

MEJO 141
MEDIA ETHICS
SUMMER II, 2023

Mon.-Fri. 1:15 – 2:45
Remote, synchronous
office hours: M, 1-3

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COURSE DESCRIPTION:

We will explore the writings of historical philosophers and how those definitions and approaches to ethics drive decision making in today's media world. We will hear from ethics experts at various media organizations about some of the challenges they've faced.

OBJECTIVES:

To come away from the course with the needed intellectual underpinnings to be able to make sound decisions when faced with difficult issues in the workplace. All communication will happen on Teams or via email.

ATTENDANCE POLICY:

Unless you have made prior arrangements with me or have a university-excused absence, I expect you to show up every day, on time, with your camera on and ready to participate in group discussions. Because of the condensed time frame of summer school, you are allowed only one unexcused absence. Each absence in excess of one will result in a deduction of two points from participation score. Being late four times counts as one absence.

REQUIRED TEXT:

Media Ethics. Issues and Cases. Wilkins, Painter and Patterson. 10th Edition. Rowman & Littlefield. Other readings as assigned.

GRADE ELEMENTS

MIDTERM – 20%

FINAL – 20%

PARTICIPATION – 20%

PRESENTATIONS – 40%

When we sit down to calculate grades, we'll be looking to see which of the following categories best describes you and your efforts:

Grading scale

A: 92-100

A-: 90-92

B+: 88-90

B: 82-88

B-: 80-82

C+: 78-80

C: 72-78

C-: 70-72

D: Below 70

A: nearly perfect in execution... quality and quantity of work is exceptional

A-: stands out from crowd (in a good way!)... good attitude... work is impressive in terms of quantity and quality... very few problems all term... works like career depends on it B+: very good performance... would get an unqualified job recommendation... consistently does more than required... a self starter

B: solid effort... would have no problem recommending this person

B-: with a bit more polish, this person should make it in the business... good team player

C+: good in one phase of job, but consistent problems in another phase or contributed in only one phase

C: acceptable work... follows instructions... understands basics... but didn't perform/contribute across the board... punches the clock.

C-: has glimpses of potential in a limited range of jobs

D: needs to consider a different field

F: wouldn't have gotten this far

Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to

seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at <http://disabilityservices.unc.edu/>

ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.

WEEKLY CLASS SCHEDULE:

June 26 Introductions and expectations. Read chapter 1.

June 27 Discuss chapter 1. Watch The Social Dilemma. Read chapter 2.

June 28 Discuss chapter 2. Discuss TSD. Read chapter 3.

June 29 discuss current event. guest speaker: Don Heider, Markkula Center for Applied Ethics, Santa Clara University

June 30 Discuss chapter 3, read chapter 4.

July 3 Discuss chapter 4, read chapter 5.

July 4 Independence Day. NO CLASS.

July 5 Discuss chapter 5, read chapter 6.

July 6 guest speaker

July 7 Discuss chapter 6, read chapter 7.

July 10 Discuss chapter 7, read chapter 8.

July 11 midterm exam.

July 12 Discuss chapter 8, read chapter 9.

July 13 guest speaker: Richard Griffiths, former CNN executive, Georgia First Amendment Foundation

July 14 discuss chapter 9, read chapter 10.

July 17 Discuss chapter 10, read chapter 11.

July 18 Discuss chapter 11.

July 19 work on presentations.

July 20 guest speaker

July 21 work on presentations.

July 24 Presentations

July 25 Presentations

July 26 Presentations

July 27 Presentations

July 28 Reading day.

July 31 Final exam

