uncch.instructure.com/courses/8729/files/626322?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626322/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626322/download?download_frd=1)) ([ppt slides](#)

(<https://uncch.instructure.com/courses/8729/files/626323?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626323/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626323/download?download_frd=1)) ), Part 2

► Take Home Exam insights ( ([https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/002\\_take\\_home\\_exam/2021\\_fall\\_141\\_exam\\_concepts\\_tips\\_sept\\_1.pptx](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/002_take_home_exam/2021_fall_141_exam_concepts_tips_sept_1.pptx)) Deb Aikat's ppt lecture slides) + APA 7 citation style guide

### ◆ Complete before class:

◆ Read: [The foundations of ethical decisions](#)

(<https://uncch.instructure.com/courses/8729/files/626324?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626324/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626324/download?download_frd=1)) ([read annotated version](#) (<https://uncch.instructure.com/courses/8729/files/626324/download>))

## ► Week 4: Sept. 5 (Mon.): Labor Day holiday

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Resetting the test student will clear all history for this student, allowing you to view the course as a brand new student.

[Reset Student](#)

[Leave Student View](#)

([https://uncch.instructure.com/courses/8729/files/626289/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626289/download?download_frd=1))

♦ **Submit to "Canvas Assignments" by 11:50 p.m., Sept.18, Sun.**

(<https://uncch.instructure.com/courses/8729/assignments/10265>)

♦ **Write & submit answers in this Word document**

(<https://uncch.instructure.com/courses/8729/files/626325?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626325/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626325/download?download_frd=1)) + **Take Home Exam insights** (<https://uncch.instructure.com/courses/8729/files/626326?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626326/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626326/download?download_frd=1)) (

([https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/002_take_home_exam/2021_fall_141_exam_concepts_tips_sept_1.pptx)

[548e0e828c3a/002\\_take\\_home\\_exam/2021\\_fall\\_141\\_exam\\_concepts\\_tips\\_sept\\_1.pptx](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/002_take_home_exam/2021_fall_141_exam_concepts_tips_sept_1.pptx)) **Deb Aikat's ppt lecture slides** (<https://uncch.instructure.com/courses/8729/files/626288?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626288/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626288/download?download_frd=1)) )

♦ ([https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/002_take_home_exam/2020_APA_style_guide_m.pdf)

[548e0e828c3a/002\\_take\\_home\\_exam/2020\\_APA\\_style\\_guide\\_m.pdf](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/002_take_home_exam/2020_APA_style_guide_m.pdf)) **APA 7 citation style guide**

(<https://drive.google.com/file/d/1c4amvAVGkeQajjIN6TmeV5NASKsJIS3I/view?usp=sharing>) + Attend help sessions to excel in the take-home exam

♦ View video: **Tips for finding articles** (<https://www.youtube.com/watch?v=y5YkyBDQTyk&t=335s>)

by **Ms. Stephanie Brown** (<http://hussman.unc.edu/directory/staff/stephanie-willen-brown>) + **MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg library guide**

(<https://guides.lib.unc.edu/mejo101>)

To avoid procrastination, ask your questions by Sept. 16 (Fri.) before our quiet period begins.

## ► Week 4: Sept. 7 (Wed.)

► Q & A on our MEJO-141.3 Media Ethics Take-Home Exam

♦ **Ace Exam#1: Tips to ace MEJO-141 Exam#1 (Oct. 17, 2022) reading list** (

(<https://uncch.instructure.com/courses/8729/files/626327?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626327/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626327/download?download_frd=1)) **we will highlight key readings for you to focus**) (<https://uncch.instructure.com/courses/8729/files/626327?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626327/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626327/download?download_frd=1)) + **MEJO-141**

**Grades & Exams** (<https://uncch.instructure.com/courses/8729/files/626319?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626319/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626319/download?download_frd=1)) (**ppt file**

(<https://uncch.instructure.com/courses/8729/files/626318?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626318/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626318/download?download_frd=1)) )

► **Prof. Richard Griffiths** (<https://www.gab.org/get-to-know-richard-griffiths-president-of-the-georgia-first-amendment-foundation/>): **Not So Finest Hours: Some of my biggest screw-ups over my 26 year CNN career** (<https://uncch.instructure.com/courses/8729/files/626284?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626284/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626284/download?download_frd=1)) + **Griffiths visit**

63 You are currently logged into Student View

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**Reset Student**

**Leave Student View**



◆ **Complete before class:**

◆ **Carl Bernstein: "Chasing History"** [\\_ \(https://www.youtube.com/watch?v=wj8LtbBvRsA\)](https://www.youtube.com/watch?v=wj8LtbBvRsA)

◆ Read: **Opinion | Attica prison uprising: Chronicle of a media disaster**

[\(https://www.washingtonpost.com/opinions/2021/09/30/attica-chronicle-media-disaster/\)](https://www.washingtonpost.com/opinions/2021/09/30/attica-chronicle-media-disaster/) by Eric Wemple in *The Washington Post*.

◆ Read: **Ethics, Trust & Decision Making** [\\_ \(https://pagecentertraining.psu.edu/public-relations-ethics/introduction-to-public-relations-ethics/lesson-2/\)](https://pagecentertraining.psu.edu/public-relations-ethics/introduction-to-public-relations-ethics/lesson-2/) [focus on Exploring Ethical Obligation, Ethical Decision Making Models, The State of Ethics in Public Relations, & Conclusion]

► **Week 5: Sept. 12 (Mon.):**

► Ethical reflection: **Carolina Football coach Mack Brown's video about racial injustice and Black lives matter** [\\_ \(https://twitter.com/TarHeelFootball/status/1299746098995556353?ref\\_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1299746098995556353%7Ctwgr%5E&ref\\_url=https%3A%2F%2F247sports.com%2FArticle%2FNorth-Carolina-Tar-Heels-football-Mack-Brown-video-racial-injustice--150834259%2F\)](https://twitter.com/TarHeelFootball/status/1299746098995556353?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1299746098995556353%7Ctwgr%5E&ref_url=https%3A%2F%2F247sports.com%2FArticle%2FNorth-Carolina-Tar-Heels-football-Mack-Brown-video-racial-injustice--150834259%2F) (Aug. 29, 2020) + **Second-By-Second Breakdown of the Deadly Kenosha, Wis., Shooting By Teen** [\\_ \(https://www.youtube.com/watch?v=EYjG4uequWQ\)](https://www.youtube.com/watch?v=EYjG4uequWQ) | NBC News NOW (Aug. 25, 2020) [This video contains scenes of graphic violence] + **How George Floyd Was Killed in Police Custody** [\\_ \(https://www.youtube.com/watch?v=vksEJR9EPQ8\)](https://www.youtube.com/watch?v=vksEJR9EPQ8) | New York Times Visual Investigations (Dec. 25, 2020) [This video contains scenes of graphic violence] + **The New Chief Chaplain at Harvard An Atheist** [\\_ \(https://www.youtube.com/watch?v=2rXNiOkI3as\)](https://www.youtube.com/watch?v=2rXNiOkI3as) + **Greg Epstein: Can there be good without God?** [\\_ \(https://www.youtube.com/watch?v=KscX49scRBY\)](https://www.youtube.com/watch?v=KscX49scRBY) + **President Obama on Atheism Real Time with Bill Maher** [\\_ \(https://www.youtube.com/watch?v=RCb3CaLpfmk\)](https://www.youtube.com/watch?v=RCb3CaLpfmk) (Nov. 4, 2016)  
View: Netflix's 2021 docudrama, *The Social Dilemma* (01:33:41).

◆ **Complete before class:**

◆ Read: ***The foundations of ethical decisions***

[\\_ \(https://uncch.instructure.com/courses/8729/files/626324?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626324?wrap=1) ↓

[\\_ \(https://uncch.instructure.com/courses/8729/files/626324/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626324/download?download_frd=1) (**read annotated version** [\\_ \(https://uncch.instructure.com/courses/8729/files/626324/download\)](https://uncch.instructure.com/courses/8729/files/626324/download).)

► **Week 5: Sept. 14 (Wed.):**

► **Ethical Foundations** [\\_ \(https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/01\\_ethical\\_decision\\_making\\_foundation/12\\_ethical%20principles.pdf\)](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/01_ethical_decision_making_foundation/12_ethical%20principles.pdf) (**ppt slides**

63 You are currently logged into Student View

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**Reset Student**

**Leave Student View**

### ◆ Complete before class:

◆ Read: [The foundations of ethical decisions](#)

(<https://uncch.instructure.com/courses/8729/files/626324?wrap=1>)\_ ↓

([https://uncch.instructure.com/courses/8729/files/626324/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626324/download?download_frd=1)) ([read annotated version](#) (<https://uncch.instructure.com/courses/8729/files/626324/download>))

View: [Las Abuelas de Plaza de Mayo and The Search for Identity Documentary](#)

(<https://www.youtube.com/watch?v=8p6ABuYKjkY>) (45:32) + [Trailer](#)

([https://www.youtube.com/watch?v=4jTxfPz3\\_rw](https://www.youtube.com/watch?v=4jTxfPz3_rw)) (00:53)

## ► Week 6: Sept. 19 (Mon.):

► [Ethical Foundations](#) (<https://uncch.instructure.com/courses/8729/files/626322?wrap=1>)\_ ↓

([https://uncch.instructure.com/courses/8729/files/626322/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626322/download?download_frd=1)) ([ppt slides](#)

(<https://uncch.instructure.com/courses/8729/files/626323?wrap=1>)\_ ↓

([https://uncch.instructure.com/courses/8729/files/626323/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626323/download?download_frd=1)) ), (*continued from previous class*)

► Media moment: [Super Bowl LVI 2022](#) ([https://www.youtube.com/results?search\\_query=Super+Bowl+LVI+ads](https://www.youtube.com/results?search_query=Super+Bowl+LVI+ads))\_ (Feb. 13, 2022)

### ◆ Complete before class:

◆ Read: [The foundations of ethical decisions](#)

(<https://uncch.instructure.com/courses/8729/files/626324?wrap=1>)\_ ↓

([https://uncch.instructure.com/courses/8729/files/626324/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626324/download?download_frd=1)) ([read annotated version](#) (<https://uncch.instructure.com/courses/8729/files/626324/download>))

## ► Week 6: Sept. 21 (Wed.):

► [Our group discussion](#) (<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>)

on ethical retrospection of [Argentina's "Dirty War"](#)

([https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/01_ethical_decision_making_foundation/Dirty_War_Group_work/DirtyWar_GroupActivity/dirty_war_group_activity.html)

[548e0e828c3a/01\\_ethical\\_decision\\_making\\_foundation/Dirty\\_War\\_Group\\_work/ DirtyWar\\_GroupActivit](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/01_ethical_decision_making_foundation/Dirty_War_Group_work/DirtyWar_GroupActivity/dirty_war_group_activity.html)  
[y/dirty\\_war\\_group\\_activity.html](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/01_ethical_decision_making_foundation/Dirty_War_Group_work/ DirtyWar_GroupActivit))

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you to view the course as a brand  
new student.*

[Reset Student](#)

[Leave Student View](#)

◆ Meet the ethicists: **Rush Kidder** [\\_ \(https://www.youtube.com/watch?v=0wwQ5uTAJ5g\)](https://www.youtube.com/watch?v=0wwQ5uTAJ5g)  
 + **Ralph Potter (bio)** [\\_ \(https://www.legacy.com/us/obituaries/wickedlocal-arlington/name/ralph-potter-obituary?pid=197964414\)](https://www.legacy.com/us/obituaries/wickedlocal-arlington/name/ralph-potter-obituary?pid=197964414) & Potter's box + **Sissela Bok** [\\_ \(https://www.youtube.com/watch?v=iz2XIBA2aec&t=38s\)](https://www.youtube.com/watch?v=iz2XIBA2aec&t=38s) + **Rushworth Kidder** [\\_ \(https://www.youtube.com/watch?v=rb8jSR2aMsE\)](https://www.youtube.com/watch?v=rb8jSR2aMsE)  
 + **Bernard Gert** [\\_ \(https://www.youtube.com/watch?v=rb8jSR2aMsE\)](https://www.youtube.com/watch?v=rb8jSR2aMsE)

◆ Ethical Moment: **Current news** [\\_ \(https://news.google.com/?tab=wn&hl=en-US&gl=US&ceid=US%3Aen\)](https://news.google.com/?tab=wn&hl=en-US&gl=US&ceid=US%3Aen) + *Case discussions: What were they thinking?*

*Law/Ethics/Values/Manners*

◆ **Top 10 Most Challenged Books of 2020** [\\_ \(https://www.youtube.com/watch?v=8DbrJiaYFbM&t=3s\)](https://www.youtube.com/watch?v=8DbrJiaYFbM&t=3s)

### ◆ *Complete before class:*

◆ View the documentary: View: **Las Abuelas de Plaza de Mayo and The Search for Identity**  
**Documentary** [\\_ \(https://www.youtube.com/watch?v=8p6ABuYKjkY\)](https://www.youtube.com/watch?v=8p6ABuYKjkY) (45:32) + **Trailer**  
[\\_ \(https://www.youtube.com/watch?v=4jTxfPz3\\_rw\)](https://www.youtube.com/watch?v=4jTxfPz3_rw) (00:53) + **Read details of group discussion on**  
**ethical retrospection of Argentina's "Dirty War"**  
[\\_ \(https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity\)](https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity) *(Worth 10 course participation points)*

◆ Action item: **Post your sub-group's worksheet or slides by 6 p.m., Sept. 25 (Sun.) in our**  
**MEJO 141 Discussions on Canvas** [\\_ \(https://uncch.instructure.com/courses/8729/discussion\\_topics\)](https://uncch.instructure.com/courses/8729/discussion_topics)

+ Each group will present their findings in class on Sept. 26

Read: **Understanding Ethics & The Profession**

[\\_ \(https://pagecentertraining.psu.edu/index.php/public-relations-ethics/introduction-to-public-relations-ethics/lesson-1\)](https://pagecentertraining.psu.edu/index.php/public-relations-ethics/introduction-to-public-relations-ethics/lesson-1) [focus on *Understanding Ethics As a Decision-Making Process, Ethical Theories,*

*The Ethical Decision Based On Definition, Assumptions of Obligations in the Public Relations*

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**[Reset Student](#)**

**[Leave Student View](#)**

**MEJO 141 Discussions on Canvas** ([https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics))  
 + **Each group will present their findings in class on Sept. 26 (Mon.)**  
 (<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>)

## ► Week 7: Sept. 26 (Mon.): Wellness Day, No class

► *Please rest and relax over this long weekend break/*

♦ If you wish to stay ahead, we will share a list of things we may accomplish to stay ahead.

## ► Week 7: Sept. 28 (Wed.):

► (<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>) **Work day for group discussion** (<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>) **on ethical retrospection of Argentina's "Dirty War"** (<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>)

♦ **Las Abuelas de Plaza de Mayo and The Search for Identity Documentary**

(<https://www.youtube.com/watch?v=8p6ABuYKjY>) (45:32) + **Trailer**

([https://www.youtube.com/watch?v=4jTxfPz3\\_rw](https://www.youtube.com/watch?v=4jTxfPz3_rw)) (00:53)

► Read: **Five worksheets for ethical decision-making**

(<https://uncch.instructure.com/courses/8729/files/626298?wrap=1>) ↓

([https://uncch.instructure.com/courses/8729/files/626298/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626298/download?download_frd=1)) (we'll use them to evaluate the "dirty war" documentary) + **Ethical decision-making activity**

(<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>)

### ♦ **Complete before class:**

♦ Names of people in our breakout groups for ethics & Enter their group inputs into their assigned worksheet [Action item: Post by 10 p.m., Sept. 25 (Sun.) in **our MEJO 141 Canvas Discussions your sub-group's worksheet** ([https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics))

] + **Project details Ethical Retrospection of Argentina's "Dirty War"**

(<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>)

(<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>)

(<https://journalism.missouri.edu/people/berkley-hudson/>) ♦ Read: 12 key terms from **Ethics Defined (a glossary) - Ethics Unwrapped** ( <https://ethicsunwrapped.utexas.edu/glossary>) Part 1)

### Altruism

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[cheating](#)

## [Applied Ethics](#)

<https://ethicsunwrapped.utexas.edu/glossary/applied-ethics>

## [Behavioral Ethics](#)

<https://ethicsunwrapped.utexas.edu/glossary/behavioral-ethics>

## [Bounded Ethicality](#)

<https://ethicsunwrapped.utexas.edu/glossary/bounded-ethicality>

## [Cognitive Bias](#)

<https://ethicsunwrapped.utexas.edu/glossary/cognitive-bias>

## [Cognitive Dissonance](#)

<https://ethicsunwrapped.utexas.edu/glossary/cognitive-dissonance>

## [Confirmation Bias](#)

<https://ethicsunwrapped.utexas.edu/glossary/confirmation-bias>

## [Conflict of Interest](#)

<https://ethicsunwrapped.utexas.edu/glossary/conflict-of-interest>

## [Conformity Bias](#)

<https://ethicsunwrapped.utexas.edu/glossary/conformity-bias>

## [Consequentialism](#)

<https://ethicsunwrapped.utexas.edu/glossary/consequentialism>

## [Corporate Social Responsibility](#)

<https://ethicsunwrapped.utexas.edu/glossary/corporate-social-responsibility>

## ► **Week 8: Oct. 3 (Mon.):**

### ◆ [Las Abuelas de Plaza de Mayo and The Search for Identity Documentary](#)

<https://www.youtube.com/watch?v=8p6ABuYKjkY> (45:32) + [Trailer](#)

[https://www.youtube.com/watch?v=4jTxfPz3\\_rw](https://www.youtube.com/watch?v=4jTxfPz3_rw) (00:53)

### ◆ **Complete before class:**

- ◆ Names of people in our breakout groups for ethics & Enter their group inputs into their assigned

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◆ Read: 12 key terms from [Ethics Defined \(a glossary\) - Ethics Unwrapped](https://ethicsunwrapped.utexas.edu/glossary/) (<https://ethicsunwrapped.utexas.edu/glossary/>) Part 2)

### Corruption

(<https://ethicsunwrapped.utexas.edu/glossary/corruption>)

### Deontology

(<https://ethicsunwrapped.utexas.edu/glossary/deontology>)

### Diffusion of Responsibility

(<https://ethicsunwrapped.utexas.edu/glossary/diffusion-of-responsibility>)

### Ethical Fading

(<https://ethicsunwrapped.utexas.edu/glossary/ethical-fading>)

### Ethics

(<https://ethicsunwrapped.utexas.edu/glossary/ethics>)

### Fiduciary Duty

(<https://ethicsunwrapped.utexas.edu/glossary/fiduciary-duty>)

### Framing

(<https://ethicsunwrapped.utexas.edu/glossary/framing>)

### Fundamental Attribution Error

(<https://ethicsunwrapped.utexas.edu/glossary/fundamental-attribution-error>)

### Groupthink

(<https://ethicsunwrapped.utexas.edu/glossary/groupthink>)

### Growth Mindset

(<https://ethicsunwrapped.utexas.edu/glossary/growth-mindset>)

### Harm Principle

(<https://ethicsunwrapped.utexas.edu/glossary/harm-principle>)

### Hedonism

(<https://ethicsunwrapped.utexas.edu/glossary/hedonism>)

▶ **Week 8: Oct 5 (Wed)**

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([https://uncch.instructure.com/courses/8729/files/626338/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626338/download?download_frd=1)) + [I made this slide template for you](#) (<https://uncch.instructure.com/courses/8729/files/626317?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8729/files/626317/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626317/download?download_frd=1)) ([pdf version](#) (<https://uncch.instructure.com/courses/8729/files/626316?wrap=1>))\_ ↓  
 ([https://uncch.instructure.com/courses/8729/files/626316/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626316/download?download_frd=1)) ) + [Share by 5 p.m. Oct. 12 \(Wed.\) your EOTO talk title in this Google Spreadsheet](#) ([https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8\\_zQQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8_zQQ/edit?usp=sharing)) + [EOTO talks begin Nov. 7 \(Mon.\)](#) + [Post your EOTO slides to our Forum by 10 p.m. Nov. 5 \(Sat.\)](#) ([https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics)) + [Selling Scandal](#) (<https://uncch.instructure.com/courses/8729/files/626292?wrap=1>)\_ ↓  
 ([https://uncch.instructure.com/courses/8729/files/626292/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626292/download?download_frd=1))  
 ♦ MEJO-141 Grades & Exams (ppt file): Your Questions, Our Answers.

♦ Read: [Ethics, Trust & Decision Making](#) (<https://pagecentertraining.psu.edu/public-relations-ethics/introduction-to-public-relations-ethics/lesson-2/>) [focus on *Exploring Ethical Obligation, Ethical Decision Making Models, The State of Ethics in Public Relations, & Conclusion*]  
 ♦ Read: 12 key terms from [Ethics Defined \(a glossary\) - Ethics Unwrapped](#) (<https://ethicsunwrapped.utexas.edu/glossary>)\_Part 3)

### In-group/Out-group

(<https://ethicsunwrapped.utexas.edu/glossary/in-groupout-group>)

### Incrementalism

(<https://ethicsunwrapped.utexas.edu/glossary/incrementalism>)

### Integrity

(<https://ethicsunwrapped.utexas.edu/glossary/integrity>)

### Justice

(<https://ethicsunwrapped.utexas.edu/glossary/justice>)

### Loss Aversion

(<https://ethicsunwrapped.utexas.edu/glossary/loss-aversion>)

### Moral Absolutism

(<https://ethicsunwrapped.utexas.edu/glossary/moral-absolutism>)

### Moral Agent

(<https://ethicsunwrapped.utexas.edu/glossary/moral-agent>)

### Moral Cognition

.....

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<https://ethicsunwrapped.utexas.edu/glossary/moral-emotions>)

### Moral Equilibrium

<https://ethicsunwrapped.utexas.edu/glossary/moral-equilibrium>)

### Moral Imagination

<https://ethicsunwrapped.utexas.edu/glossary/moral-imagination>)

### Moral Muteness

<https://ethicsunwrapped.utexas.edu/glossary/moral-muteness>)

## ► Week 9: Oct. 10 (Mon.):

◆ MEJO-141 Grades & Exams (ppt file): Your Questions, Our Answers.

► In media we trust. Or, do we? (<https://uncch.instructure.com/courses/8729/files/626291?wrap=1>)

↓ ([https://uncch.instructure.com/courses/8729/files/626291/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626291/download?download_frd=1)) (

[https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/Hussman_media_trust/2021_In_media_we_trustApril7.pptx)

[548e0e828c3a/Hussman\\_media\\_trust/2021\\_In\\_media\\_we\\_trustApril7.pptx](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/Hussman_media_trust/2021_In_media_we_trustApril7.pptx)) .ppt

<https://uncch.instructure.com/courses/8729/files/626290?wrap=1>) ↓

[https://uncch.instructure.com/courses/8729/files/626290/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626290/download?download_frd=1)) )

### ◆ *Complete before class:*

◆ *Read:* Impartiality Is the Source of a Newspaper's Credibility

<https://uncch.instructure.com/courses/8729/files/626330?wrap=1>) ↓

[https://uncch.instructure.com/courses/8729/files/626330/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626330/download?download_frd=1)) (Walter Hussman's WSJ op-ed)

◆ *Read:* Fairness Is Better Measure Than Impartiality

<https://uncch.instructure.com/courses/8729/files/626314?wrap=1>) ↓

[https://uncch.instructure.com/courses/8729/files/626314/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626314/download?download_frd=1)) (Clark Irwin's letter to WSJ editor)

◆ *Read:* Walter E. Hussman, Jr.'s Statement of Core Values

<https://www.arkansasonline.com/corevalues/>), as published in the *Arkansas Democrat-Gazette* and other WEHCO Media, Inc. news platforms

[http://cdn1.creativecirclemedia.com/snpa/original/1488292384\\_470f.jpg](http://cdn1.creativecirclemedia.com/snpa/original/1488292384_470f.jpg))

◆ *Read:* 12 key terms from Ethics Defined (a glossary) - Ethics Unwrapped (

<https://ethicsunwrapped.utexas.edu/glossary>)

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## [Moral Philosophy](#)

(<https://ethicsunwrapped.utexas.edu/glossary/moral-philosophy>)

## [Moral Pluralism](#)

(<https://ethicsunwrapped.utexas.edu/glossary/moral-pluralism>)

## [Moral Psychology](#)

(<https://ethicsunwrapped.utexas.edu/glossary/moral-psychology>)

## [Moral Reasoning](#)

(<https://ethicsunwrapped.utexas.edu/glossary/moral-reasoning>)

## [Moral Relativism](#)

(<https://ethicsunwrapped.utexas.edu/glossary/moral-relativism>)

## [Morals](#)

(<https://ethicsunwrapped.utexas.edu/glossary/morals>)

## [Neuroethics](#)

(<https://ethicsunwrapped.utexas.edu/glossary/neuroethics>)

## [Obedience to Authority](#)

(<https://ethicsunwrapped.utexas.edu/glossary/obedience-to-authority>)

## [Overconfidence Bias](#)

(<https://ethicsunwrapped.utexas.edu/glossary/overconfidence-bias>)

## [Prosocial Behavior](#)

(<https://ethicsunwrapped.utexas.edu/glossary/prosocial-behavior>)

## [Rationalizations](#)

(<https://ethicsunwrapped.utexas.edu/glossary/rationalizations>)

(<https://www.arkansasonline.com/corevalues/>)

## ► **Week 9: Oct. 12 (Wed.):**

► We can and should do better. Our ethical compass

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([https://uncch.instructure.com/courses/8729/files/626329/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626329/download?download_frd=1)) )

♦ **Complete before class:** (<https://www.cnn.com/2019/02/07/asia/maria-ressa-rappler-new-charges-intl/index.html>)

♦ Read: **VW Emissions and the 3 Factors That Drive Ethical Breakdown**  
(<https://ideas.darden.virginia.edu/vw-emissions-and-the-3-factors-that-drive-ethical-breakdown>)

♦ Read: 10 key terms from **Ethics Defined (a glossary) - Ethics Unwrapped** (<https://ethicsunwrapped.utexas.edu/glossary>) Part 5)

### **Role Morality**

(<https://ethicsunwrapped.utexas.edu/glossary/role-morality>)

### **Self-Serving Bias**

(<https://ethicsunwrapped.utexas.edu/glossary/self-serving-bias>)

### **Social Contract Theory**

(<https://ethicsunwrapped.utexas.edu/glossary/social-contract-theory>)

### **Subject of Moral Worth**

(<https://ethicsunwrapped.utexas.edu/glossary/subject-moral-worth>)

### **Sustainability**

(<https://ethicsunwrapped.utexas.edu/glossary/sustainability>)

### **Tangible & Abstract**

(<https://ethicsunwrapped.utexas.edu/glossary/tangible-abstract>)

### **Utilitarianism**

(<https://ethicsunwrapped.utexas.edu/glossary/utilitarianism>)

### **Values**

(<https://ethicsunwrapped.utexas.edu/glossary/values>)

### **Veil of Ignorance**

(<https://ethicsunwrapped.utexas.edu/glossary/veil-of-ignorance>)

### **Virtue Ethics**

(<https://ethicsunwrapped.utexas.edu/glossary/virtue-ethics>)

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## ► MEJO-141.3 (Closed book) Test # 1

### ♦ *Complete before class:*

♦ **Ace Exam#1:** [Tips to ace MEJO-141 Exam#1 \(Oct. 17 \(Mon.\) reading list](https://uncch.instructure.com/courses/8729/files/626327?wrap=1) (<https://uncch.instructure.com/courses/8729/files/626327?wrap=1>)\_ ↓  
[https://uncch.instructure.com/courses/8729/files/626327/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626327/download?download_frd=1)) ***we will highlight key readings for you to focus***) (<https://uncch.instructure.com/courses/8729/files/626327?wrap=1>)\_ ↓  
[https://uncch.instructure.com/courses/8729/files/626327/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626327/download?download_frd=1)) + **MEJO-141 Grades & Exams** (<https://uncch.instructure.com/courses/8729/files/626319?wrap=1>)\_ ↓  
[https://uncch.instructure.com/courses/8729/files/626319/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626319/download?download_frd=1)) (**ppt file** (<https://uncch.instructure.com/courses/8729/files/626318?wrap=1>)\_ ↓  
[https://uncch.instructure.com/courses/8729/files/626318/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626318/download?download_frd=1)) )

## ► **Week 10: Oct. 19 (Wed.): No class due to Fall Break, from Oct. 21 (Thurs.) through Oct. 23 (Sun.)**

► *Please rest and relax over this break.*

♦ If you wish to stay ahead, we will share a list of things we may accomplish to stay ahead.

## ► **Week 11: Oct. 24 (Mon.):**

► **Prof. Richard Griffiths** (<https://www.gab.org/get-to-know-richard-griffiths-president-of-the-georgia-first-amendment-foundation/>): **Ethical, Literal and Figurative Land Mines** (<https://uncch.instructure.com/courses/8729/files/626342?wrap=1>)\_ ↓  
[https://uncch.instructure.com/courses/8729/files/626342/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626342/download?download_frd=1))

### ♦ *Complete before class:*

► **Selling Scandal** ([https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/004\\_EOTO/2013\\_cafme\\_selling\\_scandal.pdf](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/004_EOTO/2013_cafme_selling_scandal.pdf))\_ + **Volkswagen and clean diesel dupe** ([https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/VW\\_Aikat/VW\\_EPA\\_2015\\_case.pdf](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/VW_Aikat/VW_EPA_2015_case.pdf))\_ (ppt ([https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/VW\\_Aikat/VW\\_EPA\\_2015\\_case.pptx](https://sakai.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/VW_Aikat/VW_EPA_2015_case.pptx))\_)

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**Reset Student**

**Leave Student View**

### ◆ **Complete before class:**

- ▶ Complete your EOTO slides
- ▶ Earn 20 points: ▶ [Submit 6 exam questions to Canvas Assignments by \(https://uncch.instructure.com/courses/8729/assignments/10260\)](https://uncch.instructure.com/courses/8729/assignments/10260) **11:30 p.m., Nov. 16 (Wed.)**  [\(https://uncch.instructure.com/courses/8729/assignments/10260\)](https://uncch.instructure.com/courses/8729/assignments/10260) + [Write your questions in this Word document template \(https://uncch.instructure.com/courses/8729/files/626339?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626339?wrap=1) ↓  [\(https://uncch.instructure.com/courses/8729/files/626339/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626339/download?download_frd=1) . + [Details of MEJO-141.3 Final Exam on Nov. 30 \(\\$CANVAS COURSE REFERENCE\\$/file\\_ref/g47722e7e709d371d52657d9491436131?wrap=1\)](#) . ◆ **Media**
- ▶ **Ethics EOTO:** [Media Ethics EOTO project details \(https://uncch.instructure.com/courses/8729/files/626338?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626338?wrap=1) ↓  [\(https://uncch.instructure.com/courses/8729/files/626338/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626338/download?download_frd=1) + [I made this slide template for you \(https://uncch.instructure.com/courses/8729/files/626317?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626317?wrap=1) ↓  [\(https://uncch.instructure.com/courses/8729/files/626317/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626317/download?download_frd=1)  [\(pdf version \(https://uncch.instructure.com/courses/8729/files/626316?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626316?wrap=1) ↓  [\(https://uncch.instructure.com/courses/8729/files/626316/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626316/download?download_frd=1) ) + [Share by 5 p.m. Oct. 12 \(Wed.\) your EOTO talk title in this Google Spreadsheet \(https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8\\_zQQ/edit?usp=sharing\)](#) + [EOTO talks begin Nov. 7 \(Mon.\)](#) + [Post your EOTO slides to our Forum by 10 p.m. Nov. 5 \(Sat.\) \(https://uncch.instructure.com/courses/8729/discussion\\_topics\)](#) + [Selling Scandal \(https://uncch.instructure.com/courses/8729/files/626292?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626292?wrap=1) ↓  [\(https://uncch.instructure.com/courses/8729/files/626292/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626292/download?download_frd=1)

### ▶ **Week 12: Oct. 31 (Mon.):**

- ▶ *Restoring Media Trust (WEHCO)*
- ▶ Professionalism and Ethical Codes in the newsroom, the boardroom, the spin-room and the courtroom
- ◆ Ethical Moment: [Current news \(https://news.google.com/?tab=wn&hl=en-US&gl=US&ceid=US:en\)](https://news.google.com/?tab=wn&hl=en-US&gl=US&ceid=US:en) + [WSOC TV Joe Bruno's Blanden, NC, report \(https://adminliveunc-my.sharepoint.com/:f/g/personal/daikat\\_ad\\_unc\\_edu/Eh287C4fcFpPpLthuvZ-QJ4BHUXXp6Ph7fJGMBgg9IalsA?e=iMGldV\)](https://adminliveunc-my.sharepoint.com/:f/g/personal/daikat_ad_unc_edu/Eh287C4fcFpPpLthuvZ-QJ4BHUXXp6Ph7fJGMBgg9IalsA?e=iMGldV) + [Election Fraud in the 9th District \(https://www.youtube.com/watch?v=dYV6KZpnEak\)](https://www.youtube.com/watch?v=dYV6KZpnEak) (WSOC-TV) + [Restrict use of digital devices during our class \(https://sakai-test.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/001\\_141\\_Syllabus/slide\\_20\\_undivided\\_attention.pdf\)](https://sakai-test.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/001_141_Syllabus/slide_20_undivided_attention.pdf)

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<https://uncch.instructure.com/courses/8729/files/626330?wrap=1> ↓

[https://uncch.instructure.com/courses/8729/files/626330/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626330/download?download_frd=1) (Walter Hussman's WSJ op-ed)

♦ **Read: Fairness Is Better Measure Than Impartiality**

<https://uncch.instructure.com/courses/8729/files/626314?wrap=1> ↓

[https://uncch.instructure.com/courses/8729/files/626314/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626314/download?download_frd=1) (Clark Irwin's letter to WSJ editor)

♦ **Read: Walter E. Hussman, Jr.'s Statement of Core Values**

<https://www.arkansasonline.com/corevalues/>), as published in the *Arkansas Democrat-Gazette* and other WEHCO Media, Inc. news platforms

[http://cdn1.creativecirclemedia.com/snpa/original/1488292384\\_470f.jpg](http://cdn1.creativecirclemedia.com/snpa/original/1488292384_470f.jpg)

## ► **Week 12: Nov. 2 (Wed.):**

► *Media Ethics in a Digital World:*

**Charlie Puth - 'Attention'** <https://www.youtube.com/watch?v=WiztottvSm0> (live at Capital's Summertime Ball 2018)

♦ **Complete before class:**

♦ **View & Read** [https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics) **EOTO presentations** [https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics)

## ► **Week 13: Nov. 7 (Mon.):**

► *Objectivity and Ethical Frames*

► **Each One Teach One (EOTO) Session #1**

[https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8\\_zQQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8_zQQ/edit?usp=sharing)

♦ **Complete before class:**

♦ **View & Read EOTO presentations scheduled for today**

[https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics)

► Evaluate MEJO-141 & Earn 10 points by confirming (by Nov. 30): "I completed end-semester evaluations" or respond to MEJO-141.3-End\_Semester\_Evaluation in Test & Quizzes

## ► **Week 13: Nov. 9 (Wed.):**

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**Reset Student**

**Leave Student View**

[https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8\\_zQQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8_zQQ/edit?usp=sharing)

[Phil Collins - In the air tonight](https://www.youtube.com/watch?v=dYV6KZpnEak) [\\_ \(https://www.youtube.com/watch?v=dYV6KZpnEak\)](https://www.youtube.com/watch?v=dYV6KZpnEak) (live)

♦ **Complete before class:**

♦ **View & Read EOTO presentations scheduled for today**

[https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics)

► **Week 14: Nov. 14 (Mon.)**

[https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics) ► *Who is a journalist in the social media age*

► **Each One Teach One (EOTO) Session #3**

[https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8\\_zQQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8_zQQ/edit?usp=sharing)

♦ **Complete before class:**

♦ **View & Read EOTO presentations scheduled for today**

[https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics)

► **Week 14: Nov. 16 (Wed.):**

► *Persuasion and Promotion in the social media age*

► **Each One Teach One (EOTO) Session #4**

[https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8\\_zQQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8_zQQ/edit?usp=sharing)

♦ **Complete before class:**

♦ **View & Read EOTO presentations scheduled for today**

[https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics)

► **Week 15: Nov. 21 (Mon.):**

► *Ethical dilemmas of the digital age*

► **Each One Teach One (EOTO) Session #5**

[https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8\\_zQQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1N40T9QopsYVfY3nRBbiiEPEHuFJHZ6c7ICdhIX8_zQQ/edit?usp=sharing)

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[Reset Student](#)

[Leave Student View](#)

♦ Ethical Moment: **Current news** (<https://news.google.com/?tab=wn&hl=en-US&gl=US&ceid=US:en>) + **WSOC TV Joe Bruno's Blanden, NC, report** ([https://adminliveunc-my.sharepoint.com/:f/g/personal/daikat\\_ad\\_unc\\_edu/Eh287C4fcFpPpLthuvZ-QJ4BHUXXP6Ph7fJGMBggq9lalsA?e=iMGldV](https://adminliveunc-my.sharepoint.com/:f/g/personal/daikat_ad_unc_edu/Eh287C4fcFpPpLthuvZ-QJ4BHUXXP6Ph7fJGMBggq9lalsA?e=iMGldV)) + **Election Fraud in the 9th District** (<https://www.youtube.com/watch?v=dYV6KZpnEak>) (WSOC-TV) + **Restrict use of digital devices during our class** ([https://sakai-test.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/001\\_141\\_Syllabus/slide\\_20\\_undivided\\_attention.pdf](https://sakai-test.unc.edu/access/content/group/96d8c039-e237-45fd-827f-548e0e828c3a/001_141_Syllabus/slide_20_undivided_attention.pdf))

♦ **Complete before class:**

♦ **Read: Impartiality Is the Source of a Newspaper's Credibility** (<https://uncch.instructure.com/courses/8729/files/626330?wrap=1>) ↓  
[https://uncch.instructure.com/courses/8729/files/626330/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626330/download?download_frd=1)) (Walter Hussman's WSJ op-ed)

♦ **Read: Fairness Is Better Measure Than Impartiality** (<https://uncch.instructure.com/courses/8729/files/626314?wrap=1>) ↓  
[https://uncch.instructure.com/courses/8729/files/626314/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626314/download?download_frd=1)) (Clark Irwin's letter to WSJ editor)

♦ **Read: Walter E. Hussman, Jr.'s Statement of Core Values** (<https://www.arkansasonline.com/corevalues/>), as published in the *Arkansas Democrat-Gazette* and other WEHCO Media, Inc. news platforms ([http://cdn1.creativecirclemedia.com/snpa/original/1488292384\\_470f.jpg](http://cdn1.creativecirclemedia.com/snpa/original/1488292384_470f.jpg))

♦ **View & Read EOTO presentations scheduled for today** ([https://uncch.instructure.com/courses/8729/discussion\\_topics](https://uncch.instructure.com/courses/8729/discussion_topics))

## ► Week 15: Thanksgiving holiday (no class) from Nov. 23 (Wed.) through Nov. 27 (Sun.)

### ► Please rest and relax over this break

♦ If you wish to stay ahead, here is a list of things we may do:

## ► Week 16: Nov. 28 (Mon.):

► **Lessons learned in Media Ethics** (<https://uncch.instructure.com/courses/8729/files/626346?wrap=1>) ↓ ([https://uncch.instructure.com/courses/8729/files/626346/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626346/download?download_frd=1)) (ppt <https://uncch.instructure.com/courses/8729/files/626345?wrap=1>) ↓ ([https://uncch.instructure.com/courses/8729/files/626345/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626345/download?download_frd=1)) )

► Exam review today (Nov. 28, Mon.) to prepare you for Final Exam on Nov. 30, Wed.

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♦ Read: [Lessons learned in Media Ethics \(https://uncch.instructure.com/courses/8729/files/626346?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626346?wrap=1) ↓  [\(https://uncch.instructure.com/courses/8729/files/626346/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626346/download?download_frd=1) (ppt  [\(https://uncch.instructure.com/courses/8729/files/626345?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626345?wrap=1) ↓  [\(https://uncch.instructure.com/courses/8729/files/626345/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626345/download?download_frd=1) )

► **Earn 10 points:** Evaluate MEJO-141 & Earn 10 points by confirming (*by 11:30 p.m., Nov. 30*): "I completed end-semester evaluations" or respond to MEJO-141-End\_Semester\_Evaluation in Test & Quizzes

► **Deb's Tips for MEJO-141 Final Exam:** Final exam details [7:15 p.m., Nov. 30 (Wed.) reading list [*we highlighted key readings for you to focus*] + Click here to review the 38 EOTO slides that are on the Final Exam + MEJO-141 Grades & Exams

## ► Week 16: Nov. 30 (Wed.):

♦ Final exam at 7:15 p.m., Nov. 30, Wed. (last day of class)

► **Deb's Tips for MEJO-141.3 Final Exam:** [Details of MEJO-141.3 Final Exam on Nov. 30 \(we highlighted key readings\)](https://uncch.instructure.com/courses/8729/files/626343?wrap=1) ↓  [\(https://uncch.instructure.com/courses/8729/files/626343/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626343/download?download_frd=1) + [Click here to review the 38 EOTO slides that are on the Final Exam](#)

[\(https://uncch.instructure.com/courses/8729/discussion\\_topics\)](https://uncch.instructure.com/courses/8729/discussion_topics) + [MEJO-141 Grades & Exams](#)

[\(https://uncch.instructure.com/courses/8729/files/626319?wrap=1\)](https://uncch.instructure.com/courses/8729/files/626319?wrap=1) ↓

[\(https://uncch.instructure.com/courses/8729/files/626319/download?download\\_frd=1\)](https://uncch.instructure.com/courses/8729/files/626319/download?download_frd=1)

► **Earn 10 points:** Evaluate MEJO-141 & Earn 10 points by confirming (*by 11:30 p.m., Nov. 30*): "I completed end-semester evaluations" or respond to MEJO-141-End\_Semester\_Evaluation in Test & Quizzes

♦ *Loyalties, balancing democratic ideals and economic realities*

► Five freedoms of the First Amendment + Fostering values

♦ [Backstreet Boys - I Want It That Way](https://www.youtube.com/watch?v=4fndeDfaWCg) ↓  [\(https://www.youtube.com/watch?v=4fndeDfaWCg\)](https://www.youtube.com/watch?v=4fndeDfaWCg)

(Official Music Video)

## ► Week 17: Dec. 8 (Thur.)

► **2 p.m., to 2:50 p.m., Dec. 8 (Thur.):** MEJO 141.3 Finals Week debrief and a celebration of MEJO 141 (*re-scheduled from 7 p.m., Dec. 9 (Fri.) due to schedule conflict*)

► Our celebration of MEJO 141 will be convened in a Zoom session (*Zoom link will be shared in our class*).

♦ Attendance expectation: *Like all MEJO 141 class sessions, we expect you to attend this session.. However, like all MEJO 141 class sessions, you may choose to miss this session to attend other*

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## ► Week 16 & 17: Key dates for end-of-semester activities

### ◆ Course evaluation details:

- ◆ Week of Nov. 16, Mon.: [We invite you to evaluate this course](#) (<https://curricula.unc.edu/course-evaluations/>). (Week 14) 101-End\_Semester\_Evaluation in Canvas
- ◆ Nov. 30, Wed.: [Deadline to complete evaluations](#) (<http://curricula.unc.edu/course-evaluations/>) (course evaluation site closes Nov. 30 (Wed.), last day of classes. Quizzes.
- ◆ Classes End: Nov. 30, Wed.

### ◆ Finals week details for Fall 2022:

- ◆ [Final exam schedule for Fall 2022](#) (<https://registrar.unc.edu/academic-calendar/final-examination-schedule-fall/>)
- ◆ Reading Day#1: Dec. 1, Thurs.
- ◆ First day of exam: Dec. 2, Fri.
- ◆ Reading Day#2: Dec. 7, Wed.

### ◆ Week 17:

- ◆ Last day of Exams: Dec. 9, 2022 (Fri.)
- ◆ Fall Commencement: Dec. 11, 2022 (Sun.)

### \*\* Fall 2022 updates:

- ◆ MEJO 141.3 meets, *in-person*, 7:14 p.m. to 8:30 p.m., Mon. & Wed., **111 Carroll Hall auditorium** ([https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx\\_OdE3u/view?usp=sharing](https://drive.google.com/file/d/1E33kA6QJ8mVYbKwH4VEW7LPvxx_OdE3u/view?usp=sharing)).
- ◆ We expect all students to attend every class session, *in real-time*. We will record attendance on a sign-up sheet.
- ◆ In other words, we expect you to attend class, *in-person*, every day we meet. No excuses. No exceptions.

## ◆ ◆ ◆ ◆ ◆ ◆ ◆ End of Schedule for current & previous weeks ◆ ◆ ◆ ◆ ◆ ◆ ◆

(<https://uncch.instructure.com/courses/8729/pages/ethical-decision-activity>)

### \*\* Fall 2022 updates:

- **Earn 10 points: Evaluate MEJO-141** (<https://blueeval.unc.edu/Blue/>) & Earn 10 points by confirming (before by 11:30 p.m., Nov. 30): "[I completed end-semester evaluations](#)"

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► **Ace Final Exam:** Details of MEJO-141.3 Final Exam on Nov. 30 (we highlighted key readings) (<https://uncch.instructure.com/courses/8729/files/626343?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8729/files/626343/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626343/download?download_frd=1)) + **MEJO-141 Grades & Exams** (<https://uncch.instructure.com/courses/8729/files/626319?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8729/files/626319/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626319/download?download_frd=1)) (ppt file  
(<https://uncch.instructure.com/courses/8729/files/626318?wrap=1>) ↓  
([https://uncch.instructure.com/courses/8729/files/626318/download?download\\_frd=1](https://uncch.instructure.com/courses/8729/files/626318/download?download_frd=1)) )

► **Earn +5 points:** Complete “media motivation” survey by 11 p.m., Oct. 2, Sun.  
([https://unc.az1.qualtrics.com/jfe/form/SV\\_a3GRTyDzkUYvaHY](https://unc.az1.qualtrics.com/jfe/form/SV_a3GRTyDzkUYvaHY)) + To earn +5 points, respond to Yes, I completed “media motivation” survey  
(<https://uncch.instructure.com/courses/8729/assignments/10268>) in Canvas Quizzes  
(<https://uncch.instructure.com/courses/8729/assignments/10268>)

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