

Mass Media Ethics
Fall 2016, Section 1001

Instructor:
Email:
Instructor Phone:

Office:
Hours: Noon to 1 pm, Mon.-Thurs.

Reading Requirements:

Brown, Fred and other members of the SPJ Ethics Committee (2011). *Journalism Ethics: a Casebook of Professional Conduct for News Media*. 4th Edition. Portland, Oregon: Marion Street Press.

PLUS: Other assigned readings as noted in the schedule

Learning Objectives

At the conclusion of this course, students will:

- Understand and be familiar with professional codes of ethics related to various media careers.
- Use critical thinking skills to apply ethical standards when necessary.
- Articulate their personal code of ethics and apply it to decision making.
- Be equipped to face and answer inevitable ethical dilemmas encountered in personal and professional life.

Description

This course use an array of case studies to examine and discuss ethical codes and issues facing professionals working in journalism, advertising and public relations.

Class Communication

All communication with the instructor should be e-mailed through WebCampus. You may telephone in an emergency but be aware that the instructor is not in the UNLV office very often. In case of a true emergency, call the JMS office at 702-895-2028 and ask the administrative assistant to contact the instructor at home.

Course Assignments and Exams

This course is intended to enhance critical thinking, public speaking, and writing skills. There are several written assignments, each with a specified minimum number of pages. Students must complete the minimum length described in each assessment and work to ensure quality content. All take-home written assignments must be typed using Times New Roman 12-point font, double spacing, and 1-inch margins. Please use footer with your first and last name and page numbering. Students should cite references and resources using APA style both in text and in a works cited/bibliography. In addition, all assignments and projects are expected to be original material prepared by you. Plagiarism and/or repurposing work from other courses is not permitted and will result in a failing course grade.

Grades will be based on a total of 100 points made up of the following elements:

Short Essays (2 @ 15 percent each)	30 percent
Quizzes (4 @ 5 percent each)	20 percent
Class Presentation/Participation	10 Percent
Research Paper	20 percent
Final Exam	20 percent
Total	100 percent

Grade Distribution

Final grades will be awarded as follows:

100-93 percent = A	76-73 = C
92-90 = A-	72-70 = C-
89-87 = B+	69-67 = D+
86-83 = B	66-63 = D
82-80 = B-	62-60 = D-
79-77 = C+	59 and below = F

Quizzes

There will be two 10-question quizzes covering the text, handouts and class discussions. The quizzes will consist of 10-short answer questions. There is no midterm exam.

Short Essays

Requirements include two 3-4 page essays (double spaced, 1-inch margins, 12-point Times Roman type). The essays will identify and discuss an ethical dilemma (not discussed in class), detail the issues at hand and explain and defend a recommended course of action. Essay must include at least three citations from ethics codes, course material or other research.

Due Date	Topic category options
Sept. 2	Local dilemma Advertising issue Public relations Broadcasting issue Accuracy, fairness, or obscenities Online issues
Oct. 27	Diversity Conflicts Checkbook journalism Deception Photojournalism Privacy Source/Reporter relationships

Research Paper

Students will complete a 4-6-page paper exploring media coverage of an issue or event. Further instruction regarding the paper will be given in a separate handout. Note: you may not recycle a topic from your short essay for your research paper. The paper is due at the beginning of class on Dec. 1.

Case presentation and class participation

Your participation in class is a critical element of your learning experience. In addition to participation in regular course discussion, you will select a case and, on its assigned day make a brief 5-8 minute class presentation. (Additional instruction will be given out separately). Participation in assignments, such as the lying diary and your personal ethics code will be reflected in your participation grade.

Final Exam

The final exam will consist of short answer and essay questions from the readings, lectures and class discussions. The exam will be distributed on the last day of class and must be submitted through WebCampus by exam day.

Missed and late assignments will receive a failing grade.

Schedule

Date	Topic	Assignment	Presentations
Aug. 30	Course Overview	Write your own professional code of ethics. Due next class. Read Brown Ch. 1-3	
Sept. 1	Codes of Ethics	Keep a log of your lies. Due next class. Read handouts: lying, Ethical Decision Making Guide	
Sept. 6	Ethics in our lives	Read handout: local ethical dilemmas Lying log due	
Sept. 8	Ethics in our Lives		
Sept. 13	Local Journalism	Read advertising handout Read Institute for Advertising Ethics handout	
Sept. 15	Ethics in Advertising Repugnant clients Advertising/editorial	Read handout on advertising/editorial issues Read case study 29 Read Edelman handout Prepare questions for quest speaker	
Sept. 20	Guest speaker Quiz 1	Research paper topic due Read handouts: PRSA IABC Codes, public relations issues	
Sept. 22	Honesty, transparency, disclosure in PR	Prepare questions for quest speaker	
Sept. 27	Guest Speaker	Read handout on broadcasting Read Case Study 12	
Sept. 29	Broadcasting ethics	Essay 1 due	Cases 2,3,4
Oct. 4	Guest Speaker	Read Brown Chapter 5 (plus cases) Read Accuracy handout	
Oct. 6	Accuracy	Read Brown Chapter 7 (plus cases) Read Fairness Handout	Cases 6,7,8
Oct. 11	Quiz 2 Fairness	Read handout on obscenities Read Case Study 19	Cases 12-13
Oct. 13	Obscenities and questionable quotes		Cases 14-16
Oct. 18	Debate	No class	
Oct. 20	Debate	No Class Read handout on online ethics Read WOMMA code	
Oct. 25	Online Ethics Content linking Removing content	Read Brown Ch. 8 (plus cases)	Cases 18-19
Oct. 27	Diversity issues	Read Brown Ch. 9 (plus cases) Read Conflicts Handout Essay 1 Due	Cases 22-23

Nov. 1	Conflicts of Interest		Cases 24-25
Nov. 3	Conflicts continued	Read handout on Checkbook journalism	Cases 26-27
Nov. 8	Checkbook journalism	Read RJ Handout	Cases 29-31-32
Nov. 10	Quest Speaker Quiz 3	Read Brown Ch. 6 (plus cases) Read handout on deception	
Nov. 15	Deception	Read case study 9 Read ABC's Food Lion Handout	Cases 9-10-11
Nov. 17	Hidden Cameras	Read Brown Ch. 10 (plus cases) Read photojournalism handout.	Cases 33-34
Nov. 22	Guest Speaker	Essay 2 Due	
Nov. 24	Holiday		
Nov. 29	Altering photos	Read Brown Ch. 11 (plus cases)	Cases 35-36
Dec. 1	Privacy	Read Brown Ch. 12 (plus cases) Research Paper Due	Cases 37-38-40
Dec. 6	Quiz 4 Source/Reporter Relations	Read Brown Ch. 13. (plus cases) Read handout on plagiarism/fabrication.	Cases 41-42-43
Dec. 8	Accountability, plagiarism, fabrication Exam Distributed		Cases 44-45-46
Dec. 13	Exam	Submit on WebCampus by 5 p.m.	

University of Nevada, Las Vegas Additional Information

Academic Misconduct – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <http://studentconduct.unlv.edu/misconduct/policy.html>.

Copyright – The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC) – The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel

that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades - The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

University Library - Students may consult with a librarian on research needs. For this class, the subject librarian is Susie Skarl (https://www.library.unlv.edu/contact/librarians_by_subject). UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at: <http://academicsuccess.unlv.edu/tutoring/>.

UNLV Writing Center – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be

reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

Rebelmail – By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.