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| COURSE INFORMATON | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Medıa Ethıcs And Crıtıcısm | MES 641 | Fall/Spring | 3 + 0 | 3 | 10 |

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| **Prerequisites** | None |

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| **Language of Instruction** | Englısh |
| **Course Level** | Ph.D Degree |
| **Course Type** | Elective |
| **Course Coordinator** | Prof. Dr. R. Mahmut Oktay |
| **Instructors** |  |
| **Assistants** | - |
| **Goals** | The goal of this course is to examine the ethical rules and applications of the communication profession in Turkey and in the World, and their applicability, as well as the problems of ethics in the concerning sectors, also problems within “ethics” itself. |
| **Content** | The aim of this course is to examine the concepts of ethics and media ethics by focusing on the concepts such as ethics and politics, media and law, freedom of expression, privacy and publicity in modern society, limitations in media, objectivity, partiality, and truthfulness, codes of ethics for media professionals. Different ethical theories and approaches will be discussed with an analytical perspective. |

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| **Learning Outcomes** | **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| 1) Defines and explains the historical development of ethical philosopy. | 1, 2, 5, 12, 13 | 1, 2, 3, 4 | A, B, C |
| 2) Examines their validity in today’s media sector. | 1, 5, 12, 13 | 1, 2, 3, 4 | A, B, C |
| 3) Examines and discusses the source of primary responsibility of ethics in the communication sector. (The dilemma of editors and correspondents, the creative staff and advertisers, PR consultants and clients). | 1, 2, 4, 5 | 1, 2, 3, 4 | A, B, C |
| 4)Discusses the ethical problems of newsmaking. | 2, 5, 8, 12, 13 | 1, 2, 3, 4 | A, B, C |
| 5) Analyzes the problems and and solutions about advertising ethics. | 1, 5, 7, 8 | 1, 2, 3, 4 | A, B, C |
| 6) Examines the problems and solutions about PR ethics. | 1, 5, 12, 13 | 1, 2, 3, 4 | A, B, C |
| 7)Analyzes and comments about the ethical problems of today and tomorrow concerning the internet communication ethics. | 1, 2, 4, 5 | 1, 2, 3, 4 | A, B, C |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion |
| **Assessment Methods:** | A: Testing, B: Discussion C: Homework |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | Introduction: What are ethics, professional ethics of communication, and their applicability and problems. |  |
| 2 | The historical development of ethical philosophy. |  |
| 3 | The applicability of the ethical philosophy to the communication profession. |  |
| 4 | The ethics of newsmaking and its problems. |  |
| 5 | The problem of primary responsibility in the communication profession. |  |
| 6 | Ethics of marketing communications. |  |
| 7 | Midterm Exam |  |
| 8 | Ethical discussions in advertising. |  |
| 9 | Ethical discussions in Public Relations. |  |
| 10 | Are there (Or should there be) ethical rules in internet communication. |  |
| 11 | Presentation of Student Projects |  |
| 12 | Presentation of Student Projects |  |
| 13 | Presentation of Student Projects |  |
| 14 | Final Examination |  |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | A.D. Gordon, J.M.Kitross, J.C. Merrill, W. Babcock, M.Dorsher, Controversıes İn Medıa Ethıcs, N.Y., 2011. |
| **Additional Resources** | Supportive books and papers. |

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| **MATERIAL SHARING** | |
| **Documents** | Books, documents, articles |
| **Assignments** | Projects combining theory and case studies. |
| **Exams** | Midterm (theoretical) 40%; Final 30%; and Home Project and Class Presentation 30% |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 1 | 40 |
| Projects | 2 | 30 |
| Final | 1 | 30 |
| **Total** |  | **100** |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 30 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |  | 70 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | Expertise/ELECTİVE |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 | 1 |
| 1 | To develop and enhance current and advanced knowledge in the field with original thought and/or research, and produce new definitions based on Master's degree qualifications. |  |  |  |  | X |  |
| 2 | To comprehend the interdisciplinary interaction that is related to the field; generate original solutions by using competent knowledge for analysis, synthesis and assessment of new and complex ideas. |  |  |  |  | X |  |
| 3 | To develop and lead new strategic approaches in order to solve unforeseen and complex issues in the field of media studies through integrative and creative elaboration. |  |  |  |  | X |  |
| 4 | To contribute to the science of media studies by acquiring advanced skills in research methodologies, developing new scientific methods and approaches, importing existing methods from other fields into media studies, investigating, comprehending, designing, adapting and implementing original topics. |  |  |  |  | X |  |
| 5 | To conduct independent research, and analyze scientific phenomenon from a broad, deep and critical perspective to attain a new synthesis and to make evaluation in the discipline of media studies. |  |  |  | X |  |  |
| 6 | To publish scientific articles in reputable peer-reviewed journals, and present papers in scientific conferences in the field of media studies and its sub-disciplines. |  |  |  |  | X |  |
| 7 | To develop effective communication skills for scientific presentations and defending original ideas by addressing to an expert audience. |  |  |  | X |  |  |
| 8 | To contribute to the information society by consistent follow up of social and cultural developments both professionally and academically; to analyse and evaluate media’s agenda setting dynamics and daily events via new media technologies, globalisation and media convergence. |  |  |  |  | X |  |
| 9 | To develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; to be able to examine, recognize, design, adapt and implement an original subject. |  |  |  | X |  |  |
| 10 | To possess functional interaction skills by use of strategic decision making processes in solving problems in the field. |  |  |  | X |  |  |
| 11 | To contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field, and support development of such values. |  |  |  |  | X |  |
| 12 | To describe, question, and categorise the political, economical and social components of the process of media monopolisation. |  |  | **X** |  |  |  |
| 13 | To discuss media in local, national and global networks and their sectoral effects in relation to civil society and politics. |  |  |  |  | X |  |
| 14 | To assess and review media with regards to ethical principles and legal regulations. |  |  |  |  | X |  |
| 15 | To have and discuss advanced written, oral and visual communication in a foreign language (“European Language Portfolio Global Scale”, Level C1). |  |  |  |  | X |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 16x Total course hours) | 14 | 3 | 42 |
| Hours for off-the-classroom study (Pre-study, practice) | 2 | 6 | 12 |
| Mid-terms  Project | 1  5 | 3  3 | 3  15 |
| Homework | 2 | 3 | 6 |
| Final examination | 1 | 3 | 3 |
| **Total Work Load** |  |  | 81+ |
| **Total Work Load / 25 (h)** |  |  |  |
| **ECTS Credit of the Course** |  |  | 10 |