

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. 9th 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.

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

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

Nondiscrimination Statement

Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

COORDINATOR FOR SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist

Disability Services, F-254, 6220 East Texas Street, Bossier City, LA 71111

318-678-6511

acao@bpcc.edu

Equity/Compliance Coordinator

Teri Bashara, Director of Human Resources

Human Resources Office, A-105

6220 East Texas Street

Bossier City, LA 71111

Phone: 318-678-6056

Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.