

**Bossier Parish Community College  
Master Syllabus**

**Course Prefix and Number:** COMM 259 **Credit Hours:** 3  
**Course Title:** Media Ethics  
**Course Prerequisites:** None  
**Textbook:** Patterson, Phillip and Wilkins, Lee and Painter, Chad.  
*Media Ethics – Issues and Cases.* 9<sup>th</sup> Edition.

**Course Description:** This course gives students a firm foundation in ethical principles as they apply to reporting, confirming the proper use of sources, confirming the validity of information, and the business of news. Students also develop their own personal guidelines for what is acceptable behavior for someone employed as a journalist.

**Learning Outcomes:**

At the end of this course the student will

- A. use a systematic approach to moral reasoning by combining ethical theory with the practice of ethics by media professionals; and
- B. use hypothetical situations and reach ethical decisions based on the principles they have learned.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. provide answers to questions on issues concerning political candidates and the use of “Attack Ads” in order to destroy their opponents. (A, B)
- 2. share opinions to regarding ethical dilemmas through discussion board. (A, B)
- 3. design a case study incorporating ethical situations covered in class. (A, B)

**Course Requirements:** This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

<b>Course Grading Scale:</b>	90 – 100	A
	80 – 89	B
	70 – 79	C
	60 – 69	D
	0 – 59	F

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