

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administration and Communication Sciences
1.3 Department	Journalism department
1.4 Field of study	Communication sciences
1.5 Level of study	Master
1.6 Study program / Qualification	Media communication

2. Information about the discipline

2.1 Discipline title	Media Ethics						
2.2 Course lecturer	PhD Lect. Sinziana Jurau						
2.3 Seminar assistant	PhD Lect. Sinziana Jurau						
2.4 Year of study	II	2.5 Semester	I	2.6. Evaluation type	Exam.	2.7 Discipline type	Compulsory

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					36
Supplementary documentation in the library, on electronic platforms and in the field:					18
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					36
Tutorials					16
Examinations					2
Other activities: written paper for seminar activities					
3.7 Total hours of individual study	108				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

5. Conditions (where applicable)

5.1 for the course	•
5.2 for the seminar/laboratory	•

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • Capacity to manage ethically the information accessed • Capacity to identify specific ethical elements and social responsibility norms that regulate the profession • Capacity to develop media content whilst observing the ethical and deontology norms
Transversal competencies	<ul style="list-style-type: none"> • Developed sense of professional responsibility, enabling the use of efficient conflict-resolution methods • Experience gained in managing difficult communication situations, negotiation processes, mediation and public debate • Capacity to use developed evaluation models and analysis methods in order to efficiently evaluate difficult professional dilemmas • Experience gained in working on interdisciplinary projects within a team

7. Discipline objectives

7.1 General objective	Introducing the students to the basic principles regarding journalistic deontology, social responsibility of media and professional ethics. Students will be encouraged to engage in debates regarding the mechanisms of self-regulation in the practice of journalism and the interactions between legal provisions and journalism ethics.
7.2 Specific objectives	<ul style="list-style-type: none"> • Developing students' capacity to identify and debate the normative framework of journalism • Developing students capacity to respond to problematical ethical issues in an argued manner • Enabling students to use the key ethical concepts in the analysis of current journalism issues • Enabling students to negotiate their position and response to ethical issues encountered while working in a team

8. Contents

8.1 Course	Teaching methods	Observations
1. Role and scope of media ethics and of media law.	Oral and multimedia presentations. Debates based on study cases	
2. Media accountability systems. Legal framework vs self-regulation.		
3. Codes of ethical conduct. Types of clauses.		
4. Ethics councils and other self-regulatory mechanisms		
5. Analysis methods of professional ethic issues		
6. Truth seeking. Fake news. Citizens reporting. Digitally deconstructing and reconstructing reality.		

7. Right to privacy and public image. Defamation and invasion of privacy in the digital era. Emotional, physical or financial injury.		
8. Presumption of innocence. The relationship between media and justice.		
9. Dealing with big data. Anonymity.		
10. Minority rights and discrimination		
11. Hate speech and social responsibility		
12. Online advertising and the media. Marketing discrimination.		
13. PR and the media		
14. Photography ethics		

Bibliography

Belsey Andrew, Chadwick Ruth, *Ethics as a Vehicle for Media Quality*, European Journal of Communication 1995 10: 461

Bertrand Claude – Jean – *Media accountability systems* – OSCE Mission to Serbia

Clifford G. Christians, *Media ethics. Cases and moral reasoning*, Allyn & Bacon, 2004

Herrscher Roberto: *A Universal Code of Journalism. Ethics: Problems, Limitations, and Proposals*, Journal of Mass Media Ethics: Exploring Questions of Media Morality, 17:4, 277-289, 2002

Koene Daphne, *Press Councils in Western Europe*, AMB Press, The Hague, 2009

Laitila Tiina, *Journalistic codes of ethics in Europe*, European Journal of Communication 1995 10: 527

John Vivian, *The media of mass communication*, Pearson Education, 2004

McBride, Kelly, Rosenstiel Tom, *The new ethics of journalism*, CQ Press, 2014

Plaisance, Patrick Lee, *Media ethics: key principles for responsible practice*, Sage 2014

Resolution 1003/1993 on the Ethics of journalism, Council of Europe

Souder Lawrence, *A Free-market Model for Media Ethics: Adam Smith's Looking Glass*, Journal of Mass Media Ethics, 25:53–64, 2010

The single deontology code adopted during the Convention of Media Organizations, Romania, 2009

White Aidan, *To tell you the truth- the ethical journalism initiative*, Brussels, Belgium, 2008

Relevant cases and articles indicated during classes

8.2 Seminar / laboratory	Teaching methods	Observations
1. Ethical codes. Types of clauses.	Case-studies Debates	
2. Right to privacy and public image		
3. Media-justice relationship		
4. Minorities rights and hate speech.		
5. PR, Advertising and journalists social responsibility		
6. Students presentations		
7. Revision.		

Bibliography

Clifford G. Christians, *Media ethics. Cases and moral reasoning*, Allyn & Bacon, 2004

McBride, Kelly, Rosenstiel Tom, *The new ethics of journalism*, CQ Press, 2014

Plaisance, Patrick Lee, *Media ethics: key principles for responsible practice*, Sage 2014

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9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program’s corresponding field

Journalists are continuously exposed to ethical challenges in their every-day activity. Developing an appropriate ethical response is one of the most important means to preserve their independence from interferences of the legislative or biased media-owners, enabling them to provide accurate information to the general public.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	1. Capacity to accurately identify the relevant ethical concepts in order to assess an ethical dilemma 2. Capacity to use the ethical concepts and provisions in structured argumentation	Written exam	50%
10.5 Seminar/laboratory	1. Capacity to develop relevant arguments during the seminar debates 2. Case-study analysis	Oral examination (class participation) Submitted paper	10% 40%
10.6 Minimum performance standard			
Capacity to accurately identify the relevant ethical concepts in order to assess a professional ethical and legal dilemma			

Date

Course lecturer signature

Seminar assistant signature

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Date of approval in the Department

Head of department’s signature

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